

Enterprise Product Owner

Duration

In-person: 2 days

LiveOnline: 3 sessions of 4.5 hours

Intended for

- Product managers
- Senior Product Owners
- Portfolio Managers
- Program/Senior Project Managers
- Enterprise Architects
- Product Subject Matter Experts

And those that form part of the extended team supporting Enterprise Decision Making activities

- Auditors
- Sponsors
- Key Stakeholders
- Financial Decision Makers
- Risk Managers

Prerequisites

You will need to have completed formal agile training such as our Agile Fundamentals course. You need to understand your organisation's product development processes and your organisation's project and portfolio management approaches. You will also need to understand basic stakeholder engagement and management approaches. Prior exposure to strategic decision making and enterprise risk management concepts would also be beneficial.

How do we balance the holistic view of product value creation with the delivery of enterprise value? And how do we make sure we are building the right product at the right time for the enterprise?

This course is designed for senior Product Owners and Product Managers to extend their view of product ownership and management to the enterprise perspective. In this advanced program you will analyse and understand the holistic value of an initiative in terms of customer value, enterprise value and strategic alignment.

You will learn how to identify and track enterprise level value through the entire life of an initiative, applying this lens through the ideation, discovery and delivery stages. You will learn how to construct experiments to validate early assumptions and how to evaluate results from tight feedback loops to facilitate faster value-based decisions at the portfolio level.

Through this course you will gain exposure to the tools and techniques that support the alignment of product management approaches with the enterprise strategic vision. You will also learn how the product management team can work with other key enterprise decision makers to maximise the value of delivery of an initiative and build shared understanding and consensus with your stakeholders.

Learning outcomes

During this course you will learn

- To construct a portfolio level backlog understanding the construction and prioritisation processes
- To evaluate and articulate initiative alignment to enterprise strategy
- A variety of decision-making approaches that can be used in forming the portfolio backlog
- To apply value-based thinking and negotiation skills
- How to articulate the various aspects of value (beyond monetary) that are important to the Enterprise decision making frameworks
- To prepare end-to-end value stream mapping for an Initiative
- Tool and techniques for ideation and discovery activities in an Initiative's lifecycle
- Analysis and evaluation approaches for Initiative feedback loops and metrics
- Evaluation tools for recommending prioritisation, start/stop, pivoting, and sequencing of Initiatives within the portfolio backlog

Content

- The enterprise product ownership craft
- The enterprise product management team
- Understanding vision and strategy
- Defining strategic outcomes
- Aligning customer value with enterprise strategy
- Defining enterprise value from multiple dimensions
- Modelling and mentoring value-based thinking
- Decision making for value optimisation
- Articulating value propositions at the enterprise level
- Enterprise-wide initiative analysis
- Building for discovery versus building for delivery

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Method used

Lecturing is kept to the minimum necessary, most of the learning is achieved through applying the practices and techniques in group exercises.

Delivery:

This program is offered as a classroom-based course as well as a LiveOnline program. Our LiveOnline delivery is over three days (each four and a half hours in duration). The instructor is 100% live and interaction and learning objectives are the same as our in-person classes with the added benefit of being able to take this course from your home, your office or your home office. Since this class is delivered over half-days it allows for great flexibility and leave you with time each day for other work or activities.