

TRAINING OVERVIEW



2 DAYS TRAINING

Certification

Professional Scrum Certification

Venue: Online or In Person

Professional Scrum Product Owner Advanced Training

Course Overview

In this two day class* students will gain a better understanding of what it means to deliver value and how to express that value inside and outside of their organization. Through a case study-based series of exercises, combined with instruction, students gain the entrepreneurial product leadership skills and practices critical to growing as a successful Product Owner. The Product Owner role is multifaceted, requiring them to engage in behaviors and adopt mindsets beyond the core of Agility and the Scrum framework. Students explore these techniques and how to pivot among them by exploring several Product Owner “stances” including:

The Customer Representative:

Focus on understanding customer problems, pains and opportunities

Get into the mindset of the customer, placing yourself in their world, understanding their needs

Deliver value by connecting product features to customer outcomes

The Visionary:

Champion the future state, possibilities, goals and chances

Communicate the product vision, strategy and Product Goal

Understand value and pricing models

The Decision Maker:

Focus on making better decisions

Navigate conflicting customer feedback

The Experimenter:

Focus on innovation through experiments, hypotheses, tests, learnings, data and validation of value

Understand the Product Owner’s role in a scaled environment

The Collaborator:

Seek collaboration with stakeholders and the Scrum Team

Work beyond the Scrum Team including contracts, finance, budgeting and governance in an agile way

The Influencer:

Lead the stakeholders, customers and Scrum Team, to move in the right direction and to change their minds, when necessary

Learn how to create a stakeholder management strategy