



## Certified Scrum Product Owner®

Delivering value isn't just about following a set of requirements or a process. It's about engaging customers, discovering their needs, and sequencing work to optimize outcomes rather than just outputs. Product Owners are central to maximizing the flow of value produced by the product delivery teams. Not just in person, but even when the whole team is online and virtual.



*Lead the Product Journey from bright ideas to happy customers.*

Learn the Nuts & Bolts of Great Product Ownership. A great Product Owner:

- facilitates & negotiates internal and external stakeholder needs
- translates needs into actionable requirements in the product backlog
- supports product and project development teams throughout their planning, development, and release activities
- ensures teams and stakeholders exercise frequent feedback cycles to guide future planning
- manages expectations and projections from vision all the way through product release

Such skills are hard to learn via lecture alone - so this workshop is hands-on and interactive. This is no Powerpoint snoozefest. Short presentations cover concepts. Immersive team-based exercises are interwoven into each lesson to get you hands-on practice.

### Course Content:

- Agile Foundations
- The Scrum Framework
- The Product Owner and Other Roles
- Setting Product Vision
- Discovering Customer Needs and Validating Assumptions
- Managing Stakeholders
- Product Backlogs
- Refining User Stories
- Incremental Product Planning
- Product Owner Tips

## Learning Outcomes:

- Describe the foundations of Agile, and their relation to Scrum and Lean
- Illustrate how the Roles in Scrum interact with each other to deliver Value within a Sprint
- Explain how working incrementally helps deliver Value and reduce Risk
- Practice creating a product vision and backlog
- Illustrate how to segment customers and users
- Explain how to identify small, valuable product increments
- Evaluate product assumptions by their cost and quality of learning
- Describe the criteria for ordering a product backlog

## You Receive:

- An immersive virtual learning experience facilitated by a highly respected instructor with lots of engagement with fellow learners where you'll practice what you learn
- Access to supporting workshop material including materials to prepare for class and reference material curated for Product Owner topics from class
- Not just a workbook, but a PDF 'scrapbook' of your completed online exercises
- A follow up Q&A session with your instructor and guidance on next steps for your Agile career
- Two-years of membership in the Scrum Alliance
- 14 PMI PDUs for PMPs
- 14 of the 21 contact hours needed for a PMI-ACP credential

## Designed for:

Anyone interested in learning more about the fundamentals of Agile, including

- Scrum Product Owners, Agile Product Managers, Kanban Service Request Managers and Business Analysts
- Others involved in facilitating the journey of a great customer-centric idea to the realization of a solution ready for delivery.
- Scrum Masters, Developers and others wanting to collaborate with the "product folks" on agile approaches to product planning, requirements management, and release planning.
- Folks new to the world of Agile/Scrum, as well as people whose organizations have been practicing some form of Agile for a while and need a "reset."

**Length:** 16 hours of instruction

**Format Options:** Live online, Private online, Private onsite