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Product Owner Fundamentals

Course details

Duration: 2 days
Cost: \$1,750 (ex gst)
To register email: training@catalyst.net.nz
9:30am-3:30pm

About the course

So you've been told that you are now a "Product Owner". What on earth does that mean? Maybe you've been charged with developing a plan to get a new product from an idea to market? Where do you start? What do you do? How do you know you have finished?

As product development teams adopt more Agile development practices, there is an increasing need to have expertise within the business to define and prioritise the most valuable outcomes and deliverables.

This course will examine the role of the Product Owner and explore the different relationships required with end users, customers, business stakeholders and those building the product.

This is a hands-on course. Using a simulation, we will work through the life-cycle of a product - from idea, to identifying the market and users, through to planning for what needs to be done first, developing a roadmap, working with stakeholders and team through to measuring and forecasting progress.

Target Audience

Product managers, business analysts, project managers and anyone that is charged with converting business vision and goals into a marketable product or service.

Course Outline

On completion of the course, participants will be able to:

- Define business value management, and identify the responsibilities of the Product Owner role
- Demonstrate different ways to define value and practice using these methods to guide prioritisation
- Identify different types of stakeholders and apply different collaboration tools and techniques to define a product scope and direction from an idea, through to release in the market.

Content includes:

- The role of the product owner and what mindset and skills are required to fulfil this role
- Tools and techniques to define business value and use this to guide a product roadmap
- Developing a product vision
- Drive shared understanding of the end user and customer using personas
- Using Impact Maps and User Story Maps to figure out where to start and where to next

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- Working with product development team using User Stories: communicating, prioritising and splitting work into what is achievable
- Practising using tools to incorporate feedback, planning for releases and reporting on progress and forecasting future delivery.

The course does focus on value management for software development, but the concepts, tools and techniques are equally applicable to product development in other domains.

Prerequisites

Exposure to agile frameworks would be an advantage especially SCRUM or Kanban.

As this course builds on the content of our Agile Primer course, we recommend completing that course before this one, however this is not a requirement.

This course has required pre-watch and reading components.

Read: The Agile Manifesto and Principles

Website: <http://agilemanifesto.org/> and <http://agilemanifesto.org/principles.html>

Watch: Agile Product Ownership In A Nutshell by Henrik Kniberg

Youtube: <https://www.youtube.com/watch?v=502ILHjX9EE> (15 mins)

Read: The Scrum Guide by Ken Schwaber & Jeff Sutherland

Website: <http://www.scrumguides.org/download.html>

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