

## Scrum Product Ownership Excellence

Arguably the hardest role to get right on agile teams is that of Product Owner or Customer. It's incredibly central to the success of agile at a team level. But beyond that, as you scale agile, you need to understand how the agile product organization needs to scale as well.

This 2-day workshop explores the fundamentals, nuance of a successful Product Owner, and how to scale product management for the agile enterprise. Beyond that though, it gives potential and current Product Owners the skills necessary for writing excellent user stories and developing powerful backlogs, roadmaps, and charters.

You see a backlog is much more than a simple list of features in business priority order. That simplistic view does the backlog a disservice. And the role of an outstanding Product Owner is much more than just providing a backlog. Here we'll explore all aspects of becoming an outstanding Product Owner that delivers high-value, business results.

### Audience

Clearly the course is for Agile product managers, Scrum product owners, and XP customers—virtually anyone involved with 'feeding' their agile teams work to do. It also is a great course for agile testers, business analysts, and Scrum Masters or Project Managers, as it will round out their roles within agile teams.

### Course Overview

**Day 1:** Is entirely focused on agile requirements in the form of User Stories. We explore all aspects of User Stories: how to write them, organize them, estimate them, and generally get them fit for implementation. We'll also spend quite a lot of time on Acceptance Tests as a vehicle for driving story clarity, guiding decomposition and estimation, and ultimately business value.

**Day 2:** We'll dive into the role of the Product Owner: what are effectiveness keys, nuance of Backlog management, PO leadership, release-level planning techniques, and how to scale agile backlogs. We'll be using the User Stories developed during the first day, so this will be somewhat of a continuation. Although this day could be taken independently, as long as the student can work from another teams' stories.

**Hands-on:** We'll be writing a lot of stories and organizing them. We've found that writing excellent User Stories and learning how to estimate and organize them is a "practiced skill", so we'll spend as much time as possible on it.

*Note: we can simulate a backlog by using web based products OR we can write stories based on your own projects & business needs.*

*The workshop can also be extended to a 3<sup>rd</sup> day in order to refine a backlog ready for a release sequence—usually on-site for an existing team.*



### About the Instructor

Bob Galen literally wrote the book on Scrum Product Ownership. He's worked & coached in a wide variety of domains—introducing agile practices, coaching teams towards maturity, and driving excellence in results.

Bob is a very pragmatic and experienced agile coach. While he'll challenge you to learn "good agile" techniques, they will be grounded from real-world experience.

### Detailed Outline 2-Day Format

#### Day 1

1. Writing solid User Stories
2. The purpose of Acceptance Tests
3. Lean thinking when it comes to stories
4. Prioritization & Ordering Methods
5. Determining 'value' of your Stories
6. Agile Design & Architecture – How it 'Fits'

#### Day 2

1. Role of the Product Owner
2. Exploring Leadership in the PO Role
3. Agile Estimation & Simple Release Planning
4. Road-mapping & Story-mapping
5. Attributes of Enterprise-level Backlogs and the Chief Product Owner

### Contact Us for Public & Private Schedules

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Class is eligible for 14  
Category B PDU's

Bob: (919) 272-0719

Every attendee will receive a copy of the 2<sup>nd</sup> Edition of *Scrum Product Ownership*...

