Strategic Product Owner

A 2-day workshop for Product Owners, Managers and Analysts dealing with the strategic issues of product ownership.

A Product Owner - or a Business Analyst, or a Product Manager, or any type of requirements engineer or manager - should be more than just backlog administration. Product Owners must think strategically: about their product and their vision, about the future and where the product is going.

This proven workshop looks at the strategic aspects of product ownership and the strategic role of product owner. The workshop introduces the Strategic Product Owner / Tactical Product Owner model describing how work can be divided between the two roles before moving on to look at established technology product strategies and tools for exploring product strategy vision.

This workshop has been run both in person and online over video conference.

Who should attend Strategic Product Owner?

Product Owners, Product Managers, Business Analysts and other members of the requirements engineering roles.

Managers, including Project Managers, overseeing the requirements process and identifying customer needs.

Those who work closely with Product Owners in an Agile setting, e.g. Architects, Project Managers and Senior Developers.

Learning objectives for Strategic Product Owner

- Appreciate the strategic aspects of product ownership above and beyond backlog administration.

- Understand strategic tools of product ownership and be able to use tools appropriately.

- Equip attendees to create product vision statements and estimate story value.

- Know the Strategic / Tactical Product Owner model, the responsibilities of each role, how the model can be applied in your organization and how the model can be used for scaling large teams and complex products.

Other topics look at the tools of Product Ownership - ("How do you know what should be in the backlog? And what should the priority?") from a strategic view. These include product vision statements and formulation, *Jobs to be Done*, the two types of minimal viable product (MVP), Moore's technology adoption curve and "Crossing the Chasm", *Disruptive innovation* and the *innovators dilemma.* In addition, the workshop looks at estimating value with value poker, cost of delay and "best before dates", capacity planning, and products over projects

Complementary workshops

The workshop can also form the starting point for a bespoke programme of product owner mentoring and improvement. Complementary include: *Product Owner* one-day workshop looking at the more tactical aspects of product ownership. Together the workshops provide a deep, rounded, view of product ownership and management.

A one-day *Introduction to Agile* is available to supplement this course for those new to Agile working or where a refresh is appropriate.

Materials

All attendees receive: Printed and electronic copies of the course slides and a copy of Allan Kelly's "Little Book of User Stories" e-book. Materials for exercises are included in the course price,

Additionally a free follow-up consulting day is offered when this course is booked direct. This day may taken anytime within three months.

Designer and instructor

This course is designed and normally delivered by Allan Kelly, BSc, MBA. Allan advises and mentor managers and teams in using agile approaches and OKRs to accelerate delivery teams, meet deadlines, and execute against strategy. He believes these approaches benefit businesses and create more fulfilling work environments.
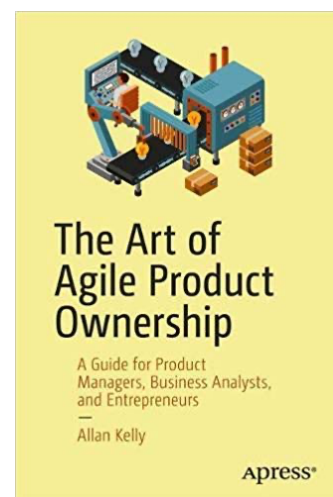
He has 30 years' experience in software products starting as a programmer, and has been delivering consulting and Agile training for over ten years with a myriad of small companies and better known names such as Virgin Atlantic, Reed Elsevier, Reuters and Swift. A keynote conference speaker he is sometimes considered a "thought leader" although he prefers a more modest description. Allan is the author of several books including *The Art of Agile Product Ownership*, *Succeeding with OKRs in Agile*, *Business Patterns for Software Developers*

Contact

To find out more about this course in more detail or to discuss scheduling please book a call - https://www.allankelly.net/contact/ - email (contact@allankelly.net).

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