

Hello everyone! Welcome to the webinar

Become a world-class Product Owner

We will begin shortly ...



Our Goals Today

Understand why many Product Owners aren't reaching their full potential.

Equip yourself with strategies to ensure you're not one of them.

Disclaimer: This session is especially beneficial for those new to the Product Owner role. But even veterans might find valuable insights!



Agenda

- **Introduction**
- Three Key Insights
- An Exclusive Offer
- Q&A Session

Quick Poll

What role best describes you currently?

About Me

Peter Lindberg

Product Consultant and Coach with Syndicate

Trainer in Scrum, Agile, Product Leadership, and Core Leadership.

Email: plb@syndicate.dk

Connect with me: [linkedin.com/in/peterlindbergdk](https://www.linkedin.com/in/peterlindbergdk)



Agenda

→ Introduction

→ **Three Key Insights**

→ An Exclusive Offer

→ Q&A Session

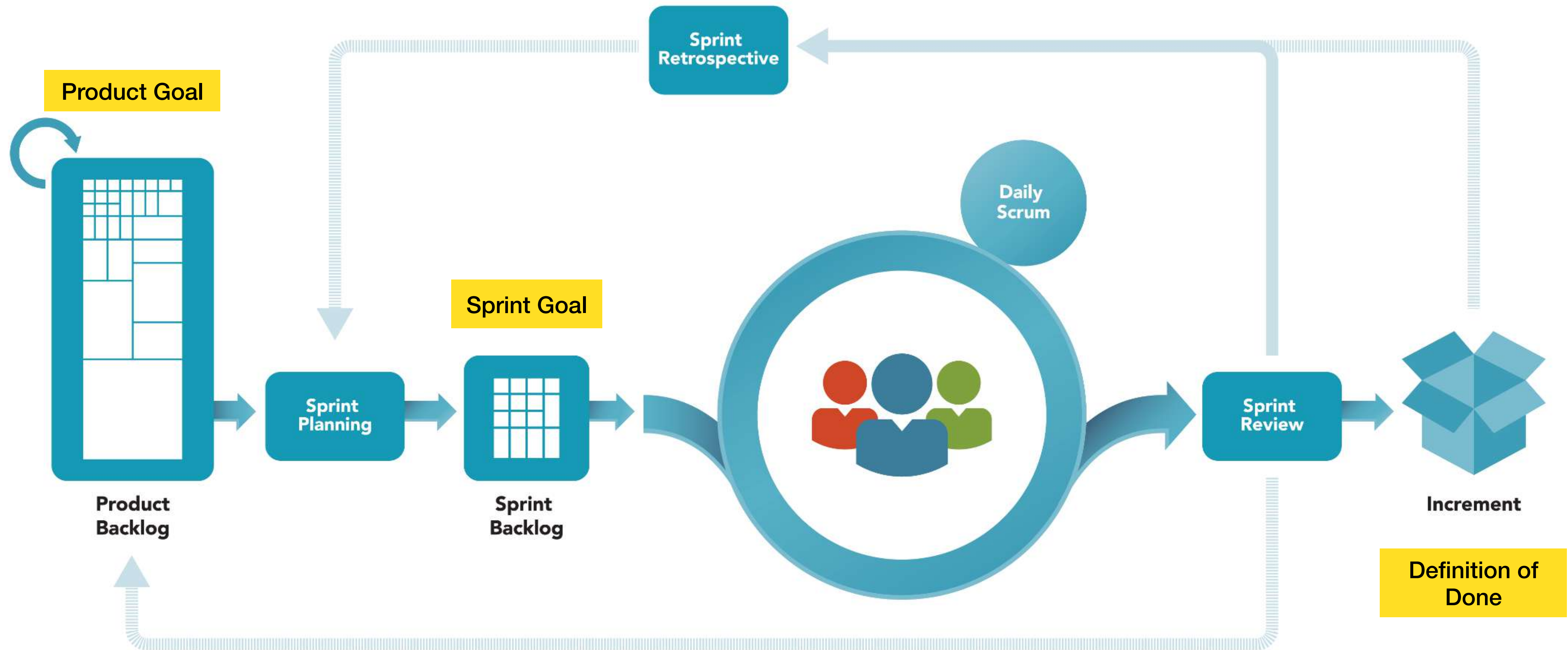
Three Key Insights

1. The Product Owner role is the most **misunderstood** and most **value-creating** role in a Scrum-based product organization
2. What common traits do successful Product Owners have - and how do you use it to ensure you yourself are successful in your role
3. You don't need to spend a lot of time and money to **learn everything you need to know to get a solid starting point** to become a successful Product Owner

First of all: What is Scrum?

- A simple framework based on empirical process control theory and lean thinking
 - Deliberately incomplete: Defines only the elements needed to implement Scrum theory
1. A Product Owner describes the work for a complex problem in a Product Backlog
 2. The Scrum Team transforms a selection of work into a value-creating increment during a Sprint
 3. The Scrum Team and its stakeholders inspect the results and adjust for the next Sprint
 4. Repeat





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→ **Three Key Insights**

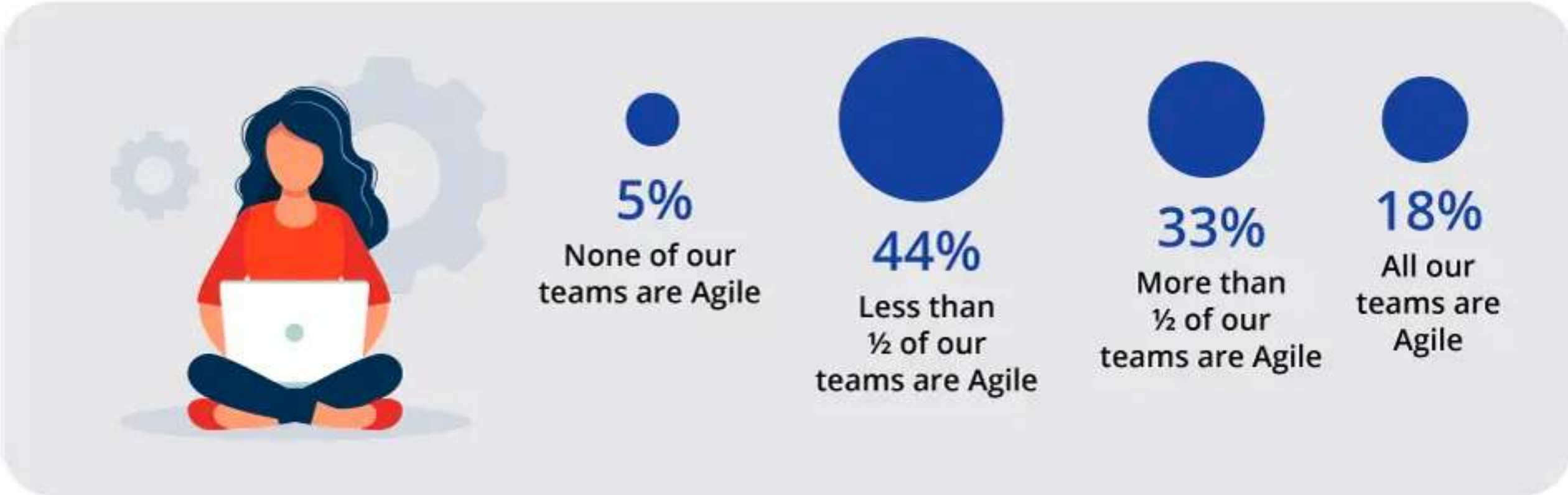
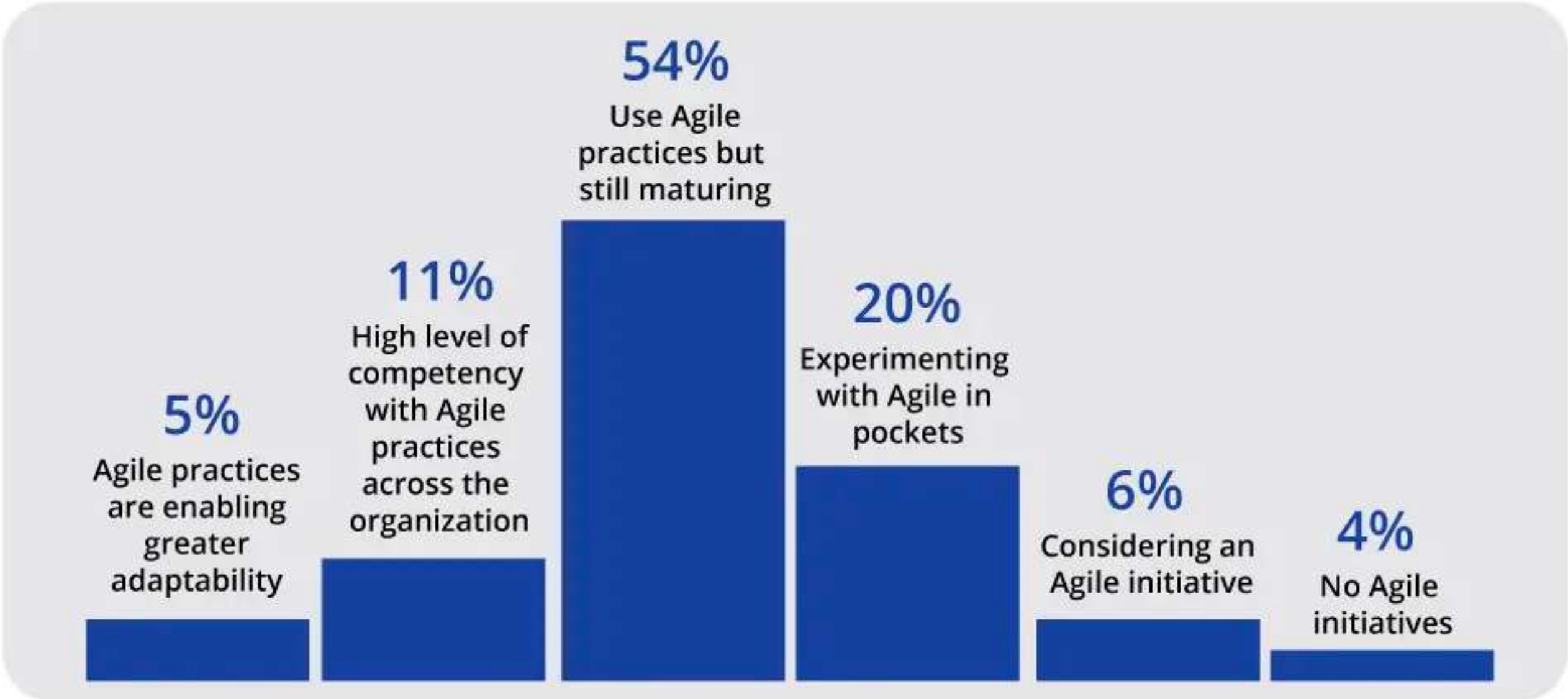
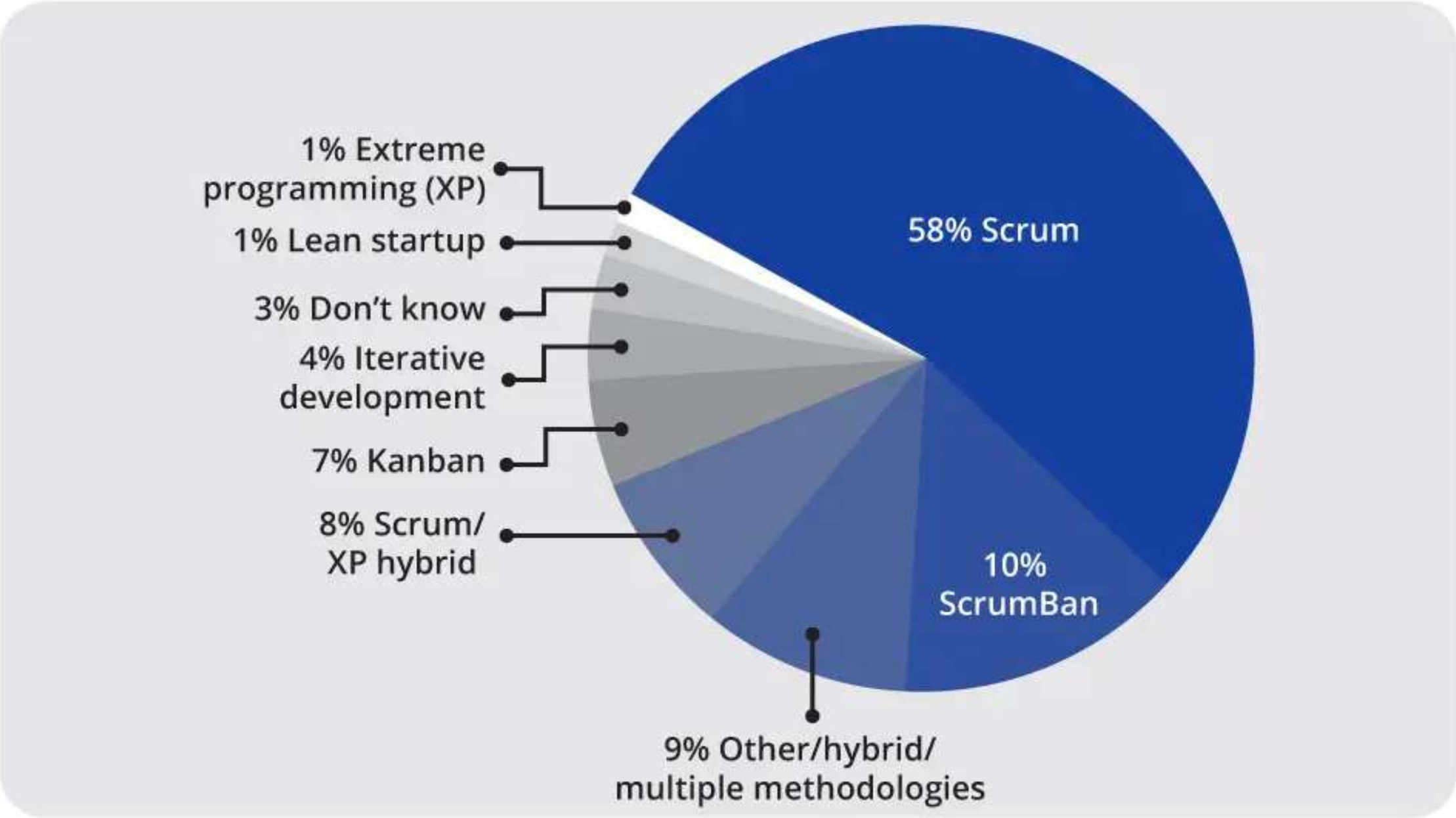
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Insight #1

The Product Owner role is at the same time the most misunderstood and most value-creating role in a Scrum-based product organization

State of Agile Report - 2023





Product Development

Emerging Jobs

- 1 Product Owner
- 2 Quality Assurance Tester
- 3 Agile Coach
- 4 Software Quality Assurance Engineer
- 5 Product Analyst
- 6 Quality Assurance Engineer
- 6 Scrum Master
- 8 Digital Product Manager
- 9 Delivery Lead



Product Owner “anti-patterns”

Quick examples of what a Product Owner IS NOT

Parttime role

Proxy

HR-responsible for the team

Product Backlog Administrator

Product Owner by title, but...



Product Owner by title, but...



The Clerk



The Story Writer



The Manager



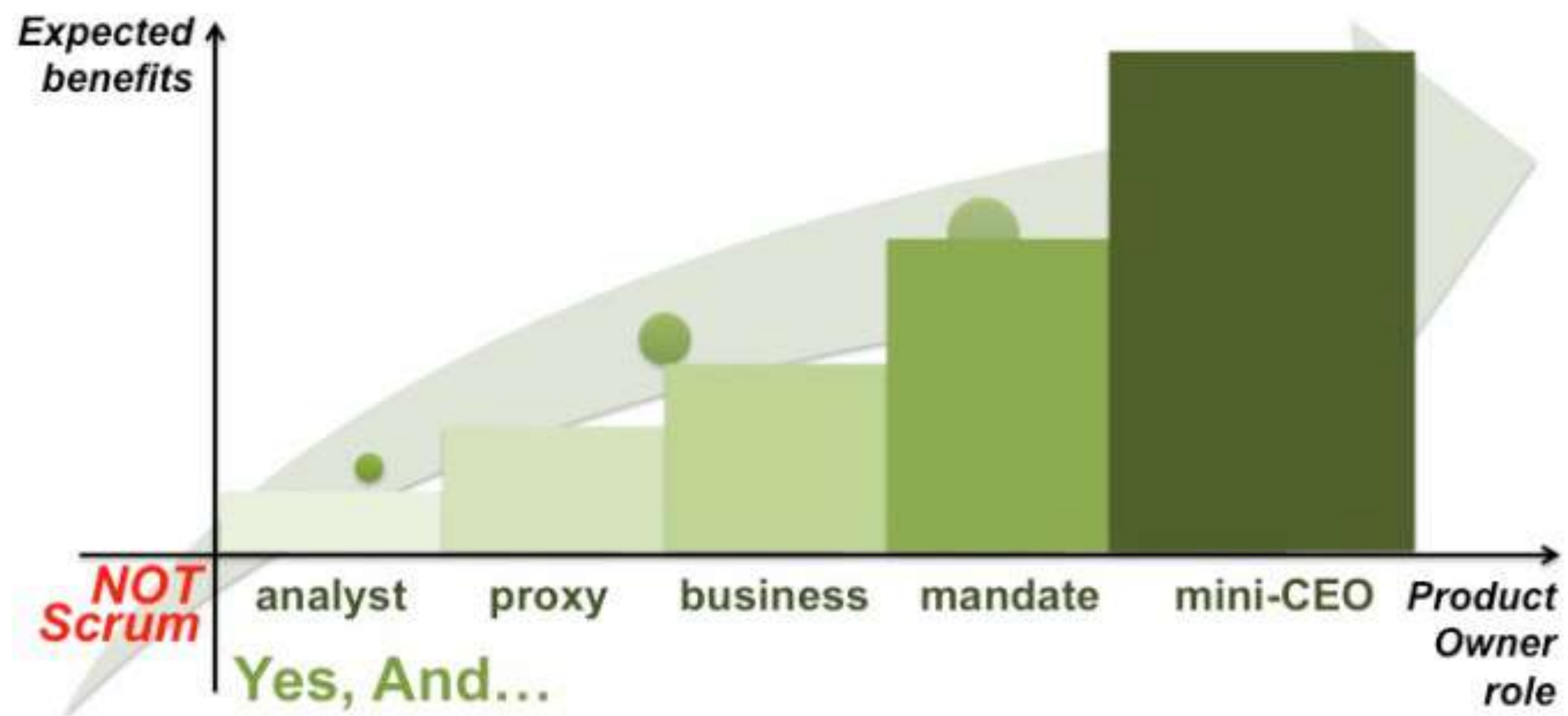
The Project Manager



The Subject Matter Expert



The Gate Keeper



Product Owner is a big role, and time consuming.

The role and skills are misunderstood, and there is a need for skilled Product Owners to OWN the great responsibility of creating value for customers and the company

Insight #1

The Product Owner role is at the same time the most misunderstood and most value-creating role in a Scrum-based product organization

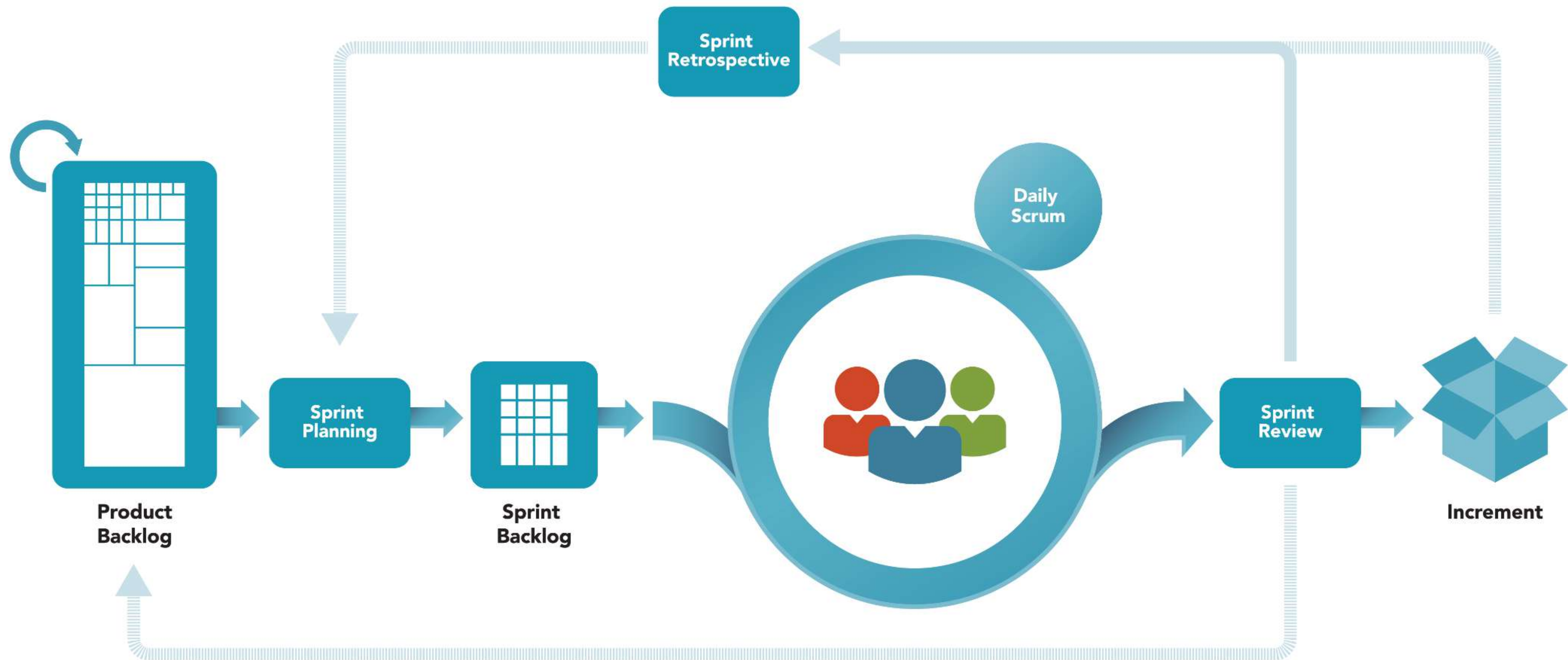
Insight #2

What common traits do successful Product Owners have - and how do you use it to ensure you yourself are successful in your role

What do successful Product Owners do?

1. They know their **role, responsibility**, and domain inside out

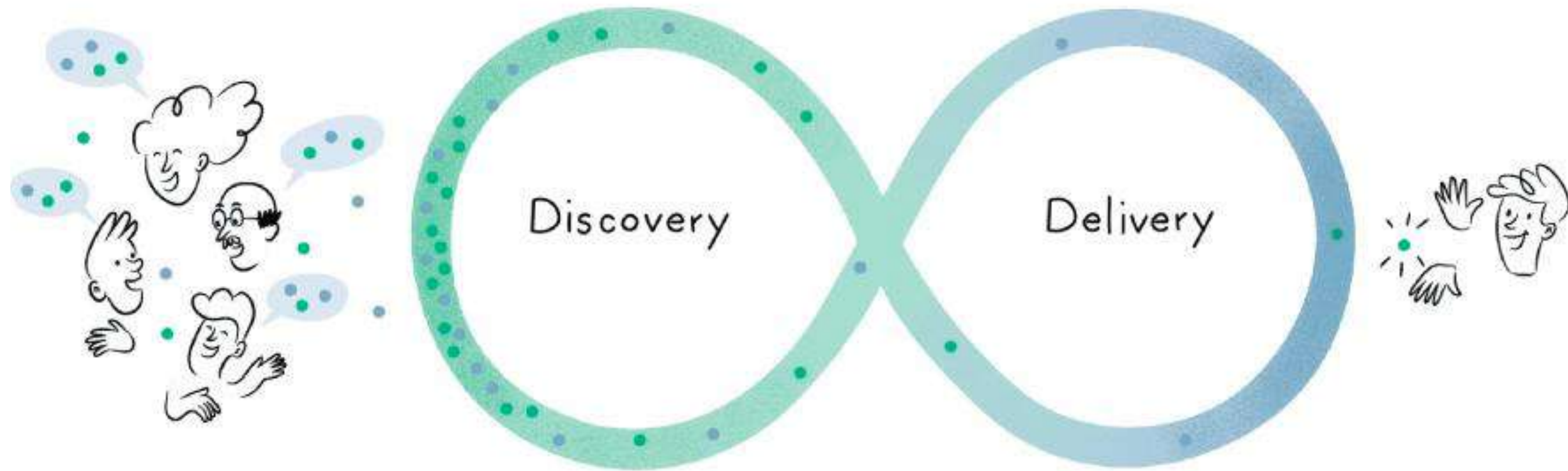
1. They know their role, responsibility, and domain inside out



What do successful Product Owners do?

1. They know their **role, responsibility**, and domain inside out
2. They know how to work with **value creation at the center**
 - They get and take responsibility for their product and the needs of the product's customers, and work with an empirical approach to create solutions to the needs

2. They know how to work with value creation at the center



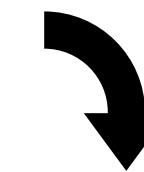
What do the successful Product Owners do?

1. They know their **role, responsibility**, and domain inside out
2. They know their **role, responsibility**, and domain inside out
 - They get and take responsibility for their product and the needs of the product's customers, and work with an empirical approach to create solutions to the needs
3. They can set a vision and strategy for their product, and are good at collaborating with stakeholders and teams to work purposefully towards it

3. They can set a vision and strategy for their product

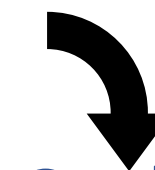


Product vision

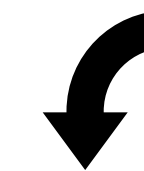


Product strategy and Roadmap

Product Goal



Sprint Goal

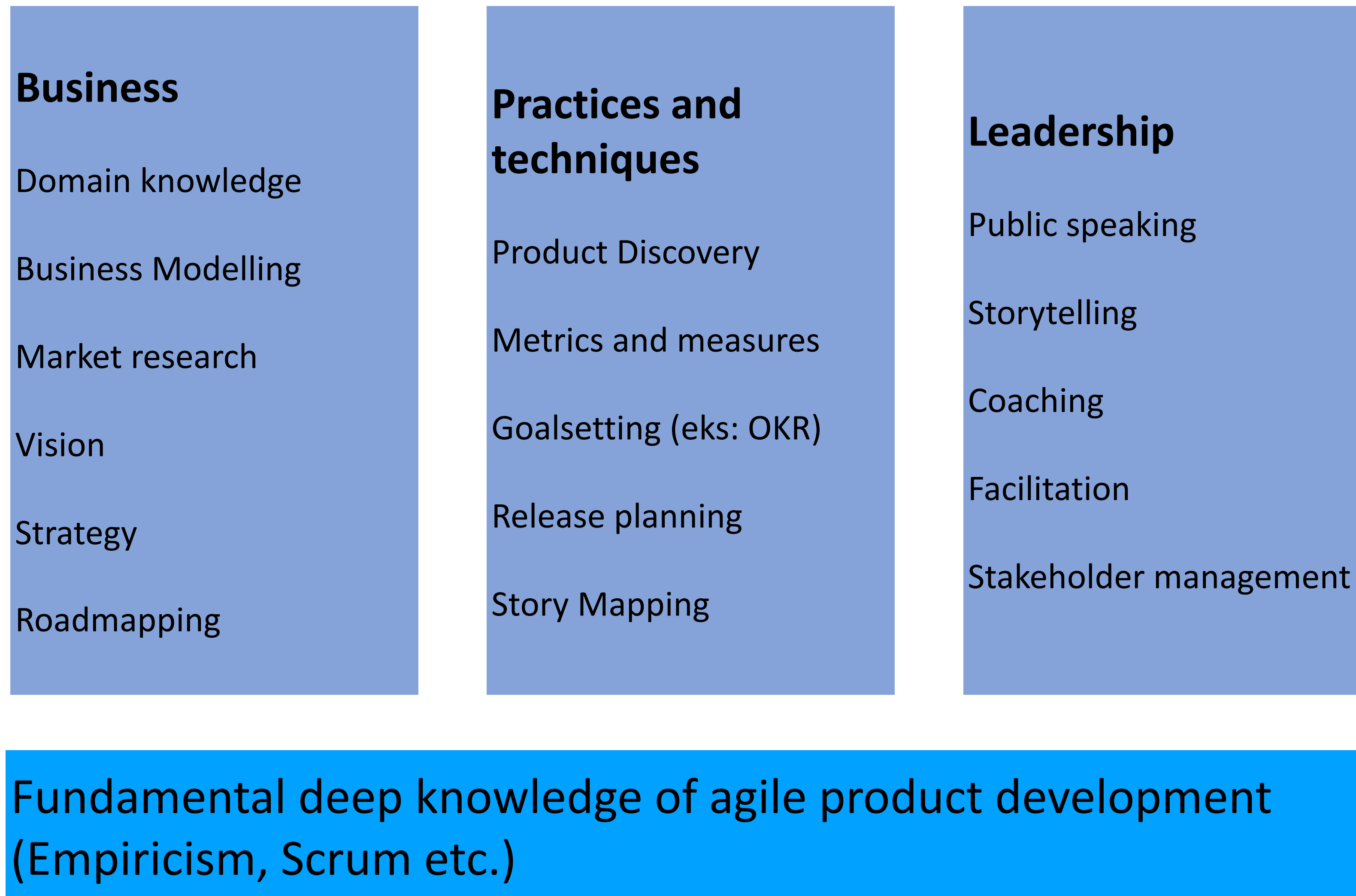


Valueable product

What do the succesful Product Owners do?

1. They know their **role, responsibility**, and domain inside out
2. They know their **role, responsibility**, and domain inside out
 - They get and take responsibility for their product and the needs of the product's customers, and work with an empirical approach to create solutions to the needs
3. They can set a vision and strategy for their product, and are good at collaborating with stakeholders and teams to work purposefully towards it
4. They understand that all the domain knowledge, product management skills and leadership skills they have - build on top of a fundamental and deeply rooted knowledge of agile product development

4. Build on top of a fundamental and deeply rooted knowledge of agile product development



Insight #2

What common traits do successful Product Owners have - and how do you use it to ensure you yourself are successful in your role

Insight #3

You don't need to spend a lot of time and money to learn everything you need to know to get a solid starting point to become a successful Product Owner





PROFESSIONAL CERTIFICATION

PROFESSIONAL SCRUM PRODUCT OWNER I

Peter Lindberg

has demonstrated a fundamental level of product ownership, proving an intermediate understanding of the Scrum framework and how to apply it to maximize the value delivered with a product. This individual has also demonstrated an understanding of how to maximize return on investment and optimize the total cost of ownership of products and systems.

In recognition of this achievement, Scrum.org is pleased to award this certification.

Ken Schwaber, founder Scrum.org

February 23, 2021

Certification Date



<https://scrum.org/certificates/635848>

Insight #3

You don't need to spend a lot of time and money to learn everything you need to know to get a solid starting point to become a successful Product Owner

3 insights

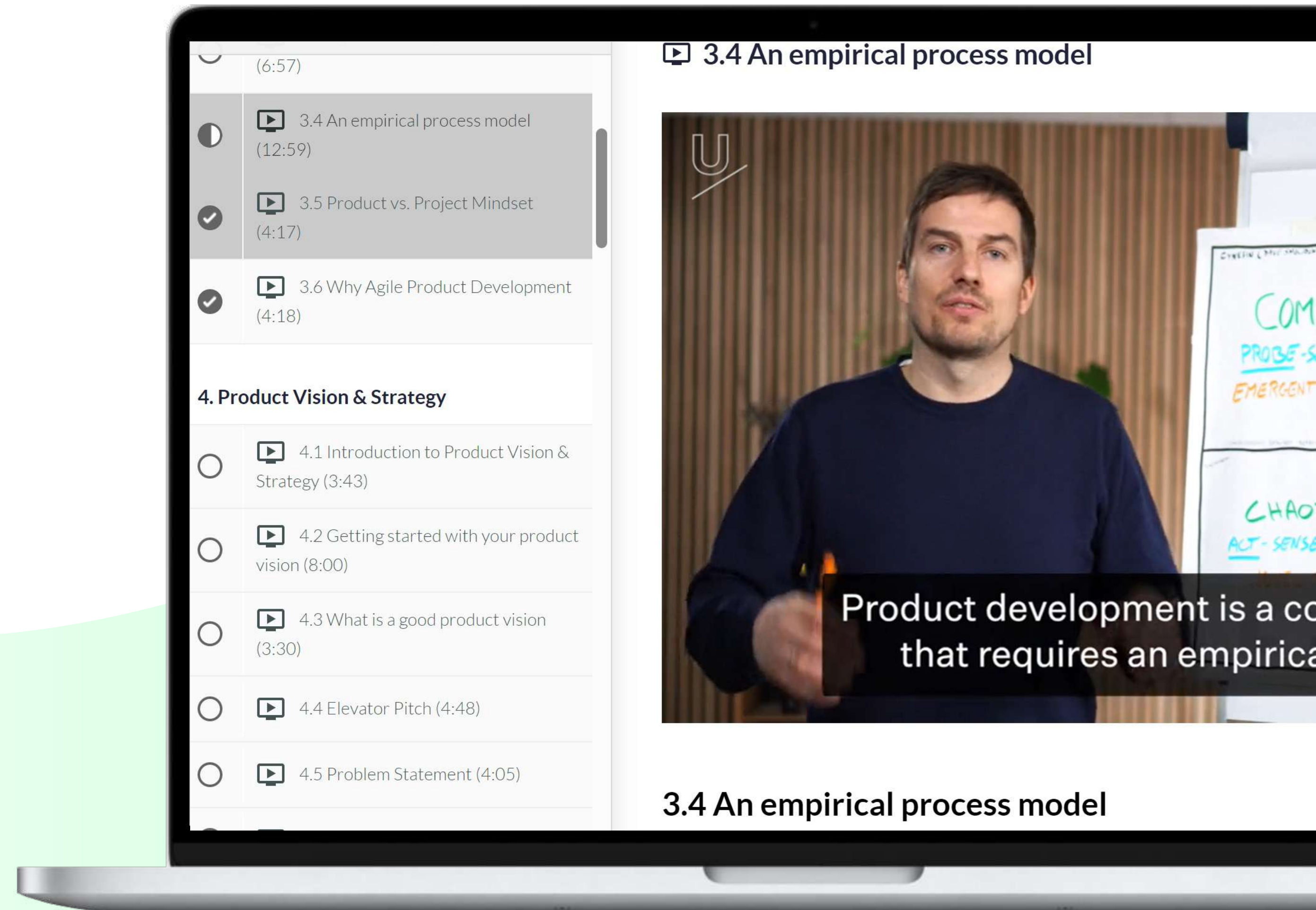
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Product Owner Online

1. Getting started
2. Resources
3. Background and foundation
4. Product Vision & Strategy
5. Value Driven Product Development
6. Scrum
7. The Product Owner role
8. Product Backlog management
9. Release Management
10. Certification
11. Bonus
12. Congratulations



What do you get?

1. Complete Product Owner course – with 60 thorough video lessons and course certificate (**value: 2.095 EUR**)

Total value: 2.095 EUR incl. VAT

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2. 35 page manual with abstract, models, and bibliography (**value: 60 EUR**)

Total value: 2.155 EUR incl. VAT

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2. 35 page manual with abstract, models, and bibliography (**value: 60 EUR**)
3. PSPO-certification at scrum.org (**value: 190 EUR**)

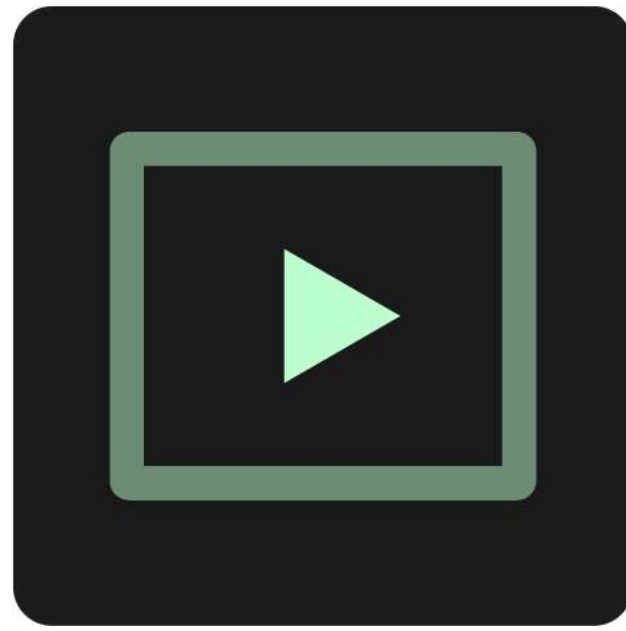
Total value: 2.345 EUR incl. VAT

What do you get?

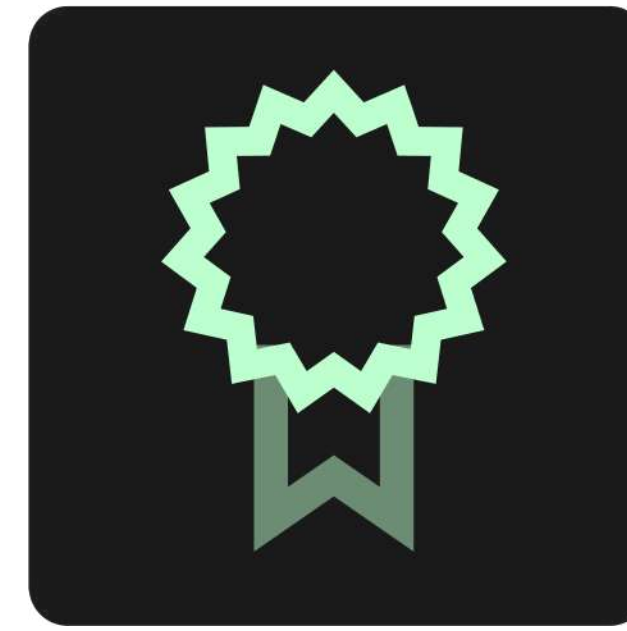
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4. Recurring live Q&A with tips for your role as Product Owner and where you can ask questions (**value: 425 EUR**)

Total value: 2.770 EUR incl. VAT

What's included



Complete Product Owner course – with 60 thorough video lessons.



Official PSPO-I certification from [scrum.org](https://www.scrum.org).



A 35 page manual with abstract, models, and bibliography.



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Investment: 1.150 EUR incl VAT (62% saved)

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Additional **20% discount**

(until Tuesday October 17th end of day)

920 EUR incl. VAT

Use the discount code **PRODUCTBOOST** to get additional 20% at
syndicate.dk/en/product-owner-online

Your Price

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Handwritten notes and calendar fragments:

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O 30
T 31

23 arbejdsdage + 4 lørdage

age + 4 lørdage

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Thank you for
joining me today.

