

AGILE

INTERMEDIATE

2 DAYS

Certified Scrum Professional Product Owner (CSP-PO)

The Certified Scrum Professional - Product Owner (CSP-PO) is the highest level of the Product Owner track. It is intended for expert Product Owners with a minimum of two years in the role who want to master advanced product strategy, customer research integration, market-driven decision making, and complex assumption validation. The CSP-PO is the mark of a senior product leader operating at the intersection of business, technology, and customer experience.

Why CSP-PO?

Recognised credential

Certified Scrum Professional - Product Owner (CSP-PO) credential from Scrum Alliance, valid for two years.

Practical skills

Readiness to drive market-driven product decisions with business accountability.

Career progression

Mastery of advanced product strategy, discovery, and validation techniques.

Organisational value

Recognised as a senior product leader across enterprise Agile environments.

Practical skills

Ability to lead product development at the programme and portfolio level.

What you'll be able to do

- ✓ Validate complex product assumptions through structured experimentation
- ✓ Master advanced techniques for customer interaction and insight generation
- ✓ Develop and execute a market-driven product strategy
- ✓ Integrate continuous customer research into the product discovery process
- ✓ Facilitate advanced stakeholder discussions on product direction and investment
- ✓ Plan and execute the launch of new Scrum teams and product lines
- ✓ Apply advanced backlog management at programme and portfolio level
- ✓ Develop business models and go-to-market plans for new product initiatives

Who this is for

- Product Owners
- Product Managers
- Business Analysts
- Scrum Masters
- Agile Coaches
- Business stakeholders

Curriculum

01 Expert Product Ownership

- The CSP-PO as a product visionary and strategic leader
- Operating at the intersection of business, technology, and customer experience
- Enterprise product ownership: working with multiple teams and streams
- Accountability, autonomy, and accountability at senior product leadership level

02 Advanced Stakeholder Facilitation

- Facilitating product strategy workshops with C-suite stakeholders
- Running structured debates and trade-off sessions
- Managing board-level and investor expectations for product teams
- Building long-term stakeholder relationships and trust
- Communicating product performance using business metrics

03 Planning New Scrum Team Launches

- Scrum team inception: forming, norming, and accelerating
- Defining the initial Product Backlog and first Sprint
- Establishing a Definition of Done from the ground up
- Setting up product infrastructure: tooling, metrics, dashboards
- Onboarding stakeholders to a new product and team

04 Business Model and Launch Planning

- Business Model Canvas and Lean Canvas for new product initiatives
- Go-to-market strategy: positioning, pricing, channels, launch sequencing
- Regulatory and compliance considerations for product launches
- Building and testing business models iteratively
- Post-launch measurement and market feedback loops

05 Integrating Customer Research into Discovery

- Continuous discovery: building a regular cadence of customer conversations
- Advanced interview techniques: JTBD interviews, contextual inquiry
- Analysing and synthesising qualitative research at scale
- Connecting research insights to the Product Backlog
- Building a product team culture of evidence-based decision making

06 Validating Complex Product Assumptions

- Assumption taxonomy: desirability, viability, feasibility, and usability
- Designing assumption tests with the highest learning value
- Smoke tests, concierge MVPs, and Wizard of Oz experiments
- Statistical significance and confidence in experiment results
- Decision frameworks for pivoting, persevering, or stopping

07 Advanced Backlog Management at Scale

- Managing Product Backlogs across multiple teams and releases
- Programme Increment planning and its relationship to the Product Backlog
- Technical backlog items: how to prioritise non-functional requirements
- Long-range planning under uncertainty: portfolio roadmaps
- Measuring and reporting product outcomes to the organisation