

AGILE

INTERMEDIATE

2 DAYS

Advanced Certified Scrum Product Owner (A-CSPO)

The Advanced Certified Scrum Product Owner (A-CSPO) is the second level of the Product Owner track. It is designed for practising Product Owners with at least one year of experience who want to develop more sophisticated strategies for managing competing business initiatives, defining a customer-focused product direction, and effectively communicating with a wide range of stakeholders.

Why A-CSPO?

Recognised credential

Advanced Certified Scrum Product Owner (A-CSPO) credential from Scrum Alliance, valid for two years.

Career progression

Validated approach to discovering and testing product opportunities.

Practical skills

Ability to manage complex product portfolios and multi-initiative environments.

Career progression

Foundation to progress to the Certified Scrum Professional - Product Owner (CSP-PO).

Career progression

Advanced techniques for stakeholder alignment and strategic communication.

What you'll be able to do

- ✓ Manage multiple competing business initiatives and balance strategic trade-offs
- ✓ Evolve a product strategy based on market signals and validated learning
- ✓ Align diverse stakeholder groups around a shared product vision
- ✓ Identify and capitalise on critical product opportunities
- ✓ Validate business value assumptions before committing to delivery
- ✓ Apply advanced backlog management and prioritisation techniques
- ✓ Facilitate difficult conversations with stakeholders around scope and priorities
- ✓ Build a product strategy that sustains long-term value delivery

Who this is for

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

Curriculum

01 Advanced Product Ownership Mindset

- Moving from backlog manager to strategic product thinker
- Product ownership in complex, multi-team environments
- The Product Owner as a leader: influence without authority
- Balancing short-term delivery pressure with long-term product health

02 Managing Multiple Business Initiatives

- Portfolio thinking for Product Owners
- Managing dependencies between product streams
- Trade-off analysis and resource allocation across initiatives
- Communicating portfolio priorities to leadership and teams
- Aligning multiple Product Backlogs to a common product strategy

03 Evolving Product Strategy

- Product lifecycle management: growth, maturity, and sunset decisions
- Competitive analysis and market positioning
- Lean startup principles: build-measure-learn and hypothesis-driven development
- Strategic roadmapping: outcomes-based vs. feature-based roadmaps
- Adapting strategy in response to validated learning

04 Advanced Stakeholder Alignment

- Stakeholder archetypes and how to work with each
- Facilitation techniques for multi-stakeholder workshops
- Managing executive stakeholders and governance bodies
- Negotiation and influencing skills for Product Owners
- Building a shared product vision across business units

05 Identifying and Validating Opportunities

- Discovery techniques: continuous discovery, opportunity solution trees
- Customer journey mapping and experience design
- Assumption mapping and risk identification
- Rapid experimentation and Minimum Viable Products
- Deciding when to pivot vs. persevere

06 Validating Business Value

- Defining value hypotheses and success metrics
- Business case development for product investments
- A/B testing and multivariate experiments in a product context
- Measuring ROI of product decisions
- Connecting product metrics to business outcomes

07 Advanced Backlog Management

- Backlog health: measuring and improving backlog quality
- Dealing with technical debt in the Product Backlog
- Large-scale backlog management: epics, features, and stories at scale
- Dependency visualisation and cross-team backlog alignment
- Working with the Scrum Master and Developers in advanced refinement