

AGILE

INTERMEDIATE

2 DAYS

Certified Scrum Product Owner (CSPO)

The Certified Scrum Product Owner (CSPO) is the foundational certification for professionals who want to maximise the value delivered by Scrum teams. It covers the principles of product ownership, backlog management, stakeholder collaboration, and customer-centric product development. The course is suitable for product managers, business analysts, project managers, and anyone involved in defining what a team builds.

Why CSPO?

Recognised credential

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

Career progression

Confidence to collaborate with Scrum teams across all Sprint events.

Practical skills

Ability to own and manage a Product Backlog that reflects real business value.

Career progression

Foundation to progress to the Advanced Certified Scrum Product Owner (A-CSPO).

Practical skills

Practical skills to engage stakeholders, gather requirements, and prioritise effectively.

Practical skills

Applicable skills for product management, business analysis, and digital product roles.

What you'll be able to do

- ✓ Explain the role of the Product Owner within the Scrum framework
- ✓ Define and communicate a compelling product vision and product goal
- ✓ Create and manage a well-ordered Product Backlog that reflects business priorities
- ✓ Write clear, testable, and valuable user stories and acceptance criteria
- ✓ Facilitate effective stakeholder engagement and manage conflicting priorities
- ✓ Apply techniques to identify, prioritise, and validate customer needs
- ✓ Collaborate with the Scrum team during Sprint Planning, Reviews, and Refinement
- ✓ Measure and maximise the value delivered through iterative development

Who this is for

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

Curriculum

01 The Product Owner Role

- Accountability of the Product Owner in the Scrum framework
- Product Owner vs. Project Manager vs. Business Analyst
- The Product Owner's relationship with Developers and the Scrum Master
- Common challenges and failure modes for Product Owners
- What it means to be accountable for value, not just features

02 Product Vision and Strategy

- Defining a compelling product vision: tools and templates
- Product Goal as the Sprint-level commitment of the Product Backlog
- Business model thinking: value proposition, customer segments, revenue streams
- Connecting organisational strategy to product roadmaps
- Communicating vision to teams, stakeholders, and executives

03 Understanding Customers and Users

- Techniques for gathering customer insights: interviews, observation, surveys
- Personas and empathy mapping
- Jobs-to-be-Done framework
- Distinguishing customer needs from customer wants
- Incorporating user research into the product development cycle

04 Product Backlog Management

- What the Product Backlog is and what it contains
- Backlog ordering vs. prioritisation: key differences
- Writing user stories: the three Cs (Card, Conversation, Confirmation)
- Acceptance criteria and Definition of Done
- Backlog refinement: when, how, and who is involved
- INVEST criteria for well-formed user stories

05 Prioritisation Techniques

- MoSCoW method
- Weighted Shortest Job First (WSJF)
- Kano model: basic needs, performance needs, and delighters
- Value vs. risk matrices
- Impact mapping
- Cost of Delay and its influence on backlog ordering

06 Stakeholder Management

- Identifying and mapping stakeholders
- Managing competing stakeholder priorities
- Communicating progress: release forecasts and roadmaps
- Running effective Sprint Reviews to gather feedback
- Building trust and managing expectations with business stakeholders

07 Delivering and Measuring Value

- Defining value in a business context
- Leading and lagging indicators of product success
- Outcome-based vs. output-based thinking
- Using data and feedback loops to adapt the product direction
- Minimum Viable Product (MVP) and Minimum Marketable Feature (MMF)