

AGILE

INTERMEDIATE

2 DAYS

Professional Scrum Product Owner (PSPO)

Build a strong foundation in the Product Owner role to drive business agility and value driven product delivery. Learn how to connect business strategy with Scrum execution, manage product backlogs effectively, align teams around vision and goals, and measure value creation across the product lifecycle.

Why PSPO?

Faster time-to-market

PSPO emphasizes prioritizing work based on customer needs and market demand. This can help your business deliver products faster and more efficiently, increasing your competitive advantage.

Increased ROI

PSPO provides a structured approach to product management that can help your business maximize return on investment. By focusing on the most valuable features and functions, you can ensure that resources are used efficiently and effectively.

Better product quality

PSPO provides a framework for managing product backlogs, ensuring that the most important features and functions are developed first. This can lead to higher product quality and better customer satisfaction.

What you'll be able to do

- ✓ Increase business agility through the proper execution of the Product Owner role
- ✓ Recognize the value of a product over a project mindset
- ✓ Learn how to bridge business strategy to product execution using Scrum
- ✓ Understand that the Product Owner is an Agile Product Manager
- ✓ Understand the Scrum Principles and Empiricism
- ✓ Understand the Product Owner accountabilities on the Scrum Team
- ✓ Learn how to align the team around the business strategy, product vision, Product Goal, and Sprint Goal
- ✓ Find ways to effectively communicate the business strategy, product vision, and Product Goal
- ✓ Learn techniques for Product Backlog Management, Release Management, and Forecasting
- ✓ Identify metrics that can be used to track value creation and successful product delivery
- ✓ Discover techniques to interact with stakeholders, customers, and the members of the Scrum Team

Who this is for

- Developers
- Scrum Masters
- Product Owners
- Product Managers

Curriculum

01 Product Over Project Mindset

- Recognising the value of a product mindset over a project mindset
- Optimising for outcomes and value rather than activity completion
- How Product Ownership changes planning and success measures
- Shifting stakeholder conversations from scope to value

02 Empiricism and Scrum for Product Owners

- Scrum principles and empiricism from a Product Owner lens
- Using inspection points to validate product assumptions
- Managing uncertainty in product decisions with short feedback loops
- Transparency of goals, backlog, and progress for stakeholders

03 Product Owner Accountabilities

- Understanding Product Owner accountabilities on the Scrum Team
- Decision rights for Product Goal, backlog ordering, and value
- Collaborating with Developers and the Scrum Master effectively
- Avoiding anti-patterns that dilute Product Ownership

04 Connecting Strategy to Execution

- Bridging business strategy to product execution using Scrum
- Translating vision into a clear Product Goal
- Aligning stakeholders around near-term outcomes
- **Hands-on:** Map a business strategy statement to a Product Goal and first backlog themes

05 Product Backlog Management and Value Ordering

- Creating and refining a Product Backlog that maximises value
- Ordering techniques based on customer need and risk
- Writing backlog items that are ready for Developers
- Balancing discovery work with delivery work

06 Stakeholders, Customers, and Evidence-Based Management

- Engaging customers and stakeholders without becoming a request collector
- Using evidence to validate product decisions
- Feedback loops from Sprint Review to backlog adaptation
- Communicating progress in outcome language

07 Releases, Forecasting, and Product Goals

- Planning releases while protecting empiricism
- Forecasting with humility using historical throughput signals
- Keeping Product Goals current as learning emerges
- Trade-offs between speed, quality, and value

08 Capstone: Value-Driven Product Ownership

- Own a product scenario from strategy through backlog ordering
- Facilitate a Sprint Review style stakeholder conversation
- Adjust the backlog based on evidence and value signals
- **Hands-on:** Deliver a Product Owner plan that connects strategy to a releasable Increment path