



Product Owner Fundamentals for Business Value (ICP-ICO Certification)

3 Days | Virtual and Face-to-Face

The objective of the course is to provide students with the knowledge and skills necessary to participate in, facilitate, and manage Product Owner duties, applying the Scrum framework within the Lean-Agile philosophy.

Students who demonstrate understanding and application of the course materials will receive the ICAgile Agile Product Ownership (ICP-ACO) certification.

Learning Objectives

- Understand Scrum and the role that the Product Owner plays in it
- Act as an effective Product Owner on a team
- Determine appropriate user stories for a product
- Collaborate with their team to take user stories from raw to ready to done
- Implement analysis techniques to appropriately detail user stories
- Manage a product backlog and determine effective prioritization
- Leverage their practice in the Product Owner role to deliver value to the organization
- Use empiricism to measure the value delivered
- Understand how to show leadership within a project team
- Respond to the challenges of the Product Owner role

Intended Audience

This course is recommended for anyone interested in knowing and applying the Scrum framework, and especially those who work or will work in a Product Owner role on project teams.

Prerequisites

Participants should have basic knowledge of project management and be familiar with the philosophy of agile work.

Learning Topics

| Topic |
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| Introduction |
| <ul style="list-style-type: none">• What is Agile?• The Agile Manifesto• Scrum Basics – Ceremonies/Artifacts• Roles on an agile project |
| The Role of the Product Owner |
| <ul style="list-style-type: none">• Working with the Product Manager• Working with the project team• Working with other stakeholders• Skill set of the Product Owner• Leadership and Conflict Resolution |
| Agile Team Basics – Scrum |
| <ul style="list-style-type: none">• Sprint Planning• Daily Stand-ups and Execution• Reviews• Retrospectives |
| Inception Analysis and Planning |
| <ul style="list-style-type: none">• Understand your customer• Person• Journey Map• Create a product vision and roadmap• Prioritization and value management• Story sizing• Story Maps• Managing stakeholder expectations |
| Using Analysis to Get Stories Refined and Ready |
| <ul style="list-style-type: none">• Techniques for detailing user stories• Acceptance Criteria• Process flows• Prototypes• Use Cases• Definition of Ready• Definition of Done |
| Minimum Viable Product and Minimum Marketable Product |
| <ul style="list-style-type: none">• Identifying the MVP and MMP for a solution |

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| Metrics for the Scrum Team |
| <ul style="list-style-type: none">• Burndown• Cumulative Flow Diagram |
| Closing |
| <ul style="list-style-type: none">• Review• Retrospective• Class closing |