



# Essential Product Management & Ownership

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## Product Management and Ownership Course Outline (2-days)

### What is Product Management?

- Products, product lifecycle, whole product
- Product management frameworks and canvases
- Product management vs. project management
- Discovery and delivery
- Strategic and tactical product management
- Product ownership

### Agile Product Management

- Agile Fluency
- Successful product owners in Scrum
- Day in the life, weeks in a sprint: work of product ownership
- Product ownership work by Scrum event
- Lean product management

### Product Context: The Quest for Value

- Product Vision
- Value: goals and metrics
- Product partners, value considerations
- Metrics tools: Planguage OKR, HEART, Cost of Delay
- Qualitative and quantitative value hunting techniques

### Product Discovery and Validation

- Modern product discovery
- Product/Market Fit
- Hypothesis testing

### Product Delivery: Planning & Requirements

- Agile planning views
- Defining problems and needs: MVP, feature, epic, user story, jobs to be done, scenarios
- Structured conversations using the 7 Product Dimensions
- Discovery workshops
- Product usage scenarios and Behavior Driven Development

### Backlog Management

- Getting user stories “ready” to get “done”
- Prioritization techniques
- Backlog refinement
- Organizing the backlog

### Product Roadmapping

- Roadmapping purposes and good practices
- Engaging Product Partners in Roadmapping
- Product Canvas

### Good to Great Product Management and Ownership

- Attitudes and aptitudes
- Common ailments and prescriptions
- DRIVEN product ownership
- Product improvement kata