

Certified Scrum Product Owner (CSPO) Course

Scrum is a simple but powerful agile management framework. Key to its success is the role of the Product Owner: The Product Owner steers and guides the Scrum project, bridges the gap between end customers, business and development/IT and is responsible for the return on investment (ROI). The Product Owner combines the traditional project manager and the product manager roles in one person.

This two-day interactive course equips you with all you need to know about being an effective Product Owner. At the end of the class, you will understand how you can leverage Scrum to optimise value creation and customer satisfaction. You will be able to create a realistic release plan, stock the product backlog, write user stories, and systematically refine requirements. Additionally, you will know how you can increase productivity, level the workload, and steer the project proactively.

You can learn more about the importance of being an effective Product Owner [here](#).

Objectives

Each participant is trained to assume the responsibilities of a Product Owner and to apply Scrum to optimize customer satisfaction and value creation.

Audience

Product managers, innovation managers, marketing and sales staff, business analysts, project managers and ScrumMasters who would like to deepen their understanding of the Product Owner role and the related practices.

Prerequisites

Participants should be familiar with the basics of project and requirements management. It is desirable that the participants have already received some initial training or are experienced in applying Scrum. Participants are required to read one of the following books and watch the following video prior to class:

- Mike Cohn. *User Stories Applied: For Agile Software Development*. Addison Wesley. 2004
- Roman Pichler. *Scrum – Agiles Projektmanagement richtig einsetzen*. dpunkt. 2007
- Ken Schwaber. *Scrum et al.* <http://video.google.com/videoplay?docid=-7230144396191025011>

Contents

Introduction

- Agile Values, Scrum Benefits and Origins
- Scrum and Change
- Companies Using Scrum

Scrum Process and Roles

- Scrum Flow
- Scrum Roles: Product Owner, Team, ScrumMaster
- Product Owner Characteristics
- A Day in the Life of the Product Owner
- The Product Owner as the Voice of the Customer and Value Stream Manager

Requirements Management

- Understanding the Customer
- The Product Vision
- The Product Backlog
- Determining the Release Scope
- Stocking the Product Backlog
- Prioritizing the Product Backlog
- Refining the Product Backlog
- User Stories on the Product Backlog

Release Management

- Sustainable Pace
- The Project Levers
- Defining and Communicating Project Success
- Release Management Strategies
- Estimating Product Backlog Items Using Story Points and Planning Poker
- Choosing the Sprint Length and Determining Velocity
- Creating the Release Plan
- Tracking the Project Progress

Sprint Management

- Sprint Workflow and Characteristics
- Formulating Powerful Sprint Goals
- Sprint Planning, Daily Scrum, Sprint Review and Retrospective
- Understanding the Sprint Progress

Portfolio Management

- The Planning Onion
- Why Portfolio Management Matters
- Levelling the Demand
- Portfolio Management Steps
- The Portfolio Bubble Chart

Large and Distributed Scrum Projects

- Brook's Law
- Organic Growth and Conway's Law
- Master Product Backlog and the Product Owner Team
- Team Set-up
- Multi-team Planning and Coordination
- Shared Norms and Assets
- Distributed Scrum Project Tips

About the Trainer

Roman Pichler works as an independent consultant, trainer and coach. He helps organisations to embrace Lean and Scrum. He has trained and coached Product Owners for more than four years. He is the author of the book "Scrum – Agiles Projektmanagement erfolgreich einsetzen" (dpunkt 2007) which covers Product Owner issues in detail.

Roman's clients value his rich and diverse experience in Scrum ranging from embedded to enterprise Scrum projects and from helping start-ups as well as large global companies to embrace Scrum. Roman teaches in English and German.