

Certified Scrum Product Owner

You are in charge of building a system, creating a new product release, or any other complex business project. Traditionally, you would hand this undertaking over to a trained project manager to run for you. You would then wait and hope for the best, since over 50% of all projects fail and those that succeed deliver products in which 65% of the functionality is rarely or never used.

Scrum provides an alternative: a way for you to work with the team, providing them with periodic guidance and frequent opportunities to inspect their progress and make changes as you and they come to better understand the system being built. Intuitive and lightweight, the Scrum process delivers completed increments of the product at rapid, regular intervals, usually no longer than a month.

Your primary tool in Scrum is called a Product Backlog, a list of features you want developed, prioritized by value, cost, and risk. You use the Product Backlog to cause the most valuable functionality to be built first and to remove risk early in the project. As you watch the system take shape, you can restructure the Product Backlog to incorporate your insights or respond to changes in business conditions. You can also identify and cancel unsuccessful projects early, often within the first several months. The Scrum Product Owner class equips you with what you need to achieve success with Scrum.

You Will Learn

- Practical, project-proven practices
- How to write a highly useful product backlog
- Proven techniques for prioritizing the product backlog
- How to predict the delivery date of a project (or the features that will be complete by a given date) using velocity
- Tips for managing the key variables influencing project success

About the Instructor

Kenny Rubin is an author, trainer, coach and mentor. Kenny has more than 20 years experience with software development organizations, having held positions as developer, project manager, Scrum-Master, Product Owner, VP of Engineering, VP of Product Marketing, VP of Marketing, VP of Sales, COO, and CEO. Kenny has trained over 10,000 people in Agile development, object-oriented development and project management. Kenny is also the former Managing Director of the world-wide, non-profit Scrum Alliance.



Agenda

Overview

- Traditional Development
- Agile Overview

Scrum & the Product Owner

Additional Product Owner Responsibilities

Product Owner Patterns

Project Inception/Charting

Multi-level Planning

Requirements / Product Backlog Items

- Pitfalls
- User stories
- User roles
- INVEST in good stories

Prioritizing the product backlog

- Kano analysis
- Theme screening
- Theme scoring
- Relative weighting
- Priority poker

Estimating Product Backlog Items

- Planning Poker

Release management

- The release planning meeting
- Fixed date planning
- Fixed scope planning

Incremental Releases

Progress and Reporting

Planning on Large Projects

Feature and Functional Teams

For more information contact Kenny Rubin
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