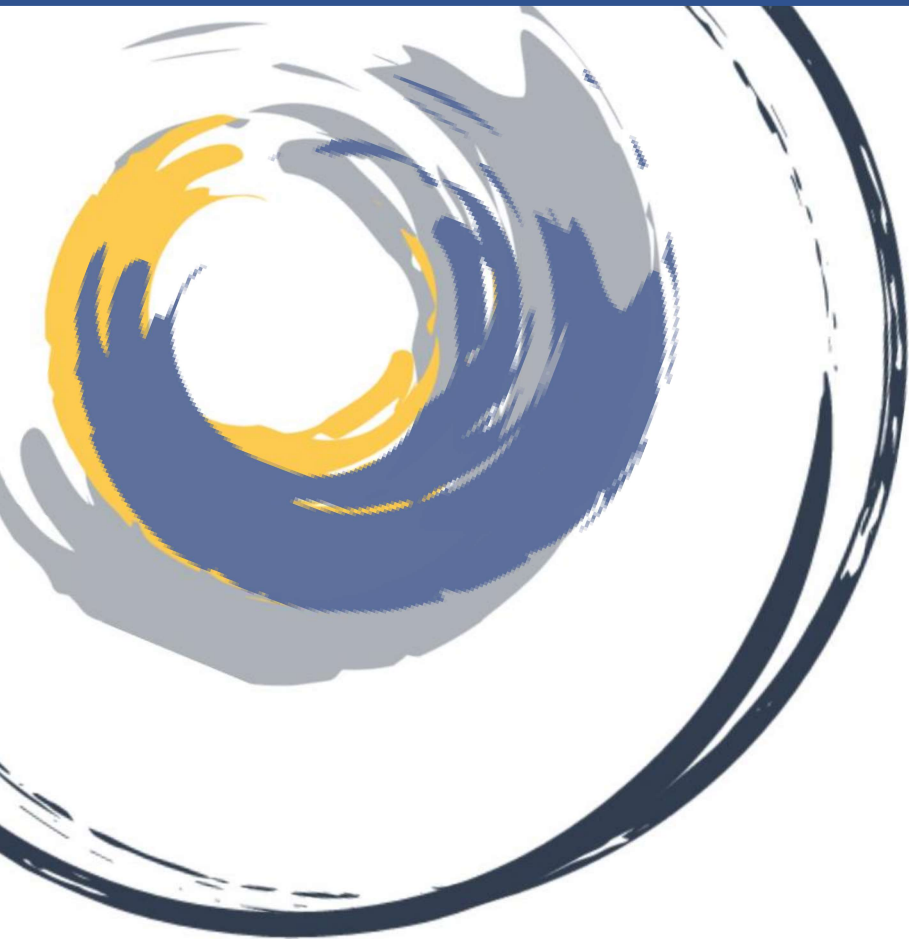


# Foundations of Product Ownership





At the end of this course, you will gain an understanding of the role of the Product Owner in Agile/Scrum practice and be able to describe the following:

- Why Agile?
- What is Agile?
- Social Contracts – The “Force” of Agile
- Scrum Overview
- Key Agile Roles
- Product Owners and SAFe
- Agile Requirements
- Backlog Management
- Leading the conversation
- Transparency and Reporting

## What makes a good PO ?

*Based on your current understanding, what are the characteristics, skills, or traits for a good Product Owner?*



5 Minutes



## Agile In a Nutshell

Agile reduces communications cycles to shortest possible time, reducing uncertainty, maintaining alignment, and enabling rapid adaptation.



## Customers, markets and organizations are changing

- There are more choices in the marketplace than ever before
- Consumers will not use products that are difficult to use or access
- Convenience services, whether they are essential or not, drive market behaviors
- Organizations are structurally aligning to deliver their core competencies

# What Drives Organizations

## Project Driven

- Creates definitions for project success and budgets before project starts
- Has process-driven leadership
- Projects are funded through annual budgets and functional departments share project budget

## Product Driven

- Creates a product first, then finds a market for it.
- Control the narrative about the discovered uses for the product
- Full organization budget supports development and delivery of product
- Foster innovation by encouraging ownership and investment in the product at all levels of the organization

## Customer Driven

- Has an existing market space or performs a necessary service
- Relies on customer feedback as primary driver for product development strategy
- Responds to emerging changes in customer markets
- Annual budgets support product or value streams (Goods and Services)

