



Course Outline - Certified Scrum Product Owner® (2 days course)

Becoming Agile is a lifelong journey. Incorporating Scrum values and Agile principles into your world of work takes diligence, patience, and a commitment to continuous improvement. CSPO® course offers a deep dive into the product owner role based on the internationally recognized Scrum Guide and the learning objectives of the Scrum Alliance.

CSPO® course is designed to be highly practical in its focus and format. It offers a unique opportunity to gain knowledge and experience at an accelerated rate. By exploring real-world case studies and effectively applied real-world solutions the trainee gains insight that might otherwise take years to achieve.

CSPO® course focuses on an approach using the lens of a Product Owner to all aspects of Scrum. Techniques are explored to improve communication skills, particularly with non-Scrum Team stakeholders, and methods are explored to build deeper understanding and empathy.

Learning / Certification Outcomes

- 1) Expand career opportunities across all industry sectors adopting Agile practices
- 2) Understand the principles underlying agile methodologies and how to apply them in a team context
- 3) Create a viable project vision, release forecast and visualise progress for an agile project. Discover how documentation, governance and reporting differ between a PMI and an agile project
- 4) Experience the product definition process, from visioning to user stories using such tools as Lean Product Canvas and User Story Mapping
- 5) Practice estimating value and using the Business Value Game for managing conflicting stakeholder priorities
- 6) Learn how to create a release forecast without defining each and every requirement at the outset. Understand agile product discovery and the power of iterative methods for risk management
- 7) Learn through doing, building an actual product vision, release forecast and backlog from start to finish
- 8) Understand how to make progress visible and how to facilitate successful delivery of a project to fixed date and/or fixed time
- 9) Attending the entire course qualifies you to receive the Certified Scrum Product Owner certification from Scrum Alliance



Day 1

AM Session: Introduction

- Emerging trends, market gaps and opportunities
- Market conditions and needs
- VUCA era
- Fundamentals of the Product Owner Role
- Understanding the Role of the Product Owner

PM Session: Collaboration

- Working with Stakeholders
- Working with the Single and multiple Development Team

Learning Outcomes

- Explore & Assess Possible Problems in Traditional ways
- Understand and appreciate Agile approach
- Understand Market conditions
- How and Why VUCA
- Describe personal qualities of a Product Owner that support effective delivery and validation of product ideas
- list at least three different decision-making approaches a Product Owner might use, depending on their context.
- Describe techniques for visualizing, managing, or reducing dependencies between teams.

Day 2

AM Session: Customers and Users

- Customer Research and Product Discovery
- Customer segments and potential needs

PM Session: Vision and Strategy

- Business Model Prototype
- Describing Purpose and Strategy and incubation
- Product Strategy
- Roadmaps and Release Planning
- Go to market plan Working with the Product Backlog
- Differentiating Outcome and Output

Learning Outcomes

- Create a customer segment and journey map
- Describe a strategy for product prioritization by focusing on specific user/customer types for discovery and delivery versus a strategy of focusing on multiple users and customers without focus
- Describe at least three benefits and apply at least one technique to connect teams directly to customers and users to build deeper understanding and empathy.
- Describe at least three aspects of product discovery and identify how each contributes to successful product outcomes
- Describe opportunities to test assumptions during product discovery, product development, and delivery
- List at least two techniques to measure value
- Describe the relationship between outcome and output and the Product Owner's responsibility to maximize value