

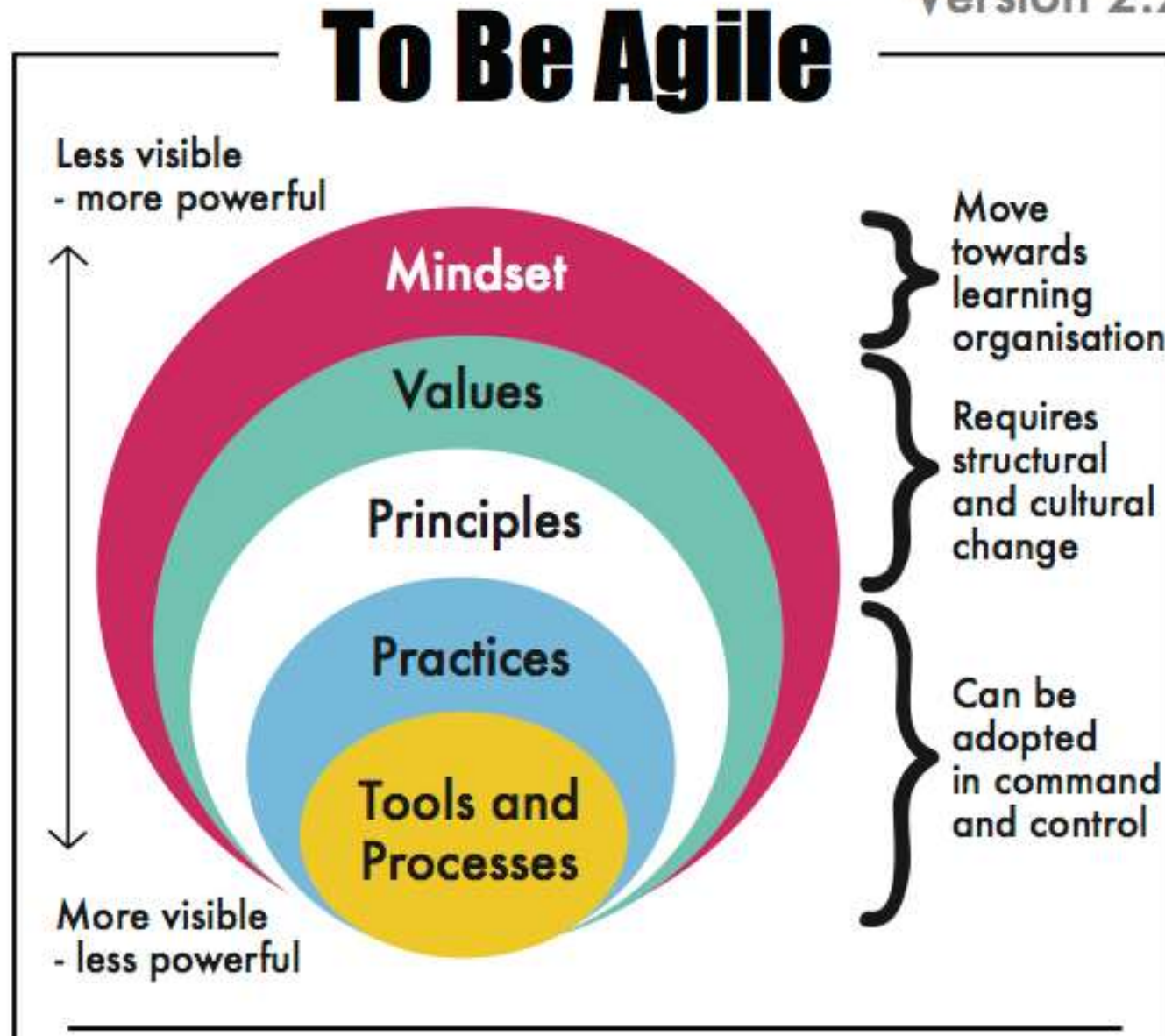


HOW TO CREATE A PRODUCT OWNER / MANAGER TRAINING PROGRAM

Intro to Agile

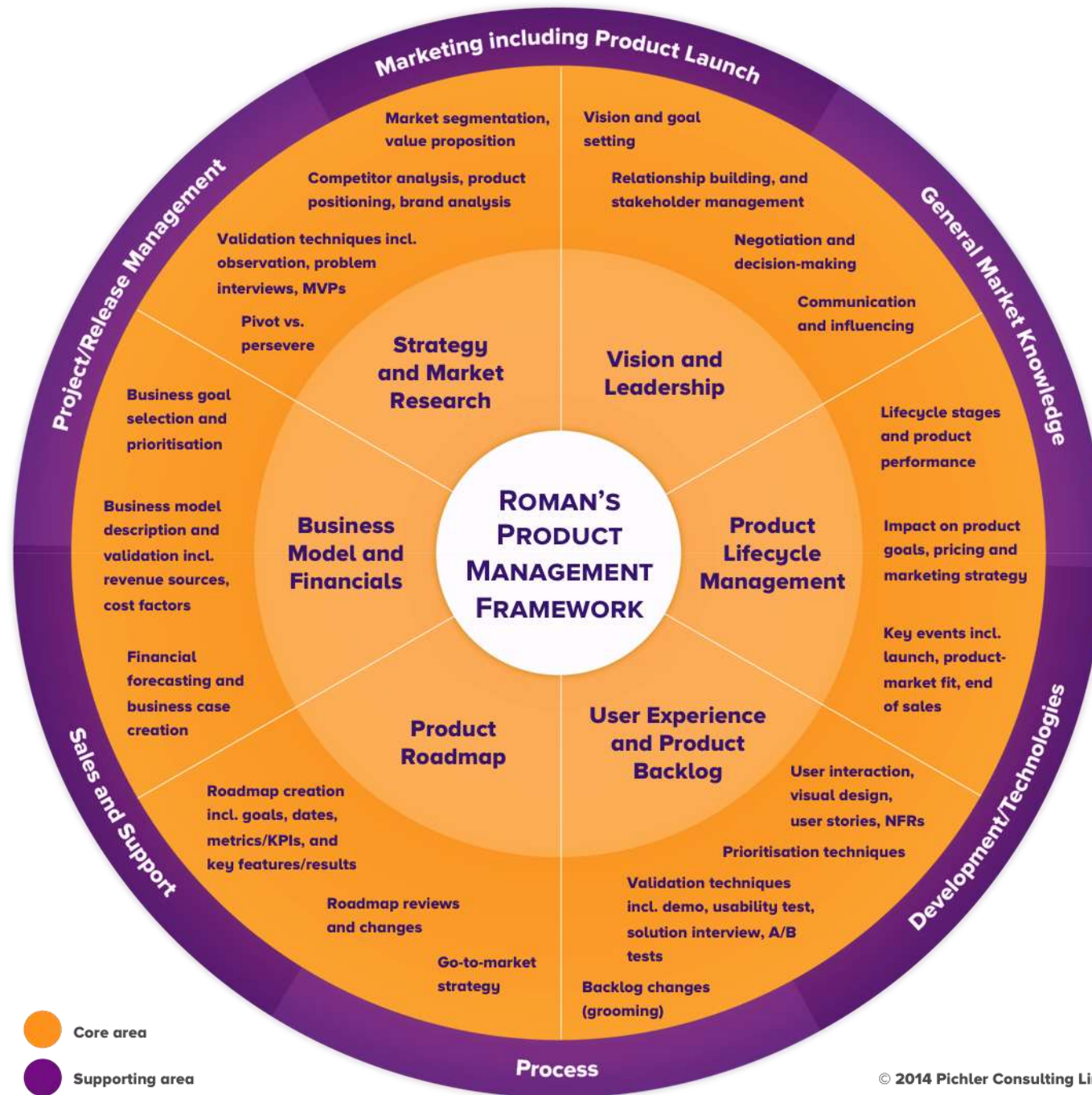
Agile values and principles

Version 2.2



What is a Product?





Product Lifecycle Artifacts



PERSONA EXAMPLE

ROMAN'S PERSONA TEMPLATE

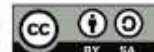
romanpichler

 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? What is its name? Choose a realistic and believable picture and name.</p>  <p>Peter</p>	<p>What are the persona's relevant characteristics and behaviours? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.</p> <p>Works as product manager for a mid-sized company.</p> <p>Is 35 years old, holds a marketing degree.</p> <p>Has got experience working as a product owner.</p> <p>Has managed mature products successfully.</p>	<p>What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?</p> <p>Needs to know how to determine the right strategy for a brand-new digital product.</p>

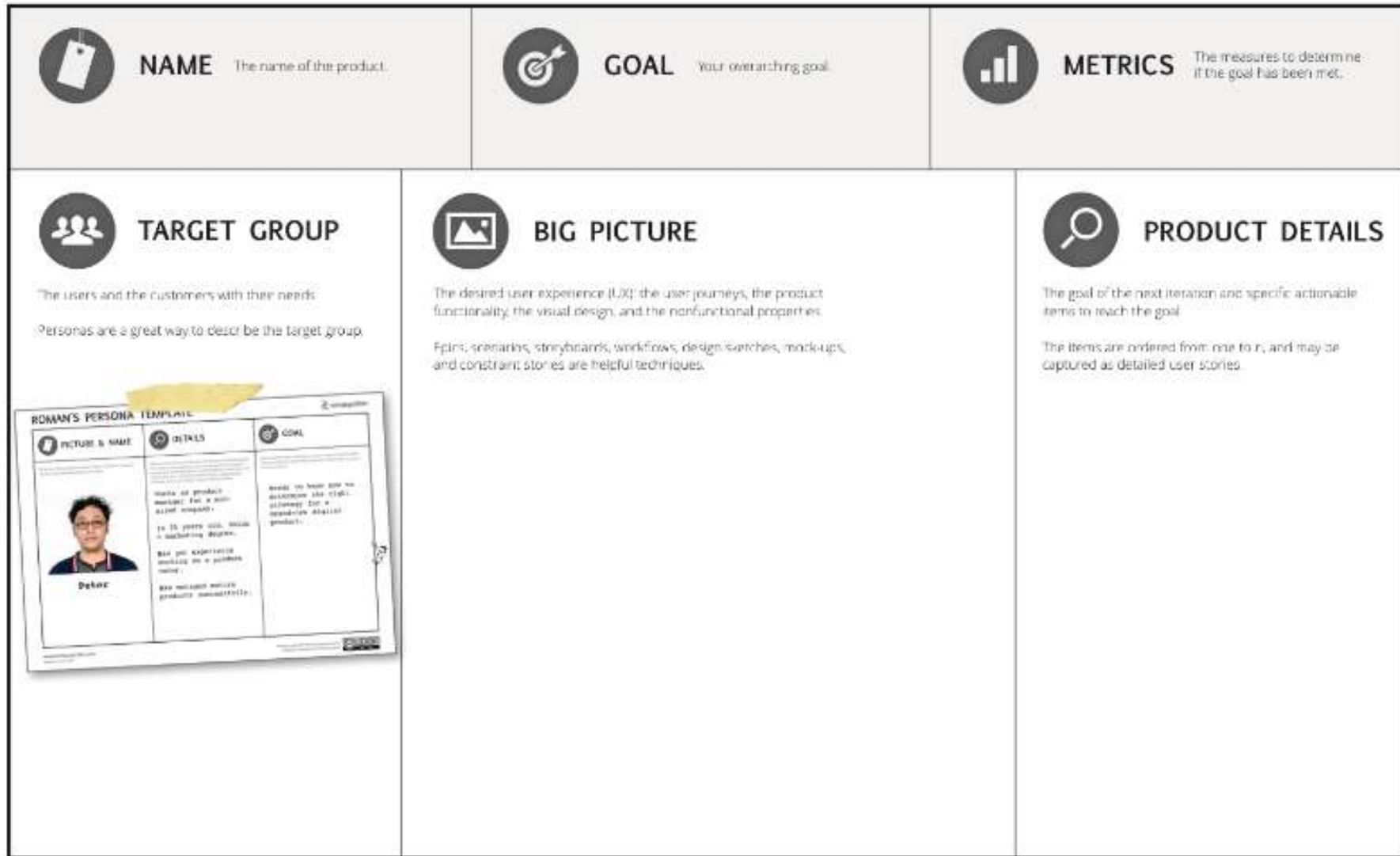
www.romanpichler.com

Template version: 04/17

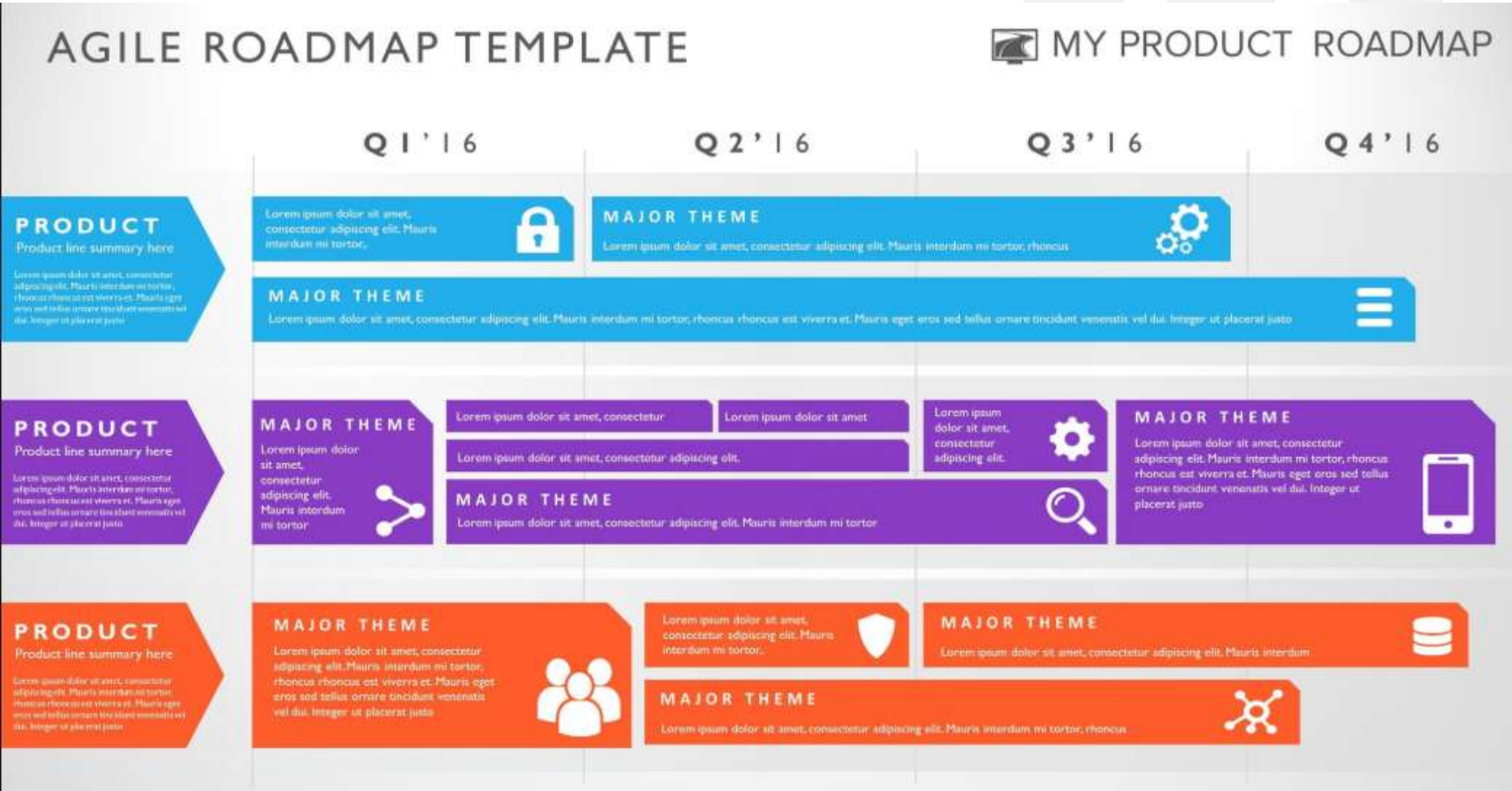
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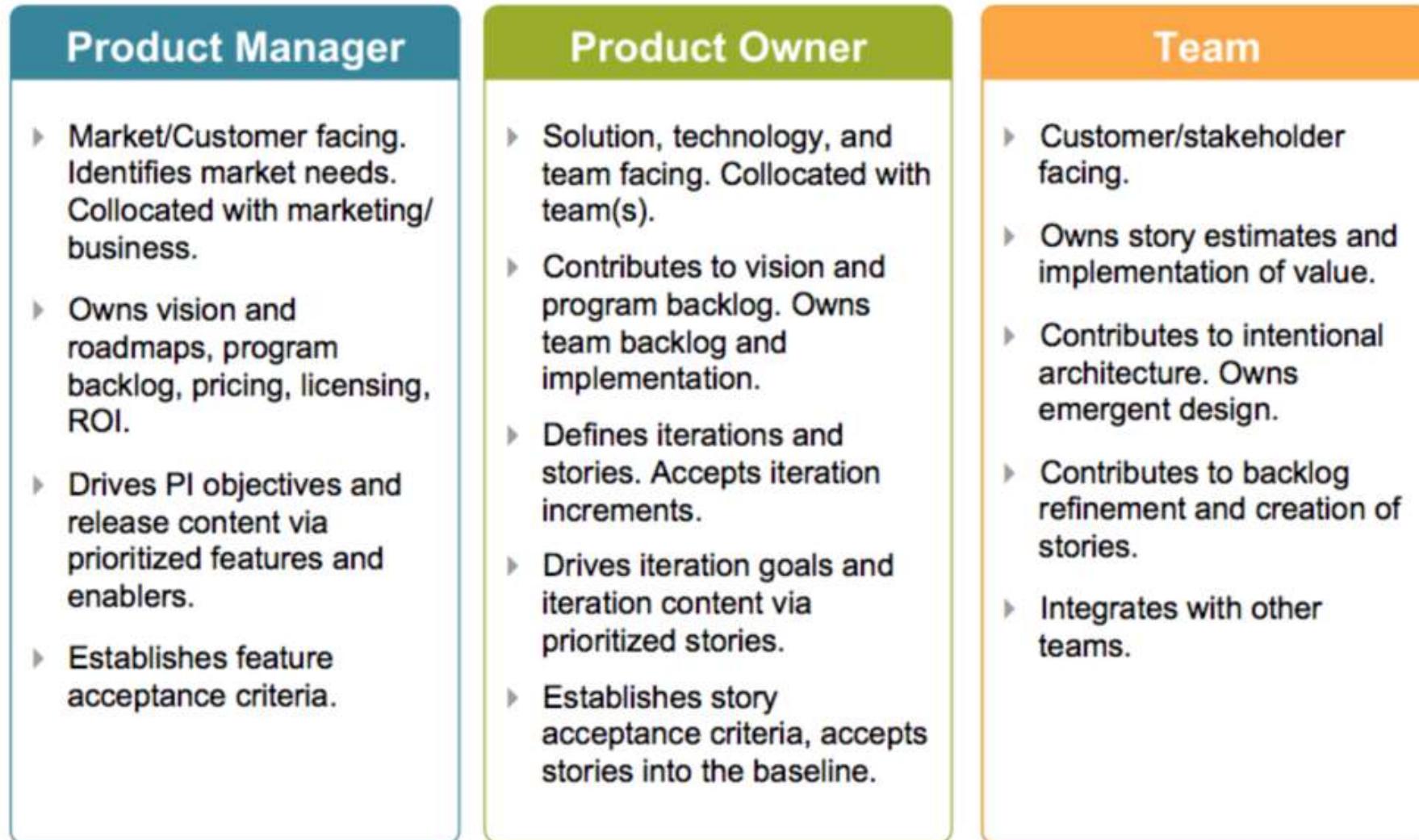
THE PRODUCT CANVAS



PRODUCT ROADMAP – VISUAL 1



Roles and Responsibilities



Are you setup for success?



Product Owner/Manager Skills

- Active listening
- Story mapping
- Mind mapping
- Conflict resolution
- Stakeholder communication
- Feedback loops
- Self-awareness
- Self organized teams
- Winning the team over
- Negotiation / Influencing without authority
- Outcomes vs outputs
- Product based funding
- Calculating value
- Rollout
- Giving a good demo
- Product Owner/Manager elevator speech
- Product vs. Project mindset
- Data driven decision making
- Selling to peers/leadership/business
- Feature writing
- User Story writing



PASSIVE LISTENING

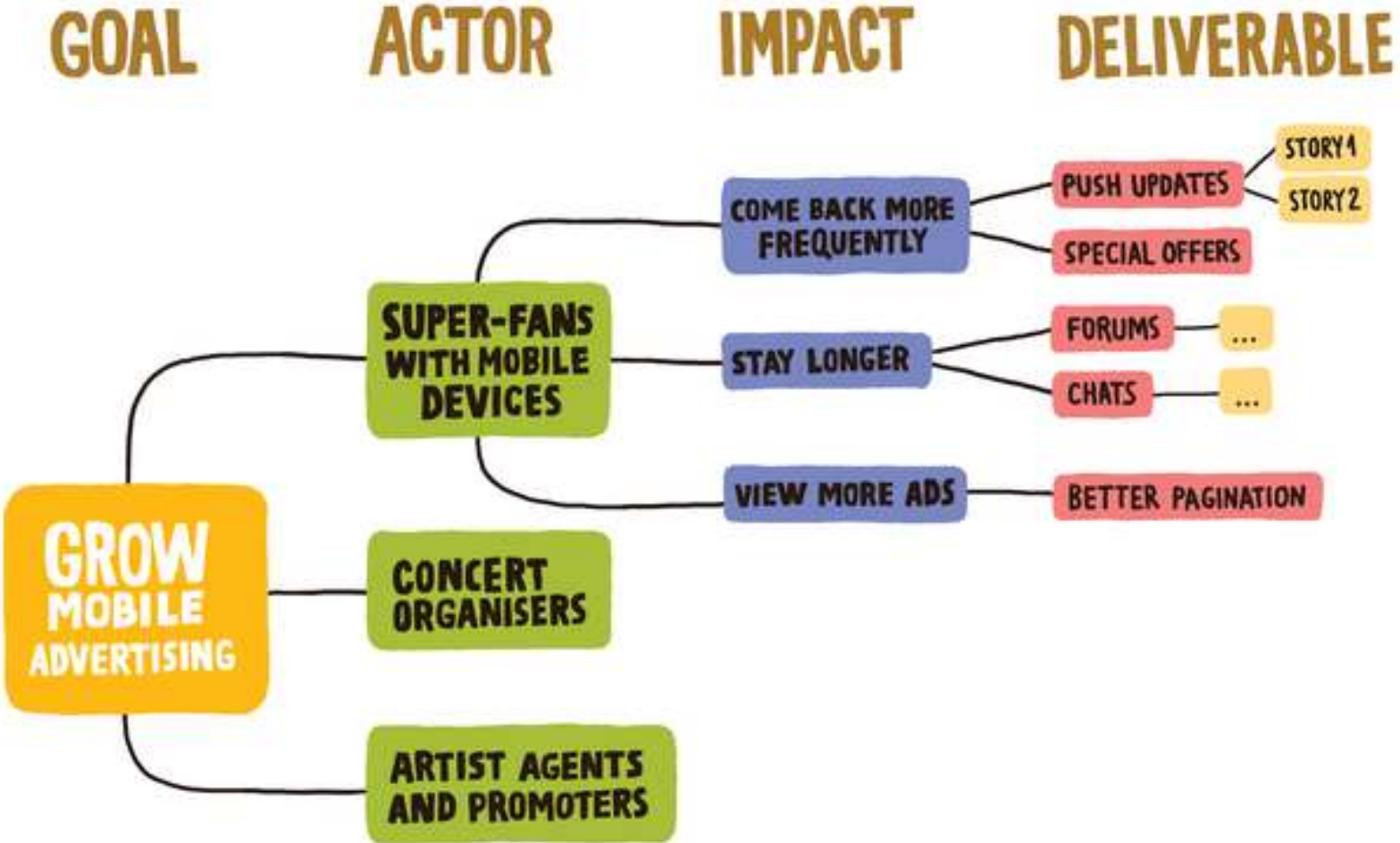
Listening to hear

ACTIVE LISTENING

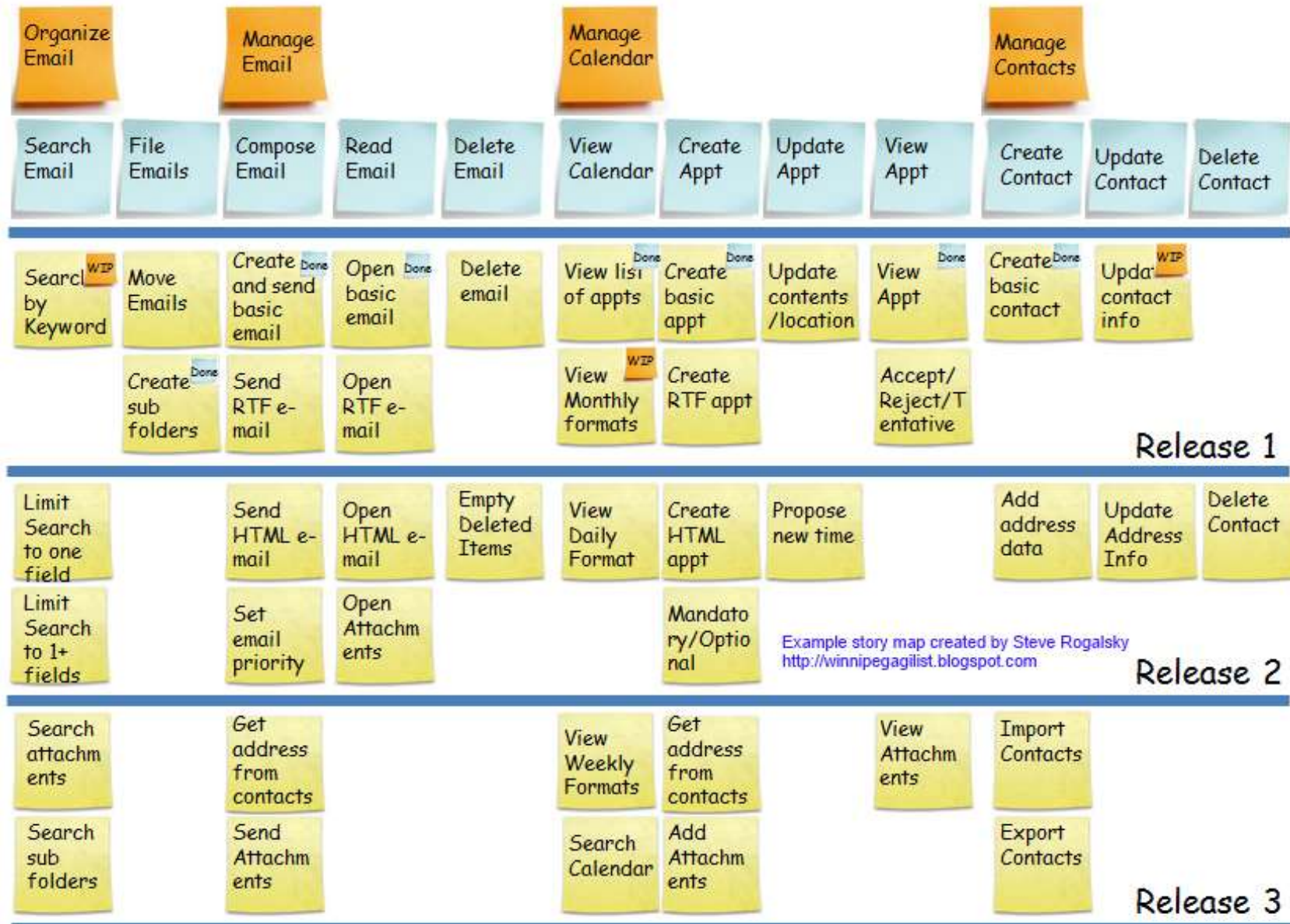
Listening to understand

Buzzle.com

Impact Mapping



Story Mapping





THANK YOU



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