

Advanced Product Owner with PSPO II Certification



A Product Owner is responsible for maximising the value of the product. This role is multifaceted, requiring the practitioner to engage in behaviours, and adopt mindsets beyond the core of Agility and the Scrum Framework.

Training Overview

This training focuses on taking your Product Owner knowledge, behaviours and mindset to the next level. It explores how to adopt several different Product Owner stances, such as customer representative, visionary, experimenter, influencer, collaborator and decision maker.

The training is based on an interactive approach in which attendees will learn the advanced skills and capabilities required to face modern-day challenges in the fast-changing digital landscape and deep dive into areas with practical examples and hands-on activities.

After the training, students are prepared for the PSPO II assessment certification. If you pass the assessment, you will gain the industry recognized PSPO II certification. This certification does not expire and makes you part of the restricted group of less than 2,850 PSPO II badge holders worldwide.

Training Objectives

At the end of the training, trainees have a clear understanding about the following:

- Different Product Owner stances
- Making an impact to your customers
- Communicating and influencing your stakeholders
- Managing your product
- Doing experiments of the innovative product
- Measuring your product and customer behaviours
- Working in a scaled environment

Target Audience

Product owners, product managers, project managers, anyone who lead teams and is responsible for delivering business value consistently and continuously.

Prerequisites

Attendees should have completed PSPO I and have prior experience of Agile and Scrum.

Training Content

Overview of Agile Delivery Practices:

1. Product owner stances
 - Misunderstood
 - Preferred
2. Supportive skill sets, behaviours and mindset
 - Types of marketing research methods
 - Effective communication: Story-telling
 - Data driven decision making
 - System thinking
3. Define and Explore your product
 - Understanding your customers
 - Persona canvas
 - Psychological based profiling
 - Avoiding cognitive biases

- Discovering your product vision and strategy
 - Product vision canvas
 - Business model canvas
 - Stakeholder map
 - Defining your product features
 - User journey - current and future
 - Minimum Viable Product (MVP)
 - Measurement of the product
 - Connecting your customer outcomes
 - Impact mapping
 - Release plan and product roadmap
 - Value and pricing model
4. Manage your product (including governance)
- Product
 - KPI vs OKR
 - Evidence-Based management
 - Stakeholder management
 - Innovation, Experiments and Delivery
 - Need for speed (Time to Market)
 - Creating actionable experiments
 - Validation board
 - Governance (in relation to Scrum)
 - Portfolio management
 - Agile contracting
5. Grow your Product teams
- Scaling Teams: Multiple Teams, One Product
 - Scaling PO
 - Scaling Framework: Nexus and alternatives

Training Information

Training will be conducted by an experienced trainer and Agile Coach from why innovation!.

Classroom Training

Each training will have a maximum of 12 participants.

Duration: 3 days (24 hours)

Location: Singapore/ Hong Kong/ Shanghai

Pricing

Price: SGD 2,400/ HKD 13,500/ CNY 9,000

Certification Fee: SGD 350/ HKD 2,000/ CNY 1,800

Select more than 1 training to be eligible for a discount.

Related Trainings

1. Storytelling
2. Design Thinking
3. Scrum UX with PSU Certification



We offer trainings in IT Trends, Innovation Management, Agile and Software Engineering as well as Information Security.

Trainings are available for both individual public enrollment and as corporate sessions. For the latter, we can customise the training to your company's specific context and needs.

We take pride in our passion for knowledge and we promise a fun learning experience leveraging a variety of teaching techniques.

www.why-innovation.com

SINGAPORE

#08-06/07 ARC 380, 380 Jalan Besar
Singapore 209000
Tel: +65 6635 6055

HONG KONG

Unit D, 11/F, Splendid Centre, 94-108 Larch Street
Tai Kok Tsui, Hong Kong
Tel: +852 2861 0855

SHANGHAI

#1107,1602 Zhong Shan Road (W)
Shanghai 200235
Tel: +86 021 3460 1227