goAgile

Product Owner 360°
The full perspective
3-day course

Course Overview
The Product Owner 360° course has been developed to meet the needs of product owners
(or those handling typical PO responsibilities) providing advanced learning about Agile product
ownership, defining benefits and delivering *real* value, facilitation, requirements management,
backlog refinement, stakeholder management and leadership skills. The course is a mix of lecture
and practical hands-on exercises to illustrate the principles being explored.

Agile product owners understand the importance of setting and communicating the strategy and
clear goals, creating an environment in which people want to work and not have to work – and
know exactly what to deliver – based on maximizing value.

Participants and format
The course is targeted to people who will have or already have the product owner role. Team leads,
analysts, user experience specialists, and project managers will also benefit from this course –
especially since they have a special interest in creating business value.

The course is in a workshop format that varies between presenting theory and hands-on activities.
As applying theory is the best way to learn, participants will play a very active role in the course.

The course will cover:

Day 1 (9:00 – 16:30): The overview
- Features vs. benefits
- Optimizing value
- Agile, Scrum and classic Agile product ownership
- Facilitative leadership – involving and engaging people to create ownership

Day 2 (9:00 – 16:30): Digging down
- Requirements management
- Establishing the backlog
- User story mapping
- Master planning and prioritization
- Backlog refinement
- Product Owners and sprints

Day 3 (9:00 – 16:00): Bringing it into play
- Business advisor network
- Stakeholder communication
- Leadership and collaboration
- Team performance and motivation
- The Agile mindset

Prerequisites
Some prior basic knowledge about Scrum and Agile is beneficial, but not a must.

For more information, contact: Louise Navntoft at +45 2712 3887 or louise@goagile.dk

More about the instructor

Jenni Jepsen works as a transformation advisor at Denmark-based goAgile. Jenni integrates neuroscience concepts into her coaching, training and sparring with leaders at every level in the organization. In addition to having her certificate in NeuroLeadership, Jenni is also a certified Intent-Based Leadership® Practitioner, certified LEGO® Serious Play™ facilitator, and has numerous Agile certifications.

Jenni consults, writes and speaks worldwide about leadership, teams, and how to take advantage of how our brains function to get optimal thinking in the workplace. She runs Intent-Based Leadership® courses together with award-winning author of *Turn the Ship Around!* L. David Marquet, and has written a book with partner Ole Jepsen, *TOGETHER: How leaders involve & engage people to get great things done.*

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