



## SCRUM

Scrum is a simple yet incredibly powerful set of principles and practices that help teams deliver products in short cycles, enabling fast feedback, continual improvement, and rapid adaptation to change. As the leading Agile development framework, Scrum has predominantly been used for software development, but it is also proving to be effective in efforts far beyond.

Certification in Scrum is provided by the Scrum Alliance - a membership organization that encourages and supports the widespread adoption and effective practice of Scrum.

## ADVANCED CERTIFIED SCRUM PRODUCT OWNER

The Advanced Certified Scrum Product Owner course is a highly interactive two-day training course, including discussion and group exercises. It will enable you to maximise the value of your product or service, engage effectively with all types of stakeholders, take a user-centred approach and manage a Product Backlog effectively for all audiences. You will walk away with a myriad of practical techniques to improve your effectiveness as a Product Owner.

### Course Objectives

*This course will enable delegates to:*

- Appreciate the importance of the Product Owner role
- Balance the competing needs of a diverse group of stakeholders over multiple sprints
- Understand goal setting and planning in line with a clear and evolving product vision
- Ensure the product maintains focus on the features of most value to customers and end users
- Manage, refine and express a Product Backlog to communicate with all stakeholders, including multiple teams
- Define business value and validate learning using appropriate metrics, with awareness of biases
- Communicate with, and facilitate effectively, all appropriate stakeholder groups to achieve alignment
- Gain access to online social networks and additional Scrum Alliance membership resources

### Who Should Attend

*Those who are likely to become involved in Scrum / Agile, including:*

- Product Owners
- Product/Project Managers
- Team Leaders
- Delivery Managers
- Agile Coaches

**Course Duration:** 2 days

**Course Code:** ACSP0

### Detailed Course Content

#### **Product Owner Core Competencies**

The importance of Product Ownership  
The responsibilities and accountabilities of the role  
Typical practices of a successful Product Owner  
The Product Owner's work with diverse groups of stakeholders, whether internal or external to the organisation  
The Product Owner's interactions with Developers and the Scrum Master

#### **Advanced Goal Setting and Planning**

Evolution and realisation of Product Strategy  
Communication and transparency of vision and goals  
Collaborative road map evolution  
Setting Product and Sprint goals

#### **Empathising with Customers and Users**

Enabling communication between customers, users, and developers  
Engaging with the user perspective  
Facilitating visualisation of product discovery

#### **Validating Product Assumptions**

Validated learning  
Cognitive biases  
Experimentation to test business ideas  
Appropriate metrics and the pitfalls to avoid *(continued overleaf)*

### Pre-requisites, evening study and examinations

The course can be taken by anyone with a basic Scrum certification. There is no examination. However, to earn Advanced Certified Scrum Product Owner® certification, you first must have an active Certified Scrum Product Owner® certification with Scrum Alliance, as well as at least one-year work experience specific to the role of Product Owner.



### Detailed Course Content (continued)

#### Product Backlog Management

Understanding and measuring value  
 Prioritisation and links to Product Goals  
 Product Backlog refinement: How when who and why

#### Developing Yourself

Continuous improvement for a Product Owner  
 Additional techniques

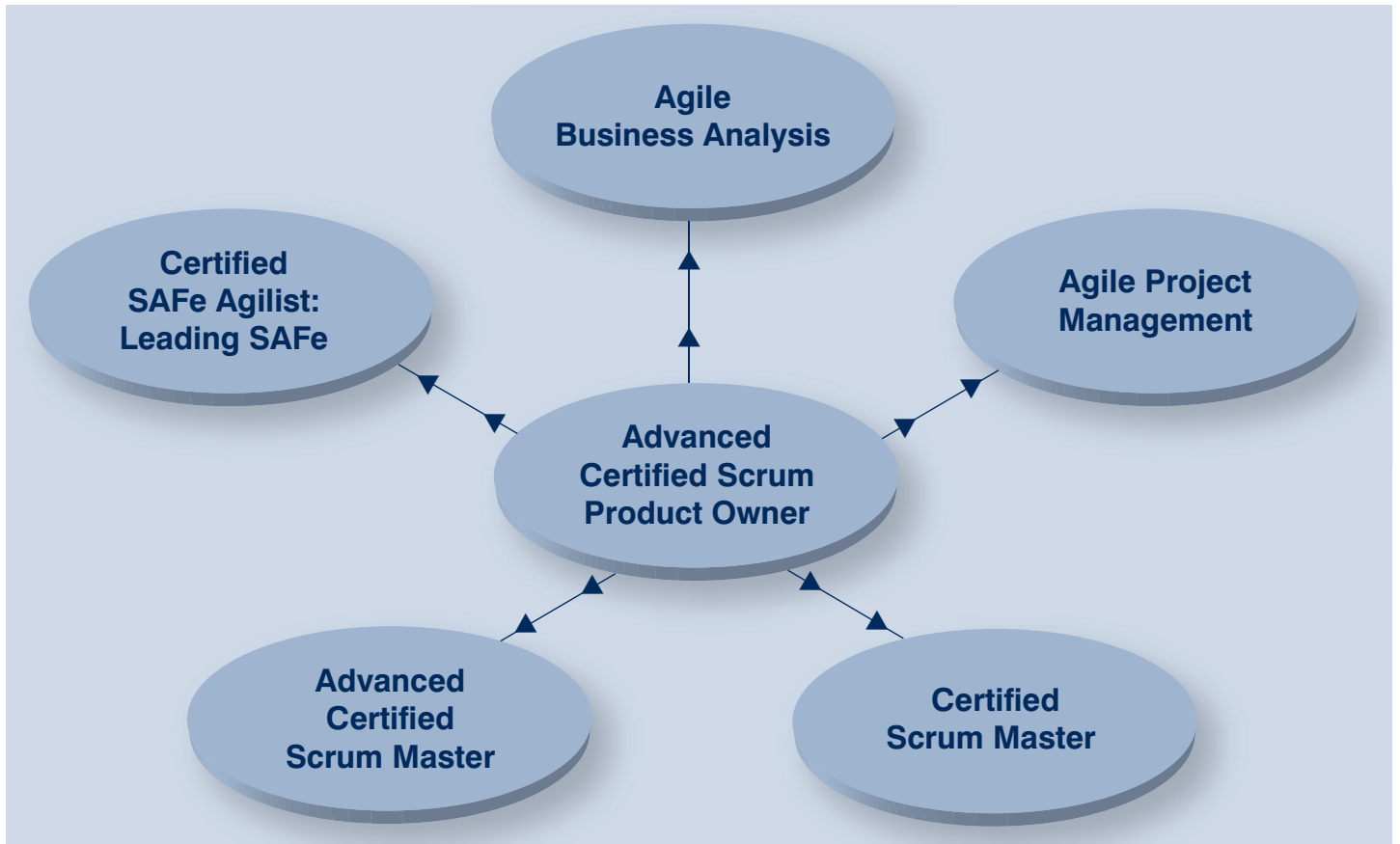
### More Information

If you would like to discuss anything further, please email us at [contact@tcc-net.com](mailto:contact@tcc-net.com)

For upcoming dates on our public schedule and prices, please visit our website at [www.tcc-net.com](http://www.tcc-net.com)

If you have four or more people to train and would like this course run in-house, please **call us** for further details.

### Related TCC Training Courses



ACSP0201