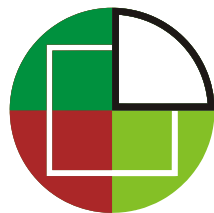


# EFFECTIVE PRODUCT OWNERSHIP

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**FreeStandingAgility.com**

# SHOW OF HANDS

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# TIME TO PLAY

## “WHAT’S MORE VALUABLE”

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# What's More Valuable?



[ A ]



[ B ]



## Who's Your Customer?

# What's More Valuable?



[ A ]



[ B ]



# What Are You Building?

# What's More Valuable?



[ A ]



[ B ]





What's In Your Way?

# WHAT ARE THE CHARACTERISTICS OF AN EFFECTIVE PO?

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# Product Owner

- Able to define a **vision**.
- Able to translate the vision into **value**.
- Able to deliver the value **incrementally** and **sustainably**.

# Value Is Perceived & Dynamic

- Depends on **perspective**.
- Depends on **time**.
- Depends on **circumstance**.

# WHO DO PRODUCT OWNERS DELIVER VALUE TO?

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# “Triple View” Product Owner



Business

Customer

Team

# Business View Value

- Provide a return on investment
- Meet a contract obligation
- Improve time to market
- Grow market share
- Generate equity



# Customer View Value

- Deliver working software
- Improve quality
- Save time
- Save money
- Listen to their requests



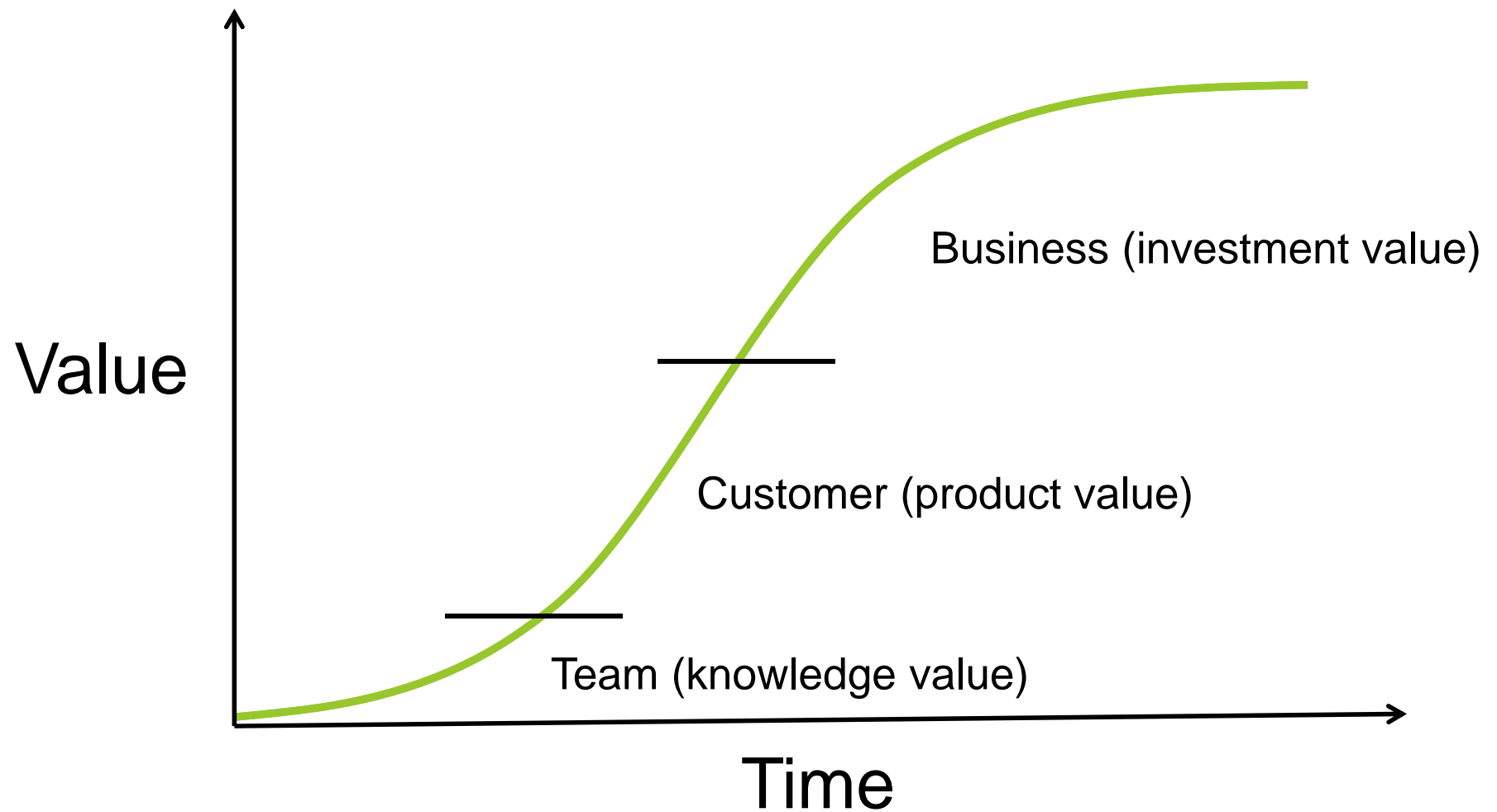


# Team View Value

- Improve engineering practices
- Reduce uncertainty
- Gain knowledge
- Improve productivity
- Shed technical debt



# Value Timeline



# BUILDING A “VALUE TEAM”

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# “Value Team” Members

- Users
- Purchasers
- Sales
- Marketing
- Domain experts
- Developers
- Architects
- Trainers
- Technical support
- Business analysts
- Executives
- Former customers
- Other POs
- Competitors

# MINING THE VALUE TEAM

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# Value Mining Techniques

- Conversations
- Interviews
- Questionnaires
- Experiments
- Observing users
- Paper prototyping
- Product visioning



# ORDERING THE VALUE

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# Sensemaking

Stakeholders

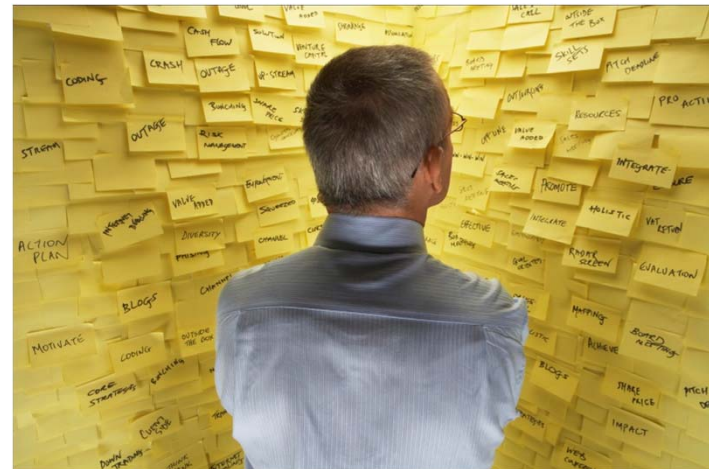


Scrum Team



# Value Ordering Perspectives

- Kano Analysis
- MoSCoW
- Risk-Reward
- Relative Value Points



# “Artifacting” the Product Backlog

- “Triple View” value type:  
Who is it for?
- “Value Team” source:  
Where did it come from?
- “Value Mining” method:  
How was it found?

# CLASSES

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# FreeStanding Agility 1-Day Classes

- **Agile and Scrum Fundamentals**

Tuesday 2/26, Waltham, MA

\$249 (earn 7.5 PDUs)

- **Product Owner Skills**

Wednesday 2/27, Waltham, MA

\$399 (earn 7.5 PDUs)

- **Scrum Master Skills**

Wednesday 3/27, Waltham, MA

\$249 (earn 7.5 PDUs)

# TIME TO LAND THE PLANE: QUESTIONS & TAKE-AWAYS

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