

New

Product Managers
Product Marketing Managers
Product Owners
Program Managers
Business Leaders
Team Leaders

Agile Product Management Masterclass ★★★★★

Certified Scrum Product Owner® (CSPO)
Advanced Lean-Agile Practitioner (ALAP)

Certified Scrum Product Owner® (CSPO)

Day 1 & 2

Jesse Fewell is a writer, coach and trainer in innovation and agile methods. In addition to speaking for Agile, Scrum and PMI conferences, he has helped teams across the world deliver products faster with higher quality. A leader in the advancement of management practices, he founded the PMI Agile Community of Practice, co-created the PMI-ACP® agile certification, and co-authored the Software Extension to the PMBOK Guide®. A graduate of Johns Hopkins University, he is the world's only certified Project Management Professional® (PMP) to also hold the expert-level agile designations of Certified Scrum Trainer® (CST), and Innovation Games® Qualified Instructor (IGQI).



I help people thrive at work. As an engineer, a manager, a speaker, and an executive, I've worked with thousands of people at dozens of companies. Everywhere I go, I see breakdowns and breakthroughs; idiocy and innovation; pain and promise. I believe the difference between the two is leadership, and whether our managers actually do it well.

I believe a better workplace leads to better business results and vice versa, and my job is to make that happen by empowering our teams to succeed, equipping our managers to lead, and enabling our executives to build high performing organizations.

If you are frustrated that your teams are not living up to their potential, I can help.

Jesse Fewell • Founder & Principal Coach • Jesse@JesseFewell.com

Advanced Lean-Agile Practitioner (ALAP)

Day 3



From leading missile launch systems to engineering in mechatronics creating products deemed impossible, my passion has always been to find better ways of how to innovate and create.

I have trained and coached hundreds of high performance teams over a wide variety of industries such as financial services, telecom, pharmaceuticals, defense and broadcasting spanning 15+ countries and program budgets of up to \$150M. Over 3,000 professionals attended my AGILE PMP program selected by PMI 6 years in a row at primarily SOLD OUT events all across the US and Canada as well as Turkey, UK, UAE, France, Germany, Spain and many other countries.

My passion is to teach pragmatic and advanced Lean-Agile practices you can actually use.

Karlheinz Muenchow • Dipl.-Ing.(FH) & Lean-Agile Enabler • Karl@XoJom.com

21 PDUs • Customized • Certifications included

	Other “Training”	Agile Product Management Masterclass ★★★★★
Format	Public	Dedicated/Corporate On-site
CSPO Certification	Depending on provider	Certification + Scrum Alliance fees + Scrum Alliance membership included!
Advanced Lean-Agile Practices (ALAP)	N/A	Included + Customized
Link to HR / Individual Performance goals	N/A	Included using PROMOTE Learning Transform Platform (if requested)
Focus	Certification	Organizational success (Certification included)
PDUs, SEUs, etc.	14-16 PDUs	21 PDUs
Fulfills PMI-ACP contact hour requirement	No / Partial	Full
Customized to meet your goals and objectives	No	Over 50% will be customized to make every minute count.
Customized for your domain, projects, products and team structures.	No	Yes. NDA ok to share specifics to further align content
Pre- and post program activities	No	Yes. Based on your expectations and our quality process.
Price structure	Per person (USD 1,100 - 1,500)	Flat fee as per quote
Travel and Lodging (attendees)	Per person (USD 800 - 2,500)	0 .-
Cost for 20 attendees (estimate)	~ 65 K (average)	~ 38 K (average)
Payment terms	100% up-front. No refund for no-shows.	50% up-front. 50% NET7 after successful completion.
TAW (Time Away from Work)	4 days (includes 2 for to/from venue)	3 days
Miscellaneous costs/fees	Depending on Provider	0 .- Flat fee. No surprises.

Certified Scrum Product Owner® (CSPO)

Certified Scrum Product Owner® professionals have been taught the Scrum terminology, practices, and principles that enable them to fulfill the role of Product Owner on a Scrum team. CSPOs are typically the individuals who are closest to the "business side" of the project. They are charged by the organization to "get the product out" and are expected to do the best possible job of satisfying all the stakeholders. CSPOs maintain the product backlog and ensure that everyone knows the priorities. Taking the CSPO course is the first step on your path of becoming more Agile.



The Course is a fast-paced introduction to innovative product development using *Scrum* – an iterative framework upon which several product techniques fit elegantly.

The Certification program does not require any exam. Instead, it is focused on experiential product-based learning. With over 30,000 graduates, it is the only relevant agile product management certification in the industry.

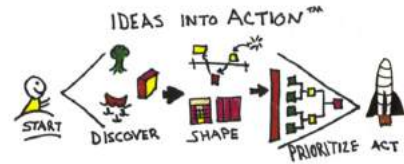
The Benefits have been proven. Agile methods help teams build the right products better and faster, build alignment between customers and providers, and doing so with more control. But these results come from unconventional practices like collaborative requirements, small increments, and progressive elaboration. These practices do not come naturally. You need training.



Certified Scrum Product Owner® (CSPO)

The Agenda is aligned to the certification learning objectives defined by the Scrum Alliance. However, the course features a dynamic prioritization based on the needs of the group. This way, participants get double value of required core knowledge, as well as custom topics

The Experience includes the use of Innovation Games®. Innovation Games is a set of facilitation and collaboration techniques designed to generate alignment, discover true insights, and get work done with diverse inputs.



Required Topics (Day 1)

- Agile Manifesto
- Scrum Framework
- Ideation
- Communicating
- Vision
- Prioritization

A la Carte Topics (Day 2)

- Who should be the PO?
- Integrating Agile and Waterfall teams
- Dependency planning
- Adapting to changes

Agile Overview

- What is the official definition of Agile, and how does it map to organizational dynamics
- Discover the Scrum framework and practice describing it to an audience of your peers

Ideation

- Creative solutioning using the Mashup Game

Communication

- Vision creation using the Simon Sinek golden circle and Dan Pink's pitch templates
- Generate alignment using the Product Box

Orchestration

- Focus your product with deep demographics using Persona
- Decompose your product vision into deliverables using a Story Map
- Forecast your delivery with Release Planning

Activation

- Finalized detailed direction with User Stories
- Adapt the plan, based on actual performance and new opportunities

Roles

- Understanding the industry and textbook expectations for product managers
- Adapting those expectations to real world constraints



Advanced Lean-Agile Practitioner (ALAP)

Career

2017 Trends and Career moves you must take now

Competitors are not asleep. Organization must increase their business agility capability.



From Holacracy and Teal to agile frameworks such as LeSS, DAD, Scrum@Scale, SAFe 4.0, ...2017 will be more challenging than ever to get ahead. Protecting the status-quo will be futile. Learn. Do. Lead. –Karl

- What?**
- Compose your own 2017 career action plan
 - Classify your internal challenges and analyze the root cause

- Topics?**
- Certifications: Options and value.
 - Business Trends
 - Update on: Scrum, LeSS, DAD, Scrum@Scale, SAFe 4.0 and DevOps
 - Spotify: Example of networked scaling
 - The future: Holacracy and Teal

1

Value

VALUE MANAGEMENT with AHP (Analytic Hierarchy Process)

From emotions to math: Ranking by value and making decisions.



Organizations know the cost of everything and the value of nothing. Let's define value and use math instead of emotions to go beyond ranking by whoever screams the loudest.

—Karl

- What?**
- Summarize your current value management system
 - Assess advantages and disadvantages
 - Compose your definition of value going forward using a base of 200 criterions
 - Actualize the use of AHP in your organization
- Topics?**

- Subjective information: Quantifying intangibles
- Objective information: Quantifying facts
- Mathematical Foundation: Understanding AHP (Analytical Hierarchy Process)
- Selecting the right criteria
- Ranking backlogs by value, step-by-step

2



Value Streams

Mapping and optimizing your VALUE STREAMS

How to increase your efficiency by 25% or more

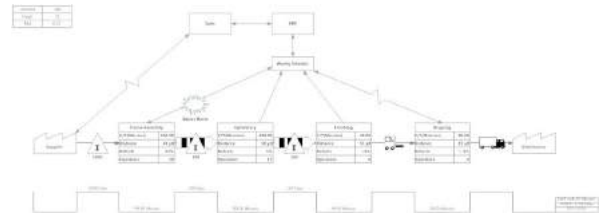


If value streams are not mapped, nothing else matters.

—Karl

- What?**
- Assess your current value stream
 - Calculate your value stream efficiency and classify inefficiencies
 - Construct a plan of action to increase your value stream efficiency by at least 25 %

- Topics?**
- Value streams and Conway’s law: Advanced organizational design
 - SAFe® 4.0: Example of hierarchical scaling
 - Functional, projectized or matrix: Activity vs. outcome oriented teams



Roles

Connecting PRODUCTS, PROJECTS and agile TEAMS

Define and clarify all roles & responsibilities



Project Managers in ScrumMaster roles, Projects as Epics, and the one Product Owner who knows it all. Really? Cmon. Without clearly defined roles and responsibilities and a solid agile product management process, agile teams will build the wrong things faster than ever. Let’s fix this.

- What?**
- Abstract your current gaps between projects, products and agile teams
 - Recognize successful patterns for roles & responsibilities in advanced agile environments
 - Analyze root-causes of your gaps and generate a plan of action to fix it

- Topics?**
- Case Study: Roles & Responsibilities at Spotify
 - Analysis: Roles & Responsibilities in Scrum@Scale and SAFe 4.0
 - GAP analysis (your organization): Products, Projects, Teams
 - Resolution: Your roles & responsibilities decision matrix

Product

From the VOICE OF YOUR CUSTOMERS to actionable BACKLOGS

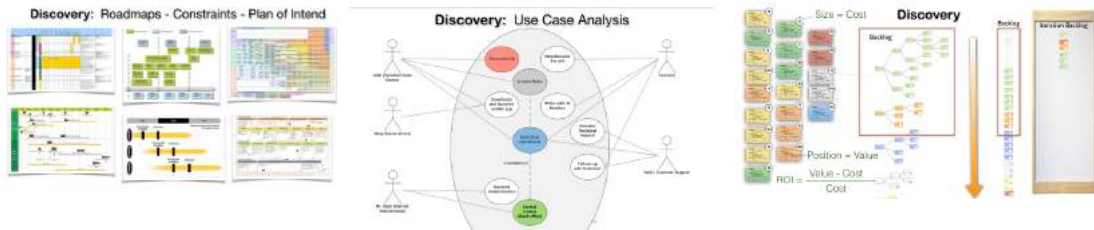
A solid lean-agile product management process. End-to-end.

“ Value creation is conditional upon the creation of optimal backlogs. Agile frameworks don't provide guidance on product management best practices. The most important *process* of agile product and value management is yours to define. —Karl

If you can't describe what you are doing as a *process*, you don't know what you're doing. —W. Edwards Deming

What? a. Create your own agile product management process end-to-end

- Topics?**
1. Creating an executable roadmap
 2. Design Thinking with Rolling Wave Planning and Progressive Elaboration
 3. Product Owner Teams: The Product Manager's bridge to Agile Product Owners
 4. Going Lean: MVPs, set-based design, concurrent engineering, delayed decision making
 5. Discovery with Use-Case Analysis



Project

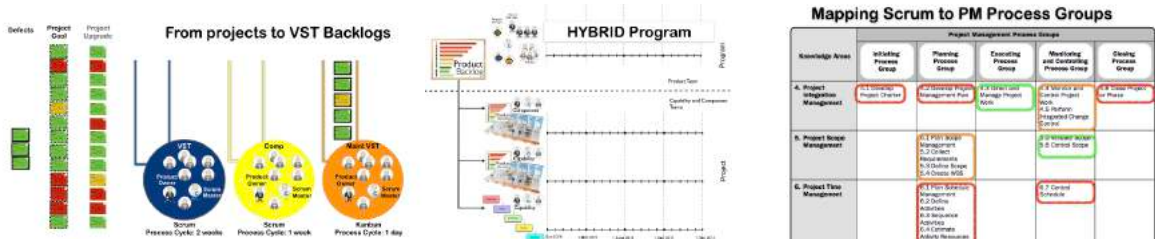
The role of the AGILE PROJECT MANAGER and the AGILE PMO

The dynamic view of value delivery

“ Agile Value Stream Teams are the static implementation of value creation living beyond project (scope) boundaries. *Projects provide the dynamic view.* They provide different lenses to manage work and one does not replace the other. —Karl

- What?**
- a. PMO as Lean-Agile Center of Excellence
 - b. The agile project manager: Enabler, mentor, and yes: Project Manager

- Topics?**
1. Importance of Project Management in Agile environments
 2. Roles and Responsibilities (Project, Product, Team)
 3. The PMO as Lean-Agile Center of Excellence
 4. Scaling Agile: Program and Portfolio Management



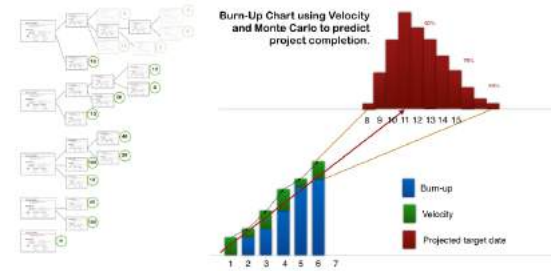
Executive Dashboards, Agile CONTRACTS, BUDGETS and introduction to the BEYOND BUDGETING Approach

When are you done?
How much will it cost?

“ Team: We don't commit beyond the next iteration.
You: Yes we are.
—Karl

- What?**
- a. Combining Velocity with Monte Carlo Simulation to answer: When are you done?
 - b. Execute and ROI calculation on your current project or program
 - c. Judge if EVM (Earned Value Management) will support your business expectations
 - d. Produce a business case and budget

- Topics?**
- 1. Burn-up charts and Monte Carlo Simulation
 - 2. Agile contracts
 - 3. CAPEX and OPEX in agile environments
 - 4. Traditional Budgets vs. Beyond Budgeting
 - 5. Dashboards for Executives: Solutions



Lean changed the world of manufacturing.
Agile brought Lean Thinking to software development.
Scrum changed the world of IT.
Project Management changed strategic execution.

Business Agility

needs all of the above.