

# PROFESSIONAL SCRUM PRODUCT OWNER - ADVANCED



## Mastering the Product Owner Stances

The Scrum.org mission is to improve the Profession of Software Delivery.

As part of our mission, Scrum.org provides the highest quality Scrum training, including the most advanced training materials and certified Professional Scrum Trainers (PSTs) to deliver it. The curriculum and courseware are highly-tuned and standardized.

Training materials are created and maintained by Scrum co-creator Ken Schwaber with the Scrum.org PST community, helping to ensure that they are always in tune with what's happening in software development organizations and always up-to-date with the latest practices.

Courses are provided around the world. Our PSTs can work with you to plan a private course

to meet your organization's specific needs. For globally distributed organizations, our PSTs work together to provide training for your staff wherever they reside, ensuring that they are all learning the same thing. Consistent training is critical for large scale efforts where many teams are working together on the same products.

Our trainers bring their own style and experience to courses, but all trainers use the same materials around the world so that students are learning from the same content regardless of where the course is taught and who is teaching it.

### Course Objectives



Students are provided with a clear path to moving forward in their Product Owner journey through an exploration of the different stances a Product Owner takes.



Students learn about the various types of stakeholders that Product Owners represent and how to best work with them.

Students will gain a better understanding of how to use vision, value, and validation to create a competitive advantage for any product.



Students are introduced to modern complementary practices through discussions, case studies, and exercises.



## Course Description

The Product Owner's role is multifaceted, requiring the practitioner to engage in behaviors and adopt mindsets beyond the core of Agility and the Scrum Framework. This course surfaces these behaviors by challenging the student to adopt several different Product Owner stances:

- Customer Representative - focused on understanding customer problems, challenges and potential opportunities
- Visionary - communicating the vision, future state and possibilities in ways that foster common understanding
- Experimenter - focusing on innovation, hypothesis testing and validating potential value to spark product innovation
- Influencer - communicating with and influencing stakeholders, customers and the Scrum Team to act with common purpose
- Collaborator - seeking input, ideas and feedback from others
- Decision Maker - focusing on creating maximum impact by making clear choices and decisions

This 2-day Professional Product Owner - Advanced (PSPO-A) course focuses on helping experienced practitioners expand their ability to establish a solid vision, validate their hypotheses, and ultimately deliver more value to their stakeholders. It is intended for Product Owners who are looking to grow their knowledge and abilities.

This course is an interactive, experiential workshop where attendees explore topics through a series of exercises and discussions. Students should have at least one year of Product Owner experience and a practical knowledge of Scrum in order to participate in and benefit from these exercises.



## Who Should Attend?



The Professional Product Owner-Advanced course is an advanced course specifically designed for Product Owners and product managers who have practical experience managing or owning a product.

It is also beneficial to Scrum Masters and stakeholders who work with Product Owners. It is particularly beneficial for those with at least one year of building products with a Scrum Team.



## Course Topics

- Understanding your products
- Who are your customers?
- Connecting product features to customer outcomes
- Communicating the product vision and strategy
- Value and pricing models
- Innovation and experimentation
- Stakeholders and stakeholder management
- Agile governance, budgeting and contracting in relation to Scrum
- Scaling the Product Owner role

## Assessment Certification



All participants completing the Professional Scrum Product Owner - Advanced course receive a password to take the PSPO II assessment and are entitled to a discount on the PSPO III assessment. The industry-recognized PSPO certifications require a minimum passing score on these rigorous assessments.

## Additional Course Offerings

Scrum.org offers the following additional training courses available publicly and privately.

- Professional Scrum Foundations
- Professional Scrum Master
- Professional Scrum Master II
- Professional Scrum Developer
- Scaled Professional Scrum with Nexus
- Professional Agile Leadership - Essentials
- Professional Scrum with Kanban
- Professional Scrum with UX