

Product Owner / Product Manager (POPM) Training

Duration: 2 Days

Description

In today's rapidly evolving business environment, successful product development requires more than simply meeting technical requirements. It involves understanding customer needs, establishing a product vision aligned with business objectives, and managing products in a way that continuously delivers value. In this process, Product Owners (POs) and Product Managers (PMs) play a critical role in bridging the gap between strategic product objectives and the operational activities of development teams.

The Product Owner / Product Manager (POPM) Training aims to equip participants with the knowledge and skills necessary to effectively manage products from ideation through development, prioritization, and value delivery by adopting an Agile product development approach.

The training covers the roles and responsibilities of Product Owners and Product Managers, developing product vision and strategy, analyzing customer needs, writing user stories, managing the Product Backlog, applying the Minimum Viable Product (MVP) approach, and developing Product Roadmaps.

In addition, topics such as sprint planning within the Scrum framework, backlog refinement, stakeholder management, prioritization techniques, and measuring product performance through KPIs and metrics are supported by practical examples.

Through case studies and hands-on workshops conducted throughout the training, participants will learn to align customer expectations with business objectives, collaborate effectively with development teams, and apply a data-driven, value-focused product management approach to their business processes.

Audience

- Professionals currently working as Product Owners or Product Managers, as well as those aspiring to transition into these roles
- Specialists working in product development and product management teams
- Business Analysts and Systems Analysts
- Project Managers and Team Leaders
- Scrum Masters and Agile team members

- Professionals involved in product planning and prioritization processes within software development teams
- Managers and specialists responsible for developing digital products and services

Outline

1. Product Development Fundamentals

- Product and project concepts
- Differences between Product Owner and Product Manager roles
- Introduction to Agile and Scrum

2. Vision and Strategy

- Developing a product vision
- Analyzing customer needs
- Value-driven thinking
- OKRs and goal setting

3. User-Centered Product Development

- Personas and user scenarios
- Customer Journey Mapping
- Problem and needs analysis

4. Backlog Management

- Understanding Epics, Features, and User Stories
- Writing user stories and defining acceptance criteria
- Backlog grooming and refinement processes

5. Prioritization and Planning

- Prioritization techniques such as MoSCoW, WSJF, and Kano
- Defining the Minimum Viable Product (MVP) and developing a Product Roadmap
- Sprint and release planning

6. Product Owner's Role in Agile Processes

- The Product Owner's role in Scrum ceremonies
- Communication with internal and external stakeholders
- Defining sprint goals and tracking progress

7. Measurement and Feedback

- Data-driven decision-making using user data
- KPIs and performance metrics
- Collecting and processing feedback from users and the market

8. Practical Exercises and Simulations

- User story writing workshop
- Backlog creation and grooming exercise
- Product vision and roadmap development workshop