



# Agile for Product Owners

*Driving requirements, managing expectations*

**London: 26 February & 21 May 2014**

**[www.unicom.co.uk/agileproductowner](http://www.unicom.co.uk/agileproductowner)**

Agile software development relies on collaboration, teamwork and active participation. Many business and IT professionals slip naturally into effective ways of working in agile teams, others find the transition less straightforward— especially business stakeholders used to a 'stage-gate' project governance approach, and IT professionals coming from a structured methods background. In this workshop we offer practical guidance for Product Owners, including those new to the role and those with previous experience in Product Management, Business Analysis, or Project Management who want to understand the slightly different mind-set and skills required to fulfil the Product Owner role.

## **Why you should attend**

The workshop is delivered in participative style with many short interactive exercises based on real-world scenarios. Agile evangelists sometimes get bogged down in theory, and tend to over-complicate; in this workshop, the emphasis is very much on 'what works'.

The workshop is relevant to new Product Owners; to experienced project team members moving into the Product Owner role from a development or product management background; and to experienced product managers coming from a 'structured methods' background.

By the end of the workshop delegates will be able formulate their own answers to the following frequently-raised questions:

- ~ What type of project is Agile well suited to?
- ~ How do I prepare the Product Vision and Roadmap if we are 'going agile'?
- ~ What is the role of a Product Owner on an agile project? Does it overlap with Developer? Tester? User? Marketing?
- ~ How is requirements gathering different? Do I still produce a 'functional spec'? What about getting 'sign off'?
- ~ How do we know when we are 'finished'?
- ~ How can we estimate accurately when requirements are evolving?
- ~ What are the common issues and risks I will need to deal with?

## **What is Agile?**

*Evolution of Agile ... Agile principles ... Popular current agile methodologies ...*

*Waterfall vs. Agile – similarities and differences*

## **Where does Agile work well?**

*Project type, size, criticality ... Corporate culture and ethos ... People considerations*

## **The Agile Project Team**

*Typical Agile team structure ... User engagement ... The role of the Product Owner ... Business Analyst as 'proxy' user*

## **Requirements gathering**

*Engaging customers ... Customer involvement*

*Approaches to development ... Acceptance Test Driven Development (ATDD)*

*The Scrum Product Backlog and Sprint Backlog ... Prioritisation (MoSCoW vs. forced ranking)*

*Documenting requirements ... User Stories: Epics and Feature*

*Reviews and demonstrations...*

*Mini-waterfall vs. 'true' Agile (and everywhere in between)*

*The use of Kanban boards and other Agile tools*

continued...

**Estimating**

*When, and what, to estimate*

*Estimating techniques ... Velocity based planning*

**Transitioning to Agile**

*Preparing for change ... The first Agile project ... Common issues faced by the Product Owner — and how to overcome them*

**Price:** £550+VAT

**For further information please contact:**

UNICOM Seminars Ltd  
OptiRisk R&D House  
One Oxford Road  
Uxbridge  
UB9 4DA  
UK

Tel: +44 (0) 1895 256 484

Fax: +44 (0) 1895 813 095

[info@unicom.co.uk](mailto:info@unicom.co.uk)

[www.unicom.co.uk](http://www.unicom.co.uk)