

# Product Owner workshop



*A 1-day workshop for Product Owners,  
Managers and Analysts looking at the day-to-day work of the Product Owner.*

The Product Owner role is the most important role on an agile team: the Product Owner manages the work intake process, Product Owners need to work with stakeholders and engineering teams. Some Product Owners are themselves subject matter experts while others are experts in understanding customer needs.

At the end of this workshop Product Owners will both understand their own role better and be able to fill the role more professionally. This workshop utilises User Stories to promote understanding of backlogs and the request process. Product Owners will spend a quarter of the workshop learning about backlogs, user stories and product backlog items, and the rest of the time working with and creating user stories.

Product Owners may use this workshop to build out an initial backlog for a product. This workshop may be run both in person and online over video conference.



## Who should attend Strategic Product Owner?

Product Owners, Product Managers, Business Analysts and other professionals filling requirements engineering roles.

Managers, including Project Managers, overseeing the requirements process and identifying customer needs.

Those who work closely with Product Owners in an Agile setting, e.g. Architects, Project Managers and Senior Developers.

## Learning objectives for Strategic Product Owner

- Appreciate the nature of User Stories as a requirements tool, the importance of the who, what, why format plus acceptance criteria.
- Breaking stories down to small pieces of work, appreciating the epic-story-task hierarchy.
- Understand requirements story flow with product and sprint backlogs, definition of ready and done.

- Work effectively with stakeholders and engineering teams to turn requirements into working products

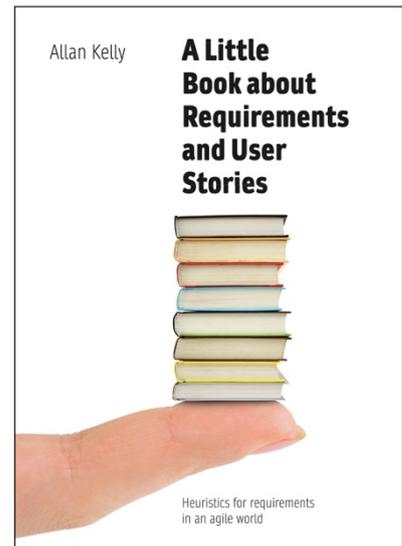
Other topics include “Power of Three” sessions, definition of ready and definition of done, business value and specification by example.

## Complementary workshops

The workshop can be often included in an agile adoption/improvement programme where it complements the *Agile Software Development for Teams* workshop. The *Strategic Product Owner* workshop builds on the lessons learned in the *Product Owner workshop* to examine critical long term questions Product Owners encounter.

## Materials

All materials for course exercises are included. Additionally, all attendees receive: printed and electronic copies of the course slides and a copy of Allan Kelly’s *Little Book about Requirements and User Stories*, print or e-book edition.



## Designer and instructor

This course is designed and normally delivered by Allan Kelly, BSc, MBA. Allan advises and mentor managers and teams in using agile approaches and OKRs to accelerate delivery teams, meet deadlines, and execute against strategy. He believes these approaches benefit businesses and create more fulfilling work environments.

Allan has 30 years’ experience in software products starting as a programmer and has been delivering consulting and Agile training for over ten years with a myriad of small companies and better known names such as Virgin Atlantic, Reed Elsevier, Reuters and Swift. A keynote conference speaker he is sometimes called a “thought leader” - although he prefers a more modest description. He is the author of several books including *Art of Agile Product Ownership*, *Succeeding with OKRs in Agile*, *Business Patterns for Software Developers*

## Contact

To find out more about this course in more detail or to discuss scheduling please book a call - <https://www.allankelly.net/contact/> - email ([contact@allankelly.net](mailto:contact@allankelly.net)).