

Agile and the BA, the Product Owner and the Product Manager

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15 - 19 March 2021

New book:

<https://amzn.to/3iWOH90>



Five ways BAs help in Agile

1. BA can act as Product Owner or Proxy Product Owner
2. BA support Product Owner who lacks analysis skills/experience with software teams
3. BA helps software developers & testers to understand need
4. BA helps software tester as PO-stand-in
5. **BA does post release evaluation: was valued delivered? Was it worth while? What next?**

Does your team have problems?

Do you need help?

A superhero?

Super Project Manager

I can save you

- I will measure every item
- I will arrange for optimal delivery
- I will file superb reports
- I will keep people working
- I will ensure timely delivery
- No time will be wasted!



I can save you...

Business Analyst woman: I will consult with stakeholders, examine business processes, analyze needs, align with business strategy




Product Manager lady: I will analyze metrics, interview customers, survey competition, measure market size



Subject Matter Expert guy: I will tell you what I needed in my previous job



But wait, agile can save us!



Super Scrum Master: I will coach the product owner and the team

A female superhero character with long brown hair, wearing a yellow and blue suit with a red cape and yellow boots. She is standing on a set of stairs.



Product Owner Man: I will ...

A male superhero character with short brown hair, wearing a blue and red suit with a yellow cape and red boots. He is standing on a set of stairs.

Scrum Guide: Product Owner

The Product Owner is accountable for maximizing the value of the product resulting from the work of the Scrum Team. ...

The Product Owner is also accountable for effective Product Backlog management, which includes:

- Developing and explicitly communicating the Product Goal;
- Creating and clearly communicating Product Backlog items;
- Ordering Product Backlog items; and,
- Ensuring that the Product Backlog is transparent, visible and understood.

How do they know?

Where does goal come from?
Who sets?

Source of knowledge?

How does the PO know what they need to know?

How does a Product Owner know what they need to know in order to do their job?

A: They have the experience to know

B: They have the skills to find out

C: Someone who has the experience or skills helps them

Subject Matter
Experts brings
experience



Specialists bring skills

Business
Analyst



Product
Manager



What type are you?

Inward facing

- Improving business process
- Launching new business
- Implementing new IT system
- Reducing costs
- Funded at start



Skills of a
Business Analyst

Outward facing

- New product, new market
- Enhancing existing product
- Engaging customers
- Earning revenue
- Funded by income

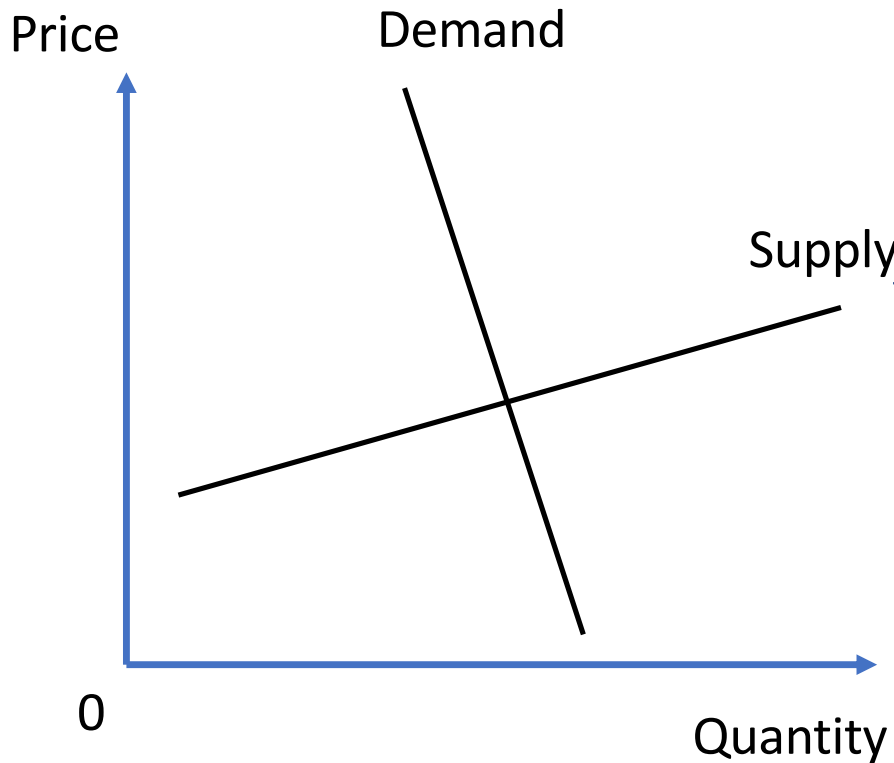


Skills of a
Product
Manager

The “What shall we build (next) ?” question

The demand-side

Demand & Supply



Demand side

Customers
Users
Business Analysts
Product Managers
Product Owners

Demand problems

What?
Market
Defining the need
Assessing Value
Prioritization

Supply side

Programmers
Testers
Project Managers
Architects, UXD

Supply problems

Technology
Security
Deployment
Tech Debt
Schedules
Estimates

It is 2021
IT is gone
IT's Digital



Digital world
demands mix
of both

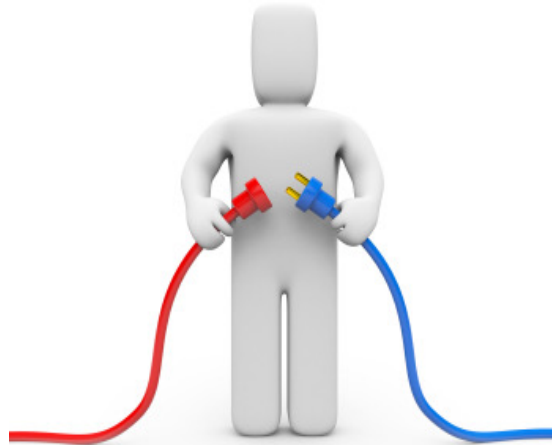
Superhero Product Owner
brings BA & PM together



Who is the *Product Owner*?



Subject Matter Expert
(Domain Expert)



Product
Manager

Business Analyst



Product Owner ...

Beyond Scrum

Beyond Business Analysis

Product Owners are Digital



Product
Ownership

Strategist

Part Business
Analyst

Part Product
Manager

2021 Digital Product Owner combines skills

Skills needed:

- Business Analysts
- Product Management
- Agile / HDD
- Lean Start-up
- Strategy

Strategy?

Many Product Owners are Backlog Administrators

Product Owners think, forge own **Strategy**

POs move on Up!



4 Things every PO Needs

1. Skills:
Product Owners need the skills to do the job
2. Authority
From organization to say what is to be done (at least for the next 2 weeks)
3. Legitimacy
Recognition from team & peers to do the work
4. Time
To do be in the team, in the scrum and do homework

Thank you

Book draw

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<https://amzn.to/3iWOH9O>

