Some common Product Owner mistakes

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Mistake 1:
Not meeting customers

"what the customer buys is seldom what the company sells" Peter Drucker

Normal times: meet, observe
Covid-times: Talk - Zoom, Skype, Phone!!!!

Customers - Users - Stakeholders

Statistics can't tell you intention or need

- How do you know what they need?
- How do you know what they value?
- How do you know when you are wrong?

Authority flows from speaking with customers

Mistake 2:
Not putting value on stories

As a Financial Advisor
I want to see projected fund value
So I can demonstrate the effect of savings to clients

Effort: 10 points
Value: 100 business points

Put value estimates on stories before effort estimates

Value changes effort

Mistake #3:
Planning by effort estimate

Your effort estimates are WRONG

- Planning with effort estimates is flawed from the start

Plan first with value
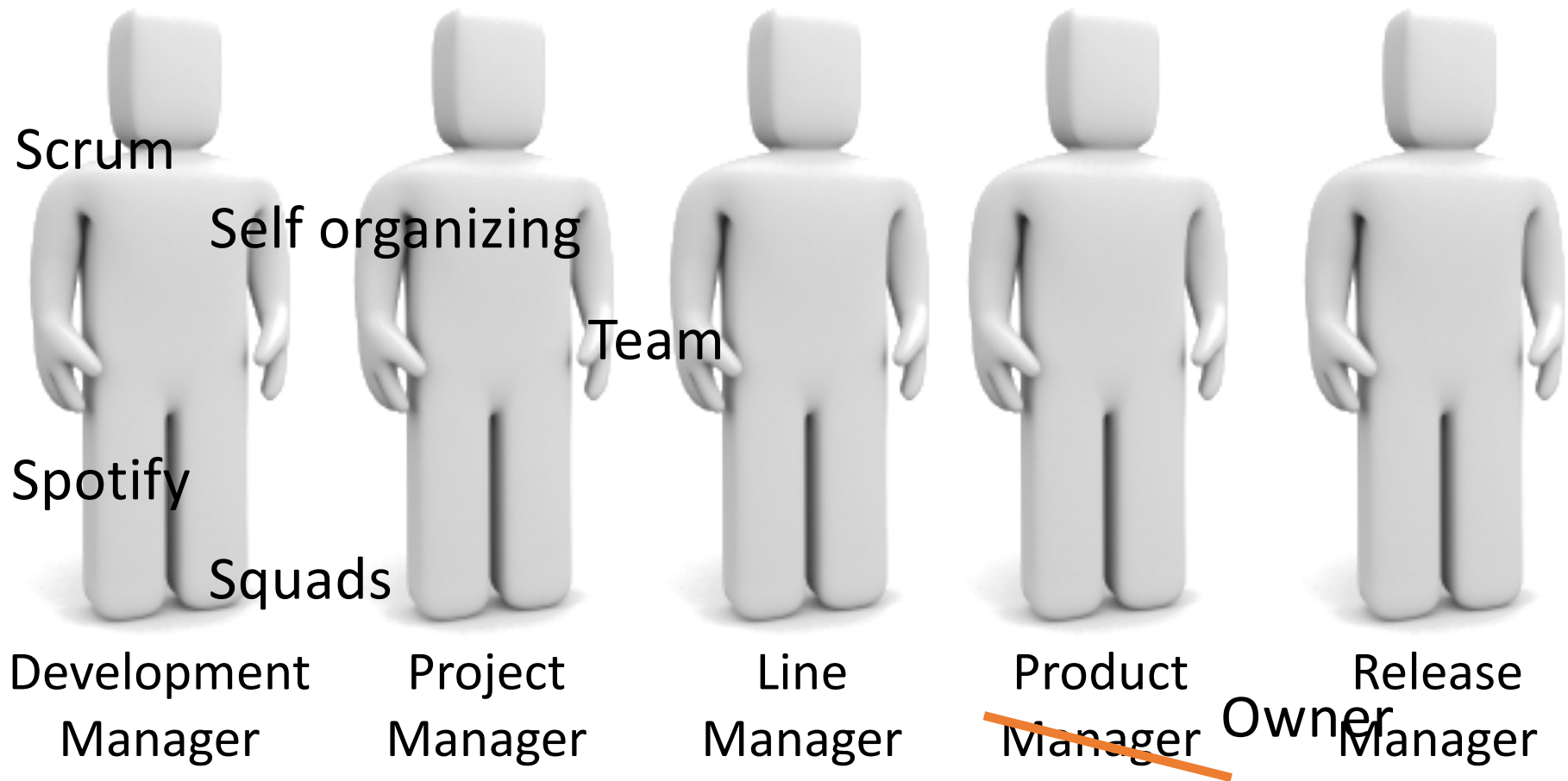
- Appreciate how value changes over time

- Plan backwards

A little bit sooner is worth more than a lot later

Product Owner mistakes organizations make

Mistake 4:
PO is not the last manager standing

Scrum

Self organizing

Team

Spotify

Squads

| Development Manager | Project Manager | Line Manager | Product Manager Owner | Release Manager |

Mistake 4:
PO is not the last manager standing

Product Owner is not:

- Project Manager

- Development Manager

- Line Manager

- Delivery Manager

(They might be a Product Manager)

Product Owner is:

- Specialist in what customer needs

- How to increase value

- Short of time

Authority comes from specialism & knowing customers

Mistake 5: Developers acting up

Just because you are good at coding doesn't mean you are good at understanding what customers want

Product Owners
- Empathise with customers
- Feel their pain
- Skilled at talking to customer
- Analysis oriented

Developers
- Empathise with technology
- Feel the code
- Skilled at talking to machines
- Synthesis oriented

I could go on…

- Owners don't report to Managers; Managers report to Owners
- Product Owners who code
- Fear of coding: doing is faster than talking
- Not spending time with the team
- Doing too much

The mistakes you see?

Your Product Owner pet-hates?

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