Agile Product Ownership
14 PMI PDUs | 14 IIBA CDUs

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Instructor

Format: Live Instructor-Led Online through Zoom

Date: October 15 - 17, 2025

Time: 12:00 PM - 4:30 PM ET

Price: $550 per person

To register:
Email Chris Remmert cremmert@nysforum.org and indicate the course title in the subject line.

Technology and Attendance Requirements:
Computer with a browser, Zoom, a microphone and speaker. For this workshop, camera should be on if possible and you must be actively participating.

How do we ensure that the right product is built in the right way to most effectively solve the right business problem?

Agile delivery teams need an empowered Product Owner that has a clarity of vision, alignment with organizational strategy, an understanding of the development process and the ability to communicate with a wide variety of stakeholders.

Our Agile Product Ownership course will provide you with the techniques and tools to become an effective Product Owner equipped to guide product development and lead value delivery teams. This course focuses on how to deliver business value and ensure product fit demonstrating practices that work in an agile development process. You will leave with the required tools and approaches that will enable collaboration with teams and stakeholders to identify the most important aspects and features of a product or initiative.

Certification
The ICAgile Certified Professional – Agile Product Ownership (ICPAPO) certification is granted on the successful completion of this course. This certification is part of the ICAgile Product Management Track along with our Product Management course.

This course will contribute 14 PMI® professional development units (PDUs) towards your chosen certification (4 Power Skills and 10 Ways of Working).

Learning Outcomes:
During this course you will learn about:

- The roles and responsibilities involved in product ownership
- How to help identify which products should be built to maximize business value using tools such as purpose alignment model, Kano analysis, value stream mapping
- How to build a product roadmap and link that to business outcomes
- How to use personas and product design workshops to help define features and quality goals for building a product roadmap

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Great for:
- Project Managers
- Product Managers
- Product Owners
- Product Champions
- Agile Customers
- Subject Matter Experts

Prerequisites
To get the most out of this course, it is recommended that participants have a foundational knowledge of agility through formal training like our Agile Fundamentals course and have at least 6 months of experience working in an agile team. This course builds on your existing knowledge of business analysis. If you are new to business analysis or want to learn how to perform core business analysis activities, we suggest you attend our Business Analysis Fundamentals course.

Lecturing is kept to the minimum necessary where most of the learning is achieved by applying the practices and techniques in group exercises. Our LiveOnline delivery is over five days (each four and a half hours in duration). The instructor is 100% live and interaction and learning objectives are the same as our inperson classes with the added benefit of being able to take this course from your home, your office or your home office. Since this class is delivered over half-days it allows for greater flexibility and leaves you with time each day for other work or activities.

Content:
Product Ownership & Business Analysis Defined
- Value Focused Delivery Team
- Role Scope

Product Vision & Value
- Linking Strategy to Delivery
- Start with Why
- Stakeholders & Customers
- Initiative Canvas
- Opportunity Pitch
- Understanding & Identifying Value
- Success Tradeoff Sliders

Discovery: Defining Products
- Facilitating Continuous Collaboration
- Design Thinking
- Understand the Customer
- Ideation
- Prototypes
- Experiments & Metrics

Product Planning & Roadmaps
- Building a Roadmap

Product Backlog & Prioritization
- Qualitative & Quantitative Prioritization
- Minimum Viable Product
- User Story Mapping
- Splitting Work
- Agile Risk Management

Deliver & Operate: Launch & Land Products
- Elaboration with Examples
- Communications Roadmap
- Assessing Value Delivered
- Definition of Done
- Capturing Customer Feedback