Programme

Agile Product Management.

Unlock the power of Agile Product Management, equipping you with the skills to drive innovation, collaboration, and successful product delivery.

TechSense City.

techsensecity.com

What we cover.

In today's fast-paced and ever-changing business landscape, Agile Product Management has emerged as a key driver of innovation and successful product delivery. Our comprehensive course, "Agile Product Management: Driving Innovation and Successful Product Delivery," is designed to equip professionals with the knowledge and skills necessary to excel in this dynamic field.

Throughout this course, you will delve into the core principles and practices of Agile Product Management. You will learn how to effectively manage product lifecycles, from ideation to delivery, in iterative and incremental cycles. We will explore Agile frameworks such as Scrum and Kanban, providing you with a deep understanding of their principles and how to apply them in your product management approach.

The course will cover techniques for customer-centric product discovery, prioritisation, and validation. You will gain insights into conducting user research, defining user stories, and leveraging feedback to iteratively refine and enhance your products. We will also address Agile collaboration and stakeholder engagement, fostering cross-functional teamwork and aligning product vision with business objectives.

Furthermore, we will address the role of Agile Product Management in driving innovation. You will learn how to foster a culture of experimentation, embrace change, and leverage feedback loops to continuously improve your products. We will explore strategies for managing product backlogs, optimising workflow, and delivering value in a timely manner.

Led by industry experts with extensive experience in Agile Product Management, this course combines theoretical knowledge with practical insights and real-world case studies. Join us to master the art of Agile Product Management and unlock the potential to drive innovation and successful product delivery in today's rapidly evolving market.

Who is it for?

This course is ideal for product managers, project managers, programme managers, marketing managers and engineering managers.

Duration & Delivery Format.

Choose your preferred duration ½ day, 1 day, 2 day, online or physical.

Course Topics.

Module 1: Introduction to Agile Product Management

- Understanding Agile methodologies and their relevance in product management
- Differentiating between traditional and Agile product management approaches
- Overview of the Agile manifesto and its guiding principles

Module 2: Agile Frameworks Overview

- In-depth exploration of popular Agile frameworks: Scrum, Kanban, Lean, SAFe
- Understanding the roles, ceremonies, and artifacts in each framework
- Choosing the most suitable framework for different product scenarios

Module 3: Ideation and Opportunity Assessment

- Techniques for generating and validating product ideas
- Conducting market research and customer analysis
- Evaluating opportunities for innovation and business value

Module 4: User-Centred Design and Customer Discovery

- Implementing user-centred design principles in Agile product management
- Conducting user interviews, surveys, and usability tests
- Translating user insights into actionable product features

Module 5: Backlog Management and Prioritisation

- Building and managing a product backlog for Agile development
- Techniques for prioritising user stories based on value and complexity
- Balancing stakeholder needs with customer requirements

Module 6: Agile Product Planning and Estimation

- Developing Agile product roadmaps for short- and long-term goals
- Creating release plans and setting sprint objectives
- Techniques for estimating effort and managing scope in Agile projects

Module 7: Iterative Development and Continuous Delivery

- Executing iterative development cycles using Agile methodologies
- Managing work-in-progress and maintaining a sustainable pace
- Strategies for achieving continuous delivery and quick value realization

Module 8: Customer Feedback and Validation

- Integrating customer feedback loops into Agile processes
- Leveraging Minimum Viable Products (MVPs) for rapid validation
- Incorporating feedback to improve product features and user experience

Module 9: Agile Collaboration and Stakeholder Engagement

- Fostering collaboration among cross-functional teams
- Techniques for effective communication and stakeholder engagement
- Aligning product vision and business goals through Agile practices

Module 10: Adaptability and Embracing Change

- Understanding the Agile principle of embracing change over following a plan
- Strategies for managing changing requirements and priorities
- Creating a culture of adaptability and continuous improvement

Module 11: Scaling Agile for Large Projects

- Techniques for scaling Agile methodologies to larger projects and organisations
- Implementing Agile at the portfolio and enterprise levels
- Addressing challenges and ensuring alignment in scaled Agile environments

Module 12: Agile Leadership and Continuous Improvement

- Role of Agile leaders in guiding teams and fostering innovation
- Strategies for promoting a culture of continuous improvement
- Learning from successful and unsuccessful projects

Assessment Methods.

- Quizzes after each module to gauge understanding
- Practical assignments demonstrating application of Agile principles
- Final project: Developing a comprehensive Agile product management plan for a real or hypothetical product

Further information:

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