

# Become a Certified Agile Product Owner

## Why Agile Product Ownership?

The role of product ownership is an integral part of any organization focused on building products in the right way at the right time to positively impact business value.

A well-equipped product owner can play a key role in helping an organization become more customer-centric, outcome-oriented, and succeed at scaling value.

## What you'll take away

Through our Agile Product Ownership course, you will gain the skills needed to grow and sustain product thinking and product ownership throughout your organization.

Our ICAgile certified training are tailored to help professionals who want to thrive and lead within environments where agility and innovation are key drivers of growth.

At the end of the course, you will be well-equipped to guide product development focused on delivering business value through an agile development process. You will also gain valuable knowledge and techniques to effectively communicate and get stakeholder buy-in and pursue continuous discovery.

## LEARNING OUTCOMES

- Product Ownership as an agile discipline and craft
- Skills and Behaviours to succeed as a product owner
- How to craft a winning value proposition, including choosing the right metrics to meet business and customer goals
- How to communicate with various stakeholders
- How to improve decision making by exploring the problem space and testing solutions
- How to build a product roadmap that align on outcomes and prioritized value
- Gain techniques to conduct continuous discovery, including experimentation, prototyping, and synthesize learnings

## WHO SHOULD TAKE THIS TRAINING?

- Product managers
- Product owners
- Product champions
- Agile customers
- Subject matter experts
- Technical architects
- UX designers
- Business analysts

## METHOD AND DELIVERY

- Training is a balanced combination of theory and practical application
- Live and interactive online training delivered through Zoom
- Three full days, 9:00 am to 4:00 pm (Toronto, EST) with 2-hour lunch breaks and frequent breaks

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## About adaptiveX

Organizations need a way to test new ideas and fast, kill ideas that don't work and iterate on the ones that show more promise - and faster. In 2017, IDEO studied innovation in over 100+ companies and found that when teams iterate on five or more different solutions, they are 50% more likely to launch a product or service successfully.

The practice of continuous improvement and innovation is a cycle of experimentation, where teams rapidly test leap-of-faith assumptions and get evidence to support key business decisions, ultimately, helping to build consensus and collaborate more effectively with stakeholders across the organization.

A common challenge is having the skills and discipline to identify, test and track progress towards innovation and making the cycle of experimentation and learning a key practice inside any organization.

At adaptiveX, we help organizations and their people to inspire change and lead through uncertainty by helping them acquire the skills they need to lead through innovation, intrapreneurship and design thinking.



## Facilitators and Trainers



Carlos Oliveira is an experienced entrepreneur, facilitator and agile/innovation engagement coach.

Nearly 20 years experience in product development, agile implementation and innovation leadership.

Carlos has deep expertise and experience in applying design thinking, lean start-up and agile practices within organizational environments as coach, trainer and advisor.

Carlos has and supported engagements with top brands, including Telus, Canadian Tire, Sunlife, CIBC, Microsoft, TDSB and many more.



Arev Hakobyan is an experienced agile/innovation coach and design sprint facilitator.

With over 15 years of combined experience in software development, Arev employs agile methods, design thinking principles, and innovation facilitation to help teams thrive and unlock their potential.

Arev is on a quest to humanize processes, spread empathy, and promote continuous learning.