Product Owner Fundamentals

Own the product vision, backlog and releases as an effective Scrum Product Owner.

DURATION	FORMAT	LEVEL
16 hours	Onsite, online or hybrid	Foundation

About this programme

Equips Product Owners to set a compelling product vision, estimate and prioritise the backlog using formal approaches, plan releases, and work with the Scrum Team sprint by sprint at a sustainable pace.

Who it is for: Product Owners, product managers, business analysts and business stakeholders

What your team will be able to do

- Explain Scrum flow, roles and empirical process control
- Shape a product vision and connect it to the roadmap
- Estimate and prioritise the Product Backlog using formal methods
- Plan releases using velocity and release burndown charts
- Work with the team through sprints at a sustainable pace

Before you start

- No prior Scrum experience needed
- Some experience with products or business requirements helps

Course outline

1. Scrum basics and roles

- Scrum flow, components and vocabulary
- Empirical process control and the culture Scrum creates
- Product Owner, Scrum Master and team responsibilities
- Why Scrum has no project manager

2. Product vision

- The vision as the team's overarching goal
- Qualities of a good vision and just enough prep work
- Connecting the vision to the product roadmap

3. Estimating and the Product Backlog

- Estimation levels, and why accuracy matters more than precision
- Size versus duration, and estimating versus committing
- What the Product Backlog is and is not
- Backlog refinement

4. Prioritising

- Why prioritisation matters and why not everything is mandatory
- Who should give input to prioritisation decisions
- Formal prioritisation approaches beyond gut feel
- How much latitude to give the team on sequencing

5. Releases and sprints

- Adaptive, collaborative release planning
- Quality, technical debt and releasing early and often
- Velocity and release burndown charts
- The Product Owner in Scrum events, timeboxes and sustainable pace

Sample schedule

2 days onsite, or 4 half-day sessions online. We fit days and session lengths to your team's calendar.

Day 1	8 h	Scrum basics and roles; Product vision; Estimating and the Product Backlog
Day 2	8 h	Estimating and the Product Backlog (continued); Prioritising; Releases and sprints

Assessment and certification

How learning is checked

- A self-assessment before and after the programme
- Case work, role-plays and exercises with feedback from the trainer
- A personal action plan that each participant presents at the end

Certificate and exams

- Participants who complete the programme receive a Cognitive Networks AI certificate of completion.
- It does not award CSPO and Certified Scrum Product Owner: that credential is issued only through Scrum Alliance's licensed courses.

Formats and cohort size

- Onsite: At your office or a venue you choose, in full days.
- Online, live: Instructor-led over video, usually in half-day sessions so people can keep up with work.
- Hybrid: Some days in a room together, the rest online. Useful when a team works across cities.

Cohort size: 15 to 30 people per trainer. Larger teams run as parallel cohorts on the same outline, so everyone learns the same thing.

Pricing: We quote per cohort, based on duration, format and number of cohorts. There is no per-seat price list: tell us your team and we send a proposal within one business day.

Bring this programme to your team

Request a proposal at cognitivenetworks.ai/contact?programme=cspo

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