

Mastering Product Ownership and Management

Duration: 5 Days

Language: en

Course Code: MG2 - 234

Objective

By the end of this course, participants will be able to:

- Understand the Product Owner role in Agile and Scrum environments.
- Develop product vision, strategy, and roadmaps aligned with business goals.
- Translate market/user needs into clear backlog items and prioritisation frameworks.
- Facilitate collaboration across engineering, design, marketing, and operations.
- Measure product performance and make data-informed product decisions.

Audience

Ideal for:

- Aspiring Product Owners and Product Managers.
- Business Analysts, Project Managers, and UX Designers transitioning into product roles.
- Startup founders and entrepreneurs building digital products.
- Professionals involved in Agile and cross-functional product development.

Training Methodology

The course combines interactive discussions, real product case studies, hands-on backlog creation exercises, roadmapping labs, and feature prioritisation simulations.

Summary

This course provides a **complete, practical foundation in Product Ownership and Product Management** , preparing participants to confidently guide product vision, prioritise features, manage backlogs, and lead cross-functional teams in Agile environments.

The course bridges the gap between **business strategy and execution** , teaching participants

how to transform customer needs and market insights into product decisions that drive value. By the end of the program, participants will understand how Product Owners work within Scrum teams, how product managers shape product direction, and how both roles collaborate to ensure continuous product success.

Course Content & Outline

Section 1: Product Ownership & Agile Foundations

- What defines a Product Owner and Product Manager — differences and collaboration.
- Working within Agile ecosystems: Scrum, Kanban, and Lean principles.
- Understanding product lifecycle and customer value creation.
- Stakeholder management and communication in Agile teams.

Section 2: Product Vision, Strategy & Roadmapping

- Defining product mission, target users, and value proposition.
- Market research, competitor mapping, and user persona development.
- Building strategic product roadmaps and release planning.
- Aligning product strategy with company goals and capacity constraints.

Section 3: Backlog Management & Prioritisation Techniques

- Writing effective user stories and acceptance criteria.
- Prioritising features using MoSCoW, RICE, Kano, and Value vs. Effort matrices.
- Grooming and managing backlogs for clarity and alignment.
- Coordinating with engineering teams to balance scope vs. delivery.

Section 4: Product Delivery, Iteration & Continuous Improvement

- Structuring sprints, reviews, stand-ups, and retrospectives.
- Measuring product performance with KPIs and analytics.
- Feedback loops from users, support teams, customers, and data.
- Scaling product operations and release management practices.

Section 5: Product Leadership, Communication & Stakeholder Alignment

- Managing expectations, risks, and trade-offs.
- Leading without authority: influencing technical and non-technical teams.
- Communicating product vision to executives and teams.
- Creating a culture of experimentation, learning, and improvement.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Management & Leadership, Project Management

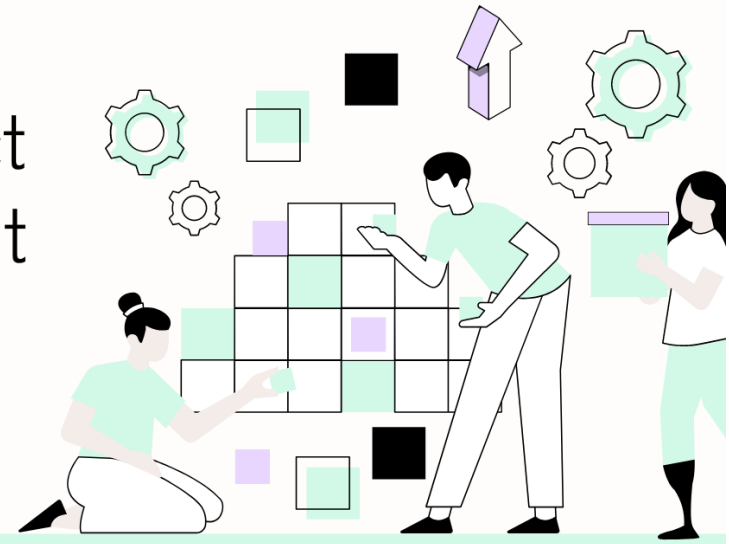
Tags

Product Owner, product management

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