



Scrum.org™

The Home of Scrum

CHARACTERISTICS OF A GREAT PRODUCT OWNER

MARY IQBAL, PST

<http://www.rebelscrum.site>



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RECOGNIZED TECHNOLOGY LEADER

MARY IQBAL

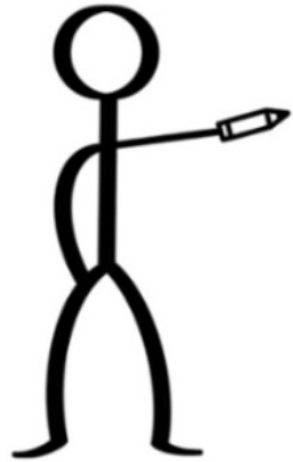


- Experience as Agile Transformation Manager for over 60 Agile Teams
- Scrum.org Professional Scrum Trainer & Founder of Rebel Scrum
- Trained over 1,000+ in Agile frameworks
- 20+ years in program management

PURPOSE

Discuss the Characteristics of a Great Product Owner

3 ACCOUNTABILITIES



PRODUCT OWNER

Maximize value of product by deciding what the team will work on



SCRUM MASTER

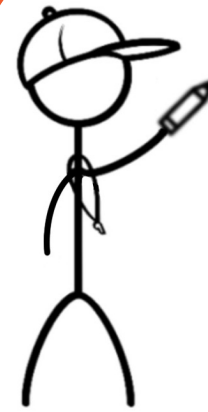
Improve the adoption of Scrum; accountable for team effectiveness.



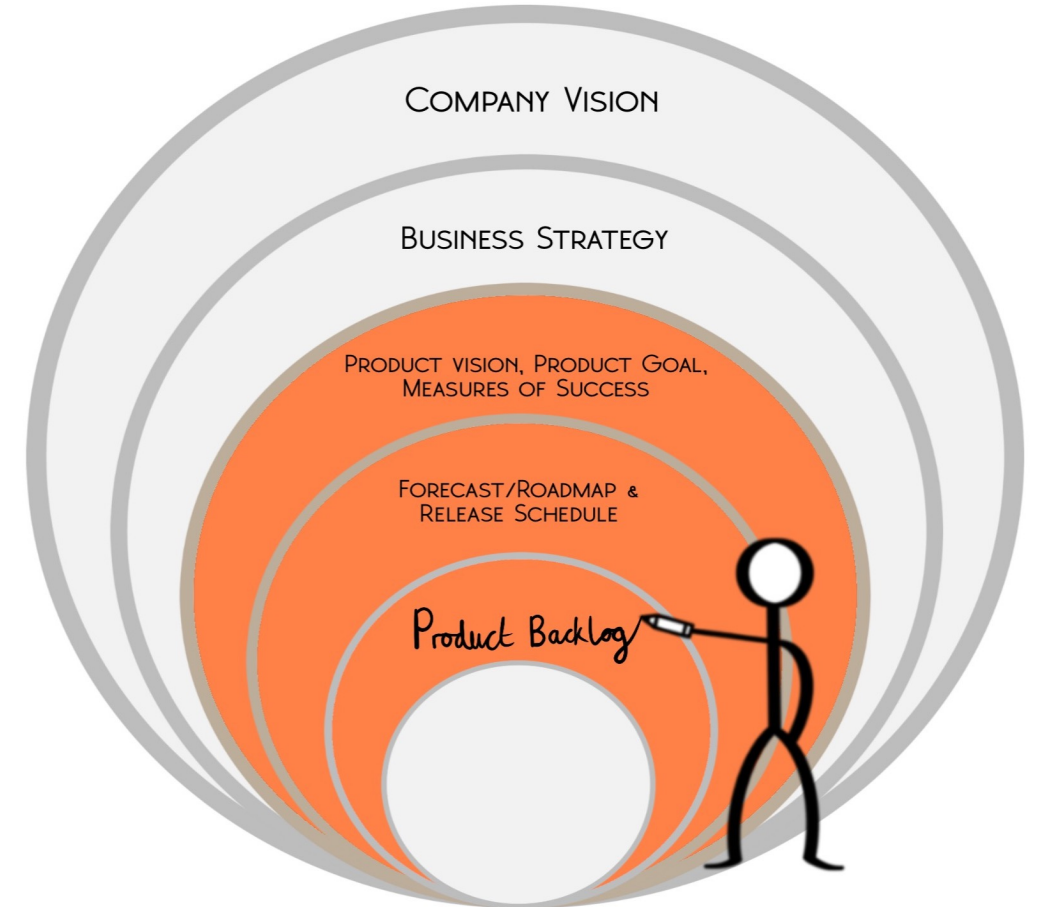
DEVELOPERS

Deliver a valuable increment of Product each Sprint

The purpose of the Product Owner is to maximize the value of the Product.



THE PRODUCT OWNER ACCOUNTABILITY



WHO IS THE PRODUCT OWNER?

Maximizes Value

Forecasts

Releases

Express & order
Product Backlog



Stakeholder mgmt.

Respected by Organization

Accountable for Product

One person, not a committee

Vision

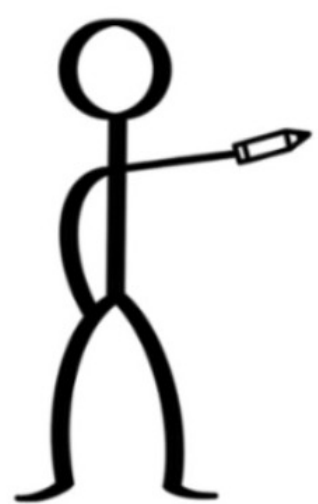


Maximizes Value

Forecasts

Releases

Express & order
Product Backlog



**Stakeholder
mgmt.**

Respected by Organization

Accountable for Product

One person, not a committee

Vision



THE PRODUCT OWNER IS

The role responsible for representing the interests of the business or community

Works with user group(s) to determine what features are needed and when to release them

Maximizes the value of the product resulting from the work of the Development team

Accountable for the content and ordering of the product backlog

THE MANY FLAVORS OF PRODUCT OWNERSHIP



Scribe – tasked with capturing requirements for the development team but has little business domain knowledge



Proxy - Likely to come from technology side but is seen as a representative of the business



Business Representative – Has more direct access to domain knowledge and stakeholder expectations, but often has limited autonomy over product management



Sponsor - Has the trust and the mandate to make financial and product decisions on the spot without requesting approvals. This creates largely improved flow.



Entrepreneur - Complete responsibility over product management decisions for both business and IT strategy.

CHARACTERISTICS OF A GREAT PRODUCT OWNER

Relevant
Business
Experience

Focused on
Incremental
Delivery

Updates the
Product Backlog
Frequently

Has a Benefit
Mindset

Clearly
Articulates Goals

Thinks Like an
Entrepreneur

Acts Decisively

Collaborates
well with
Developers

Lives the Scrum
Values

Good at
Stakeholder
Management

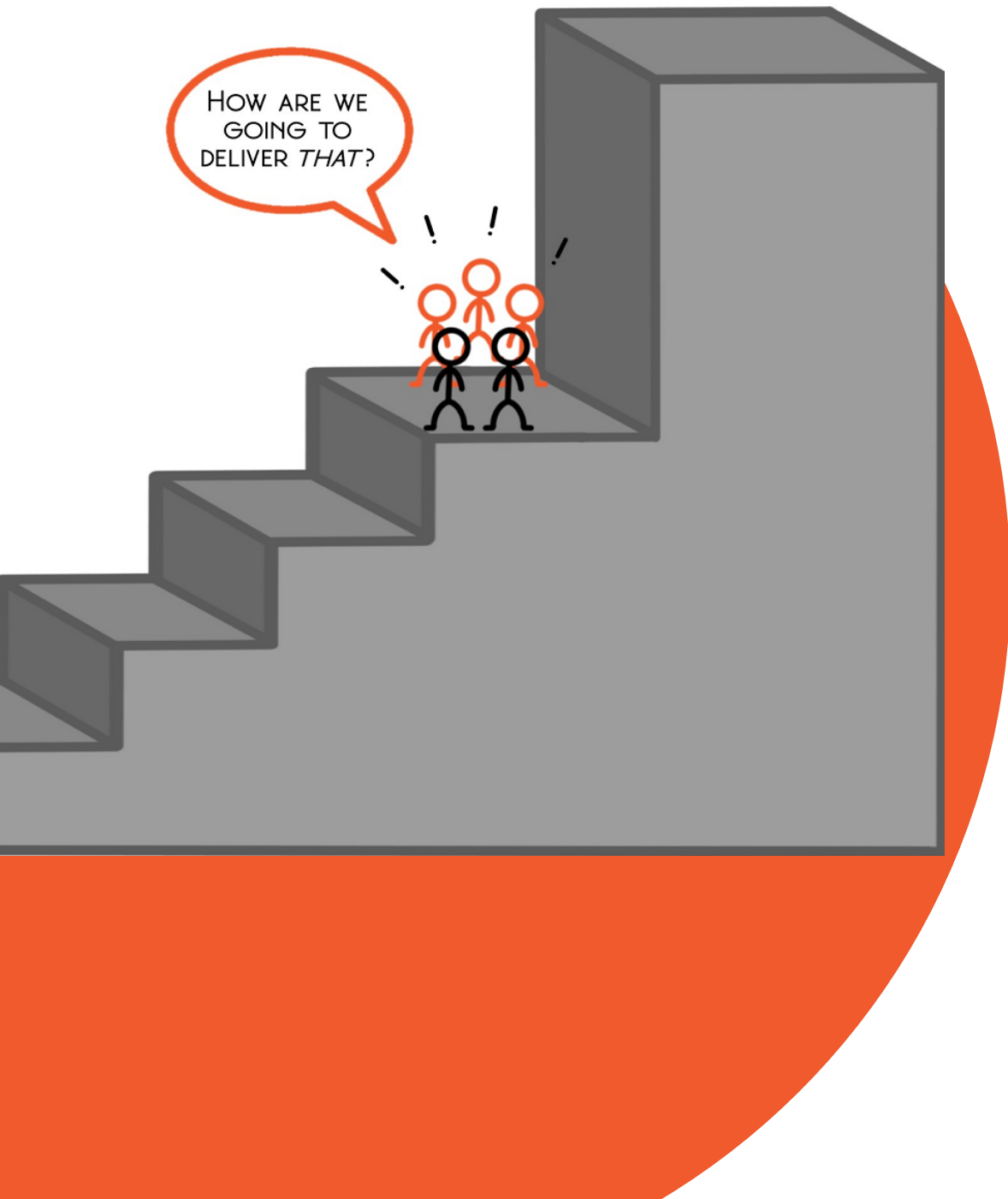
Creates a
Reliable
Forecast



Relevant Business Experience

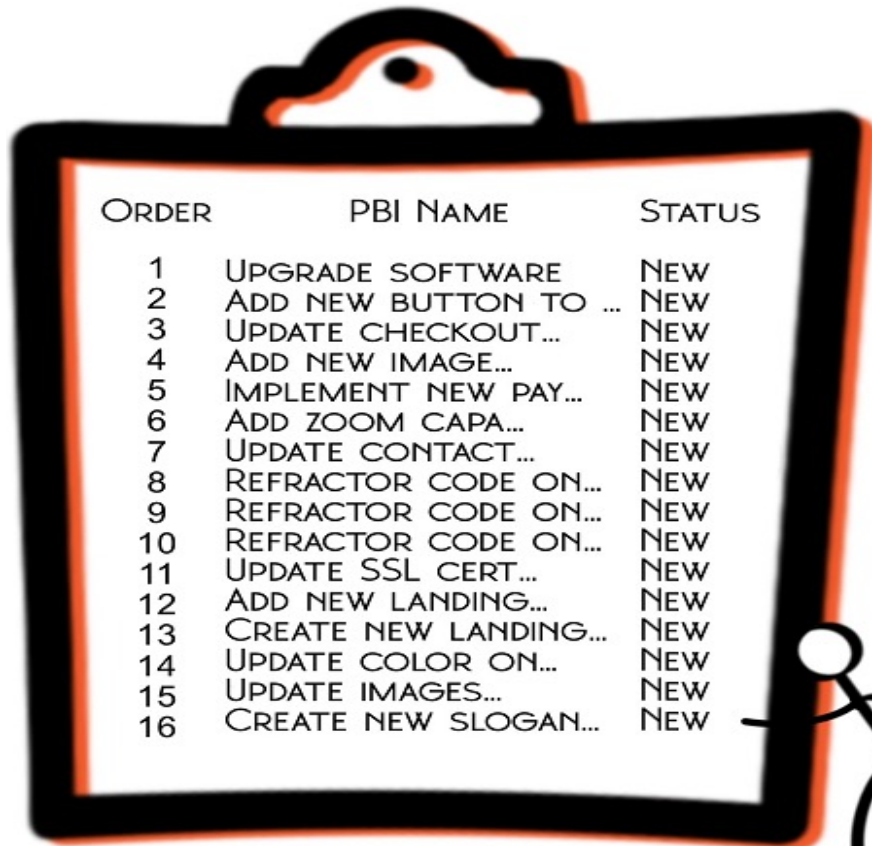
INCREMENT





INCREMENTAL DELIVERY REQUIRES RIGHT-SIZED STORIES

UPDATES THE PRODUCT BACKLOG FREQUENTLY



ORDER	PBI NAME	STATUS
1	UPGRADE SOFTWARE	NEW
2	ADD NEW BUTTON TO ...	NEW
3	UPDATE CHECKOUT...	NEW
4	ADD NEW IMAGE...	NEW
5	IMPLEMENT NEW PAY...	NEW
6	ADD ZOOM CAPA...	NEW
7	UPDATE CONTACT...	NEW
8	REFRACTOR CODE ON...	NEW
9	REFRACTOR CODE ON...	NEW
10	REFRACTOR CODE ON...	NEW
11	UPDATE SSL CERT...	NEW
12	ADD NEW LANDING...	NEW
13	CREATE NEW LANDING...	NEW
14	UPDATE COLOR ON...	NEW
15	UPDATE IMAGES...	NEW
16	CREATE NEW SLOGAN...	NEW

Product Backlog



I KNOW...
LET'S DO THIS
ONE NEXT!



WE'LL THAT'S NOT A
VERY TRANSPARENT
PRODUCT BACKLOG.



Fixed

Comfort of
known
structures

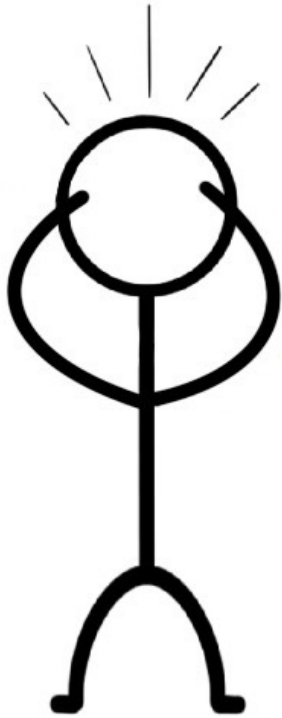
Growth

Embrace
challenges

Benefit

Focused on why
we do what we
do

CLEARLY ARTICULATES THE PRODUCT GOAL



THINKS LIKE AN ENTREPRENEUR



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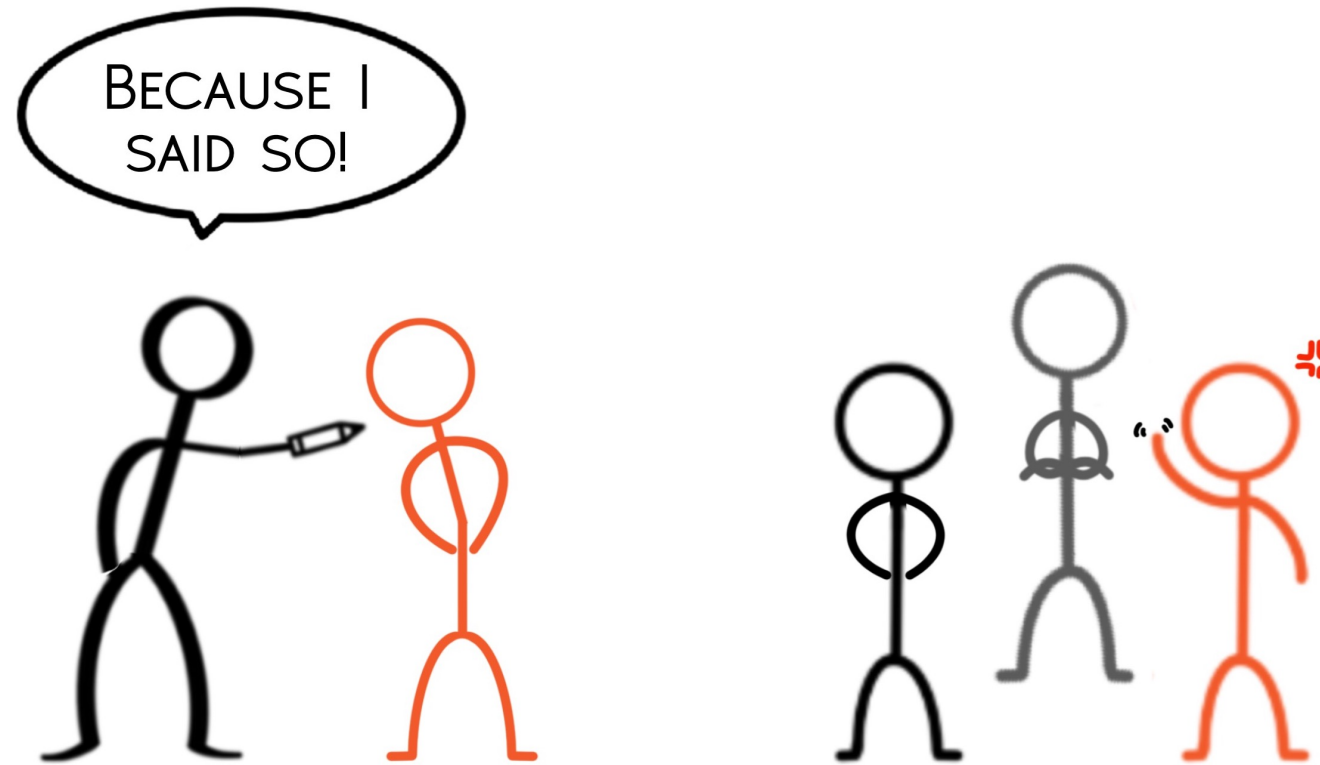


Entrepreneur - Complete responsibility over product management decisions for both business and IT strategy.

ACTS DECISIVELY



COLLABORATES WELL WITH DEVELOPERS



LIVES THE SCRUM VALUES



FOCUS
FOCUS ON THE WORK
OF THE SPRINT.



COURAGE
HAVE THE COURAGE TO DO
THE RIGHT THING AND TO
WORK ON TOUGH PROBLEMS.



COMMITMENT
THE SCRUM TEAM COMMITS
TO ACHIEVING ITS GOALS AND
TO SUPPORTING EACH OTHER.



OPENNESS
OPEN ABOUT THE WORK AND
THE CHALLENGES.

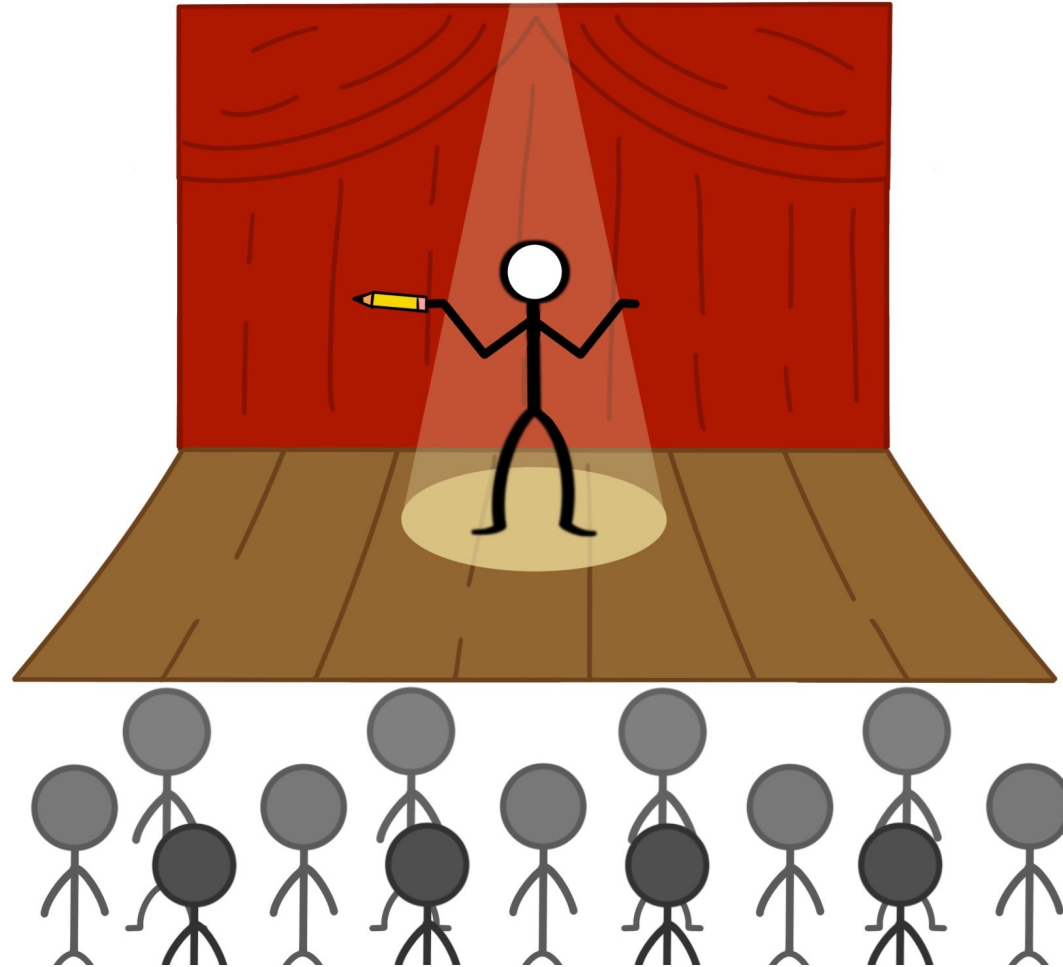
THE SCRUM VALUES



RESPECT
RESPECT EACH OTHER TO BE
CAPABLE, INDEPENDENT PEOPLE.



GREAT AT STAKEHOLDER MANAGEMENT



CREATES A RELIABLE FORECAST



WHICH DO YOU THINK IS MOST IMPORTANT?

Relevant
Business
Experience

Focused on
Incremental
Delivery

Updates the
Product Backlog
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Has a Benefit
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**WHAT OTHER
CHARACTERISTICS
HAVE YOU SEEN IN
GREAT PRODUCT
OWNERS?**





Contact



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