

Why Learn Agile Product Owner ICP-APO?

Achieving the Agile Product Ownership ICP-APO certification validates knowledge to understand customer needs and effectively deliver valuable products and services through key agile practices such as adaptive prioritization and planning.

Audience Profile :

- Product Owners.
- Product Managers.
- Business Analysts.
- Project Managers.
- Business Subject Matter Experts.
- Professionals interested in value-driven software ownership and delivery would also find this certification compelling.

Prerequisites:

- Foundational knowledge of agile principles, values, and mindset.
- Related product ownership experience recommended.



Course Overview:

- Agile Product Owner ICP-APO
- Know the customer:
- Value is determined by the customer; therefore, the PO is keenly aware of the needs of the people to whom their products are delivered.
- Customers may be internal or external to the enterprise and may have direct or indirect relationships with the PO.
- Whether they consume products, services, systems, APIs, platforms, or other solutions, customers' wants, needs, and preferences are continually explored by the PO.
- Know the stakeholders
- Product design and implementation must also reflect the needs of non-customer stakeholders.
- Business Owners, Lean Portfolio Management, Product Management, System Architects, and fellow POs, for example, rely on the cadence and quality of the team's output.
- The PO identifies key stakeholders and balances their needs with those of the customer.
- Identify the problem to be solved
- Good products solve specific problems. What's more, they solve specific problems that are worth solving.
- Identifying problems that customers want to be solved is the first element of design thinking.
- In this context, the PO discovers a range of customer needs through divergent thinking tools, then identifies the 'jobs to be done' that are most worth pursuing.
- Develop whole-product solutions
- Solutions that address a range of customer needs are more valuable than those that target a single need.
- POs aim to deliver whole-product solutions by understanding the desired customer experience, guiding the development of candidate designs through the Lean UX process, and delivering tested concepts that maximize customer satisfaction and loyalty.

Agile Product Owner ICP-APO Outline:

- AGILE PRODUCT OWNERSHIP MAXIMIZES VALUE
- DEFINING AGILE PRODUCT OWNERSHIP
 - What is Agile Product Ownership
- As more companies realize the need to focus on products, the field of Product Management continues to grow. While the specific responsibilities may vary depending on the industry, nature of business, and product, the roles have primary functions that stay consistent across all organizations. Product Ownership.
- What is Value
- There is no single definition for value as it varies depending on context and customer needs.
- Discuss what value is and is not in different contexts. Context may include different customer types (internal or external users), organization types (corporations, nonprofits, government), etc.
- SKILLS & BEHAVIORS FOR PRODUCT OWNERSHIP
 - Developing Relationships
 - Value-based Decisions
 - A key skill for Product Ownership is the ability to make value-based decisions.
 - Discuss how decisions are made and anchored in value. Explore the impact of tradeoffs and negotiating solutions in decision-making.
 - Facilitate for Shared Understanding
- WORKING WITH CUSTOMERS AND STAKEHOLDERS
 - KNOWING YOUR CUSTOMERS
 - Customer and Stakeholder
 - Understand the Customer
 - Gaining perspective and empathy for the people who use the product, the customers, is critical for successfully delivering products that meet their needs.
 - Connect to the Customer Problem
- ALIGNING WITH STAKEHOLDERS
 - Understand the Stakeholder
 - Align with Stakeholders
- DEFINING AND DELIVERING PRODUCTS
 - PRODUCT PLANNING AND DEVELOPMENT
 - Align to the Product Vision
 - Identifying Measurable Outcomes
 - The Product Backlog
 - Prioritization Techniques
 - Product Planning
 - LAUNCH AND LAND PRODUCTS
 - Definition of Done
 - Assessing Value Delivered
 - Capturing Customer Feedback
 - Customer feedback is a crucial source of information for validating the value delivered and adapting and evolving the product.
 - Knowing When to Stop
 - Just because we started with a plan does not mean that we need to deliver every element of that plan. The results of experiments and feedback from customers need to inform the way forward: continue, pivot or stop.

Training Solutions:

- √ Offline Classroom Instructor-Led Training in our labs or onsite Locations.
- √ Virtual Instructor-Led Training Via Virtual Video Conferencing Tools.

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