



# Certified Product Owner - CSPO

3Back's Certified Scrum Product Owner training provides a comprehensive look at Product Ownership in the Scrum environment. Learn the mechanics of routine activities, such as managing the Backlog, as well as enterprise-level concerns such as strategic visioning with Scrum, managing multiple projects per Team and managing single projects that span multiple Teams. Through a combination of lecture, activities and simulation, students will learn the fundamentals of leading an agile project.

## Agenda Topics

The 2-day Certified Scrum Product Owner class is an intensive interactive session designed to leverage the diverse background of the participants through facilitated discussion, activities and simulation. The following topics will be covered:

### Scrum Foundations

- Values and Principles
- The Scrum Framework
- Modern Scrum vs. Original Scrum
- Roles, Artifacts and Ceremonies
- Scrum-Appropriate Projects

### Stories and the Backlog

- Writing and Gathering Stories
- Understanding Context and Users
- Definition of Done and Acceptance Criteria
- Backlog Grooming and Refinement
- Stakeholder Requests and Desires
- Prioritization Factors

### Planning and Metrics

- Team Velocity and Capacity
- Tracking Progress to Inform Decision Making
- Release Planning
- BuildUp & BurnDown Graphs
- Earned Value & Earned Business Value Metrics

### Agile Visioning

- Dealing with Technical Debt
- Needs and Features
- Assumptions, Dependencies and Constraints
- Releases, Milestones and Roadmaps
- Other Requirements

### Product Owner Responsibilities

- Product Owner vs. Project Manager
- ScrumMaster, Product Owner and the Team
- Establishing a Standard of Care
- Working with your ScrumMaster
- Business Value and Prioritization
- Quality and Value in the Product

### The ScrumMaster Role

- Creating a Positive Scrum Environment
- Tools for the Agile Project Manager
- Multiple Projects and Large Projects
- Scaling and Extending Scrum
- Scaling Product Ownership

## Certified Product Owner Training With 3Back



### At a Glance

**Duration:** 2 days

**Prerequisites:** Basic knowledge or experience with Scrum or agile

#### Required Reading:

Scrum 101: A Pocket Guide

**Outcome:** CSPO certification

**Scrum Alliance SEUs:** 14

**PMI PDUs:** 14

### What is Included

CSPO certification

2 year Scrum Alliance membership

Get To Done® agile tool\*

## What Industries Use Scrum?

The most popular use of Scrum is for software development in a wide variety of industries, including financial services, insurance, education, information technology, government programs and supply chain management. However, Scrum is appropriate for almost any complex project with rapidly changing or emergent requirements, regardless of the industry.

\*Public Course Learners Only



## Who Should Attend

There is no right or wrong person to attend Scrum training. In fact, the most successful agile adoptions have included training for everyone, right down to Finance and Sales staff.

Scrum Product Owner training is especially appropriate for anyone in the corporate structure dealing with rapidly changing demands and decision-making responsibilities. In a traditional organization, these roles might include:

Product Managers	Program Managers	C-Level Executives
Directors & VPs	Functional Managers	Project Managers
Stakeholders	Leadership Team	

## Why Product Owner Training?

So you want to learn about Agile Project Management. But is training really worth it? Isn't 'Product Owner' just the Scrum term for 'Product Manager'? What can training provide that reading a few books can't?

**A Good ScrumMaster isn't Everything** - Although the emphasized ScrumMaster role is key to successful Scrum application, the role of Product Owner is no less important, though it may be less talked about. Learn how to partner with your ScrumMaster to make an effective Scrum force.

**Time = Money** - Transforming your team or organization to a new methodology is a big undertaking. Organized training will give you the kickstart you need and save you valuable time otherwise wasted on costly trial and error.

**Increased Retention** - Studies show that when learners "do and say," they experience an increase of knowledge retention up to 80% over reading alone.

**Build Skill, not Just Knowledge** - Books and blogs are good knowledge resources. Skill, however, is acquired by doing. There is simply no replacement for the skill building that occurs with hands-on activities and real-life simulations.

**Cut Through the Miscommunication** - Stop wasting time and energy on misunderstandings and 'crossed wires'. Actively learn skills that will help you determine what your customers really want and better communicate those desires to your development Team.

### What Our Clients Say

*"This is my 3rd agile transition but the only one where I've invested in training for the whole team. I can't emphasize enough how much that helps. Even when we struggle we all have the tools to talk about what's the problem, even if we can't quite get to a solution easily... The biggest win, so far, has been that my boss has greater insight and thus greater trust in us... It's made my relationship with him stronger."*

-- Robert, VP of Engineering

### About 3Back

3Back was founded with the vision to assist organizations from around the world in recognizing the power of their teams. With over 50 years of combined experience working directly on and with Scrum teams, 3Back's goal is to help organizations build and dramatically improve the proficiencies needed for development in a demanding business marketplace.

3Back offers training, coaching and consulting in all aspects of agile product development with an emphasis on the importance of engaging the human side of the equation (the Team) to produce results. At 3Back, we make teams better.

