

# Living in an Agile World™

## *The strategic role of product management when Development goes Agile*

Experienced product managers working with agile product teams are often stuck between old methods and new ones. Processes that worked before may no longer be valued when developers use agile methods. Agile developers are requesting new artifacts, advocating new meetings, and defining new roles.

But no matter how agile Development is, you'll never build a successful product if the work being done isn't aligned to the company strategy and market needs.

The product manager is responsible for defining requirements and maintaining the product backlog but how should they be expressed in agile? What artifacts are necessary? Which meetings are mandatory? What's a burn-down chart and who creates it? And where do these requirements originate anyway?

In *Living in an Agile World*, learn the critical, strategic role product management can provide an agile development organization. Understand how to create user stories grounded in market problems and a backlog prioritized with market evidence. Learn when a product should ship to align with market rhythms rather than when a certain number of features have been completed.

This seminar shows how to build products that people **want** to buy by integrating market problems with agile methods.

## Who should attend?

Product managers, product owners and key members of the development team.

*It is recommended but not required, that Practical Product Management is taken prior to Living in an Agile World.*

## Included templates & checklists:

- Gap Analysis
- Persona Worksheet
- Problem Card
- Backlog
- Market-Driven Release Plan
- Terminology, Roles, and Artifacts

**\$995 (US) per person**



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## I. Anatomy of an Agile Project

Confused about the role of product management in an agile environment? Are product manager and product owner synonymous? The challenge in an agile organization is sorting out where product management ends and development begins.

Understanding the essentials of product management is critical so product managers don't become overly involved in the development process.

Learn how to leverage agile methods to be more responsive to a changing market.

### Topics Covered

- The role of product management
- Product manager vs. product owner
- When can customers get value?
- Market-driven planning

## II. Articulating Market Problems

Developers want everything broken into the smallest doable piece. But product management must maintain how all these pieces work together to solve a market problem.

It doesn't matter how great the user story is, effective product managers use market data to provide context for all development work.

### Topics Covered

- Markets and customers
- Personas
- What are agile requirements?

## III. Feeding the Development Process

There is always too much to do, but market data can help filter and prioritize work. The backlog is not just a list of ideas that *could* be created, but a prioritized set of user stories that *should* be created.

Product management adds value to agile development teams by keeping the backlog focused on market needs.

### Topics Covered

- Building the backlog
- Plan for a release
- Iteration planning
- Potentially shippable

## IV. Connecting Strategy to Execution

It is critical that all development work ties back to the overall strategy to ensure the team builds a product people want to buy. Without market facts, the two become disconnected.

Having a usable product is good but shipping should only occur when there is something that can be marketed, not just completed.

### Topics Covered

- Planning horizons
- Make the release remarkable
- Reviewing progress
- Delivering to the market



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