Training Course on Agile Product Management

Professional Development Training Course Outline

Category	Business	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

This intensive training course delves into the core principles and practical application of **Agile Product Management**, a dynamic and iterative approach to product development that emphasizes collaboration, flexibility, and rapid adaptation to market feedback. Participants will gain a comprehensive understanding of how to define product vision, strategize effectively, and lead agile teams to deliver valuable products iteratively. Through interactive exercises and real-world **case studies**, attendees will learn to master agile frameworks and techniques to enhance product value and achieve organizational agility, ultimately leading to increased **customer satisfaction** and faster time-to-market.

Training Course on Agile Product Management is meticulously designed to equip product professionals with the skills to excel in today's fast-paced environment. By focusing on **value-driven development**, continuous improvement, and stakeholder collaboration, this course empowers individuals to effectively manage product backlogs, prioritize features, and navigate the complexities of agile projects. Key areas of focus include understanding customer needs, building adaptive roadmaps, and utilizing agile metrics to track progress and success. This training provides a robust foundation for anyone looking to leverage the power of agile methodologies in product management and drive **business agility**.

Programme Curriculum

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Course Duration

10 days

Course Objectives

1. Understand the **Agile Manifesto** and its principles for product development.
2. Learn to define a clear **product vision** and strategy in an agile context.
3. Master techniques for effective **product backlog management** and prioritization.
4. Apply **user story mapping** to visualize the product and plan releases.
5. Utilize **sprint planning** to effectively organize and execute development cycles.
6. Incorporate **customer feedback** and iterate on the product roadmap.
7. Understand the role of the **Product Owner** in a Scrum team.
8. Learn to collaborate effectively with **agile development teams**.
9. Employ **agile metrics** to measure progress and product value.
10. Implement **continuous improvement** practices within product development.
11. Manage **stakeholder expectations** in an agile environment.
12. Apply **lean principles** to optimize product development processes.
13. Scale agile product management using relevant **agile frameworks**.

Organizational Benefits

- Enables the organization to respond quickly to changing market demands and customer needs.
- Continuous feedback and iterative development lead to a more refined and customer-centric product.
- Agile methodologies facilitate quicker delivery of valuable increments to customers.
- Frequent engagement and incorporation of feedback ensure the product aligns with customer expectations.
- Promotes transparency and collaboration, leading to shared understanding and goals.
- Agile fosters a collaborative environment, improving communication and teamwork.
- Lean principles embedded in agile help eliminate unnecessary activities and resources.
- Empowered and self-organizing teams often experience greater job satisfaction.

Target Audience

1. Product Managers.
2. Product Owners.
3. Business Analysts.
4. Scrum Masters.
5. Project Managers.
6. Team Leads

7. Innovation Managers.
8. Executives

Course Outline

Module 1: Foundations of Agile

- Understanding the Agile Manifesto and its core values.
- Exploring the history and evolution of agile methodologies.
- Comparing agile with traditional (waterfall) approaches.
- Introduction to different agile frameworks (Scrum, Kanban, Lean).
- The importance of an agile mindset and principles.
- **Case Study:** A software company transitioning from waterfall to Scrum and the initial challenges faced.

Module 2: The Agile Product Manager Role

- Responsibilities and skills of an effective Agile Product Manager.
- Distinguishing the roles of Product Manager and Product Owner.
- Collaborating with development teams and stakeholders.
- Facilitating communication and alignment within the agile process.
- Leading with a focus on value and customer needs.
- **Case Study:** How a Product Manager at a tech startup successfully guided a new product launch using agile principles.

Module 3: Defining Product Vision and Strategy

- Techniques for creating a compelling product vision.
- Developing an agile product strategy aligned with business goals.
- Understanding market analysis and competitive landscape in agile.
- Communicating the vision and strategy effectively to the team.
- Adapting the strategy based on feedback and learning.
- **Case Study:** A company redefining its product strategy using agile to pivot to a new market segment.

Module 4: Understanding Your Users

- User research techniques in an agile context.
- Creating user personas to represent target audiences.
- Empathy mapping to understand user needs and pain points.
- Gathering and incorporating user feedback continuously.
- Validating assumptions through experimentation.
- **Case Study:** A design team using user research and personas to drive feature prioritization in an agile project.

Module 5: Product Backlog Management

- Creating and maintaining a prioritized product backlog.
- Writing effective user stories with acceptance criteria.
- Techniques for backlog refinement and estimation.
- Managing dependencies and risks within the backlog.
- Ensuring the backlog reflects value and aligns with the product vision.
- **Case Study:** How a Product Owner effectively managed a large and complex backlog for an e-commerce platform using agile tools.

Module 6: User Story Mapping

- Visualizing the user journey with story mapping.
- Identifying epics, user stories, and tasks.
- Using story maps for release planning and prioritization.
- Facilitating collaborative story mapping sessions.
- Adapting the story map based on new insights.
- **Case Study:** A team using user story mapping to plan the features for the initial release of a mobile application.

Module 7: Sprint Planning and Execution

- Understanding the purpose and process of sprint planning.
- Collaboratively selecting user stories for the sprint backlog.
- Defining sprint goals and commitments.
- Monitoring progress during the sprint using agile metrics.
- Adapting the plan as needed during the sprint.
- **Case Study:** A Scrum team effectively planning and executing a sprint to deliver a key feature.

Module 8: Agile Metrics and Reporting

- Identifying key agile metrics (velocity, burndown charts, etc.).
- Using metrics to track progress and identify areas for improvement.
- Communicating progress to stakeholders using visual radiators.
- Understanding the limitations and potential pitfalls of agile metrics.
- Focusing on value delivery over vanity metrics.
- **Case Study:** How a team used burndown charts and velocity to improve their sprint planning accuracy.

Module 9: Stakeholder Management in Agile

- Identifying and engaging key stakeholders.
- Managing expectations and communicating effectively.
- Incorporating stakeholder feedback into the product development process.
- Building trust and collaboration with stakeholders.
- Facilitating stakeholder reviews and demos.
- **Case Study:** A Product Manager navigating conflicting priorities from different stakeholders in an agile project.

Module 10: Lean Principles in Product Management

- Understanding the core principles of Lean.
- Applying Lean concepts to eliminate waste in product development.
- Focusing on flow and continuous delivery.
- Building quality in and deferring commitment.
- Respecting people and the system.
- **Case Study:** A company using Lean principles to streamline their product development workflow and reduce lead time.

Module 11: Continuous Improvement and Adaptation

- The importance of retrospectives for team learning.
- Identifying and implementing improvements based on feedback.

- Adapting processes and practices to enhance efficiency.
- Fostering a culture of continuous learning and growth.
- Experimenting with new techniques and tools.
- **Case Study:** A team using sprint retrospectives to consistently improve their collaboration and delivery.

Module 12: Scaling Agile Product Management

- Challenges and considerations when scaling agile.
- Overview of scaling frameworks
- Coordinating multiple agile teams working on a single product.
- Maintaining product vision and consistency at scale.
- Role of the Product Manager/Owner in scaled agile environments.
- **Case Study:** How a large organization adopted SAFe to manage product development across multiple teams.

Module 13: Agile Product Roadmapping

- Creating and maintaining an agile product roadmap.
- Balancing short-term and long-term goals in the roadmap.
- Using themes and epics to structure the roadmap.
- Adapting the roadmap based on feedback and market changes.
- Communicating the roadmap effectively to stakeholders.
- **Case Study:** A company using an agile roadmap to guide the development of a multi-year product strategy.

Module 14: Innovation in Agile Product Development

- Fostering a culture of innovation within agile teams.
- Techniques for generating and validating new product ideas.
- Experimentation and prototyping in an agile context.
- Balancing innovation with delivery of existing product value.
- Learning from failures and iterating on ideas.
- **Case Study:** An agile team dedicating a portion of their sprint to innovation and experimentation.

Module 15: The Future of Agile Product Management

- Emerging trends in agile and product management.
- The intersection of agile with other methodologies (e.g., Design Thinking).
- The impact of technology on agile product development.
- Developing your career path as an Agile Product Manager.
- Resources for continued learning and growth.
- **Case Study:** A discussion on how AI and machine learning are influencing agile product management practices.

Training Methodology

This training course employs a highly interactive and practical methodology, blending theoretical knowledge with hands-on exercises and real-world case studies. Key elements include:

- **Interactive Lectures:** Engaging presentations with opportunities for questions and discussions.
- **Group Activities:** Collaborative exercises to apply agile concepts and techniques.

- **Case Study Analysis:** In-depth examination of real-world scenarios to understand practical application.
- **Simulations:** Experiential learning through simulated agile project environments.
- **Q&A Sessions:** Dedicated time for addressing participant queries and fostering deeper understanding.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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