



# PRODUCT OWNERS ACADEMY

YOUR EXPERTISE POWERED BY OUR AGILE CONSULTANCY SERVICES

## SECTION 1

### BUSINESS CONTEXT: SCALING UP PRODUCT OWNERSHIP

You need to increase the **performance and competence** of Product Owners

You are practicing Agile in your organization and you realize that there is more to be done from a product ownership point of view. You need to get closer to your customers, you need a better quality of backlogs, you need more coordination with other business departments. You need to scale up the competence of your Product Owners and equip them with:



Beyond the usual tools that most of Product Owners are using there are advanced tools that might help.



Good practices do not emerge always inside the organization. It is always helpful to get external support and ideas.



Dealing every day with all the details of products and projects usually leads to a certain routine that prevents useful changes.

## SECTION 2

### THE APPROACH

We will take your Product Owners to a trip around advanced agile tools and practices and help them to use these to the benefit of your particular business projects. We will also support them to transfer this knowledge into their daily practice. To make sure that you receive the full value of our services a group of trainees may have a maximum of 5 Product Owners.

#### STEP 1: DISCOVER

Our consultants will start with a discovery session, so they understand the specificity of the projects and/or products that you are building and your business goals. Based on the findings they will run a workshop to align the coaching agenda with the Product Owners.

#### STEP 2 - COACH

We will conduct a series of hands-on practical workshops that will demonstrate to your Product Owners the usage of the most useful Agile tools and practices. We will organize these workshops using real life example from your organization, by picking a few projects that are relevant and meaningful. The content of this step will be customized to the practical needs of your organization.

#### STEP 3 - MENTOR

We will provide a series of microlearning sessions (2 per week) where our consultants will monitor and advise on the implementation of the tools and practices in real life projects. We also offer aftercare services, where our consultants will allocate time for 1-1 workshops with your Product Owners to support the adoption of the new tools and practices in their daily activity.

Depending on the current knowledge depth of the methodological approach you would like to have you may choose between three mentoring options of consulting service. In return, you will be charged a flat **Agile consulting service** fee, depending on the selected option.

	→ Services	
Discover	● Discovery session	● Training
Coach	● Product discovery <ul style="list-style-type: none"><li>● Product box</li><li>● Start my day</li><li>● Empathy map</li><li>● User persona</li></ul> ● Building a shared vision <ul style="list-style-type: none"><li>● Elevator pitch</li><li>● Story mapping</li></ul> ● Backlog management <ul style="list-style-type: none"><li>● User story writing</li><li>● User story splitting</li><li>● Fluid roadmap</li><li>● Dual track</li></ul>	● Planning tools <ul style="list-style-type: none"><li>● Affinity planning</li></ul> ● Backlog prioritization <ul style="list-style-type: none"><li>● Kano analysis</li><li>● Buy a feature</li><li>● Risk-value matrix</li><li>● Value-cost matrix</li><li>● Sistemico</li><li>● Combining methods</li></ul> ● Following progress <ul style="list-style-type: none"><li>● Burn-down charts</li><li>● Velocity charts</li></ul>
Mentor	● Microlearning <ul style="list-style-type: none"><li>● 2 weeks CoT</li></ul>	● Microlearning <ul style="list-style-type: none"><li>● 4 weeks CoT</li><li>● Aftercare</li></ul>
	OR	OR
		● Microlearning <ul style="list-style-type: none"><li>● 8 weeks CoT</li><li>● Aftercare</li><li>● Findings</li><li>● Next Steps</li></ul>

## SECTION 3

### THE OFFER

The **Ascendis** Agile services are your **Agile insurance**. We've got you **covered** and **risk free**:



No uncertainty of when to start, or how much it will take. We are available immediately and the duration is known in advance.



We have the required expertise and experience as we have went on this road many times, in many organizations.



Avoid potential performance risks. Provide learning opportunities for your employees by demonstrating the proper Agile practice.



**Money back guarantee** policy. At the end of the month, if you are not satisfied, we do not issue the invoice.

## SECTION 4

### THE PREREQUISITES

The above packages are available for any organization that is able and willing to comply to the following prerequisites:

- a group of **proficient Product Owners** - maximum 5 professionals with a relevant expertise and a honest desire to improve their Agile practices
- **relevant projects** where advanced tools and techniques might be applied to achieve successful deliverables
- a **clear commitment** of the relevant company managers that they will support the project managers to experiment the new tools and practices

## SECTION 5

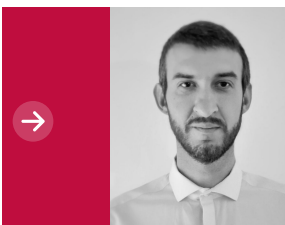
### OUR CORE TEAM



Sorin Sfirlogea

#### Agile Consultant

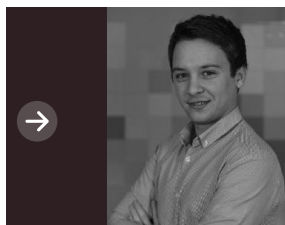
- ⇒ 20+ years business experience
- ⇒ 10+ years experience in technology and business strategy
- ⇒ Deep understanding of the digitalization process, customer experience and transforming the organization



Werner Novak

#### Agile Consultant

- ⇒ 15+ years business experience
- ⇒ 10 years Agile experience
- ⇒ 10 years leading large scale teams delivering digital products
- ⇒ Digital savvy
- ⇒ Manages transformation projects as an Agile coach and consultant



George Ochi

#### Agile Consultant

- ⇒ 13+ years business experience
- ⇒ 10+ years consulting global clients, across industries, on Agile practices and digitalization strategy
- ⇒ Manages transformation projects as an Agile coach and consultant

## BEING AGILE

CULTURE + PRACTICE + GOVERNANCE

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## DOING AGILE

SIMPLE MECHANICS

### Interested in agility?

- Find out what being Agile means
- Get hands-on help from our experienced professionals
- Raise awareness in your organization
- Grow a mindset and adopt Agile practices
- Where to start? Discover and pilot the method
- Assess and accelerate your current practice
- Launch a transformation
  - Scale
  - Debate

Contact our team

[agile@ascendis.ro](mailto:agile@ascendis.ro)

