

Product Management for PMs

Course Summary

Description

Being a professional Product Manager means more than just writing requirements or managing a Product Backlog. Product Managers need to have a concrete understanding of all product management aspects, including but not limited to product ownership, that drives value from their products.

This course focuses on all of these areas to teach PMs how to maximize the value of products and systems. This cutting-edge course for Project Managers, Product Owners, Agile product managers and anyone responsible for a product's success in the market. In this course, students will develop and solidify their knowledge of being a Product Owner through instruction and team-based exercises.

Objectives

By the end of this course, students will:

- Focus on understanding your customer base to gauge satisfaction and pinpoint places for improvement.
- PM helps teams achieve their business objectives by bridging the communication gap between dev, design, customer and business.
- Effective communication which helps drive successful experiences and outcomes.
- Excellent time management skills, should be able to work best under pressure and handle tight deadlines.
- Maintain relationships. Boost morale, empower those around you and handle conflict ethically and responsibly.

Topics

- Product Management
- Agile at scale
- Software development
- Design
- The agile advantage
- DevOps
- Agile Teams
- Agile tutorials

Audience

This course is geared for those who want to develop the management skills necessary for success of the product and the business.

Prerequisite

This course is designed for developing the management skills necessary for the best-selling of the products and for booming business.

- Defining the company's vision and then working towards that vision with realistic and achievable goals.
- Learn how to identify the problems and to work with your team to design a new product or adapt an existing one to fix it.

Duration

Two Days

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Course Outline

I. Product Management

- A. Overview
- B. Product Roadmaps
- C. Product Manager
- D. Tips for new product managers
- E. Roadmaps
- F. Tips for presenting product roadmaps
- G. Requirements
- H. How to prioritize features using NPS
- I. Product analytics
- J. Remote product management

II. Agile at scale

- A. Overview
- B. Managing an agile portfolio
- C. Lean portfolio management
- D. Okrs
- E. Long-term agile planning
- F. What is SAFe?
- G. Spotify model
- H. Organizational agility with Scrum@Scale
- I. Scaling agile with Rosetta Stone
- J. Agile iron triangle
- K. Using Improvement Kata to support lean
- L. The Large-Scale Scrum (LeSS) framework
- M. Beyond the basics whitepaper

III. Software development

- A. Overview
- B. Developer
- C. Dev managers vs scrum masters
- D. Git
- E. Branching
- F. Git branching video
- G. Code reviews
- H. Release
- I. Stress free release
- J. Qa at speed
- K. Technical debt
- L. Testing
- M. Incident response
- N. Continuous integration

IV. Design

- A. Overview
- B. Product design process customer interview
- C. Collaborative design in agile teams video

V. The agile advantage

- A. Overview
- B. Connecting business strategy to development reality
- C. Agile is a competitive advantage
- D. Going agile

VI. DevOps

- A. There's more to Agile than Scrum
- B. Planning for unplanned work
- C. Product Owners and Service Owners
- D. There's more to DevOps than Continuous Delivery
- E. DevOps is Agile applied beyond the software team
- F. Connect your tools with automation

VII. Agile Teams

- A. Overview
- B. Remote teams
- C. Working with specialists
- D. Release ready teams
- E. Agilent's agile transformation journey

VIII. Agile tutorials

- A. Overview
- B. How to do scrum with Jira Software
- C. Learn advanced scrum with Jira Software
- D. Learn kanban with Jira Software
- E. Learn how to use Epics in Jira Software
- F. Learn how to create an agile board in Jira Software
- G. Learn how to use sprints in Jira Software
- H. Learn Versions with Jira Software
- I. Learn Issues with Jira Software
- J. Learn burndown charts with Jira Software
- K. Auto-create sub-tasks and update fields in Jira
- L. How to automatically assign issues with Jira Software Automation
- M. How to sync epics stories with Jira Software Automation