

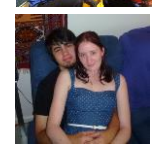
Product Ownership is a Team Sport

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Agile Australia 2015



Hi - I'm Shane



Agenda

- The Product Owner Role
- Project Types
- The Product Ownership Team
- Putting Value First
- Innovation matters
- Wrapup

The Product Owner

“The Product Owner is responsible for maximizing the value of the product and the work of the Development Team. How this is done may vary widely across organizations, Scrum Teams, and individuals.

The Product Owner is the sole person responsible for managing the Product Backlog.”

- *The Scrum Guide 2013*



Discussion

What are some of the Anti-Patterns of Product Ownership which you have seen?

Project Types

- There is no “one-size-fits-all” in knowledge-worker projects
- Complexity of problem and solution
- Enhancements to existing products
- New business opportunities
- Bet-the-company reengineering
- Business process changes



The Cinderella Project

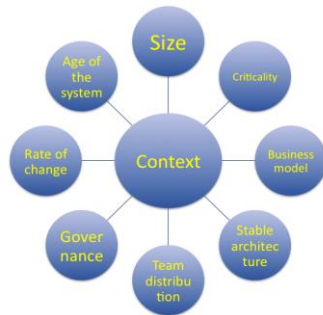
- Small co-located team
- Generic skills
- Expert engaged customer at your beck and call
- Clear terms of reference
- Short duration (<12 months)
- Web based, user centric
- Dedicated on-site customer or subject matter expert (SME)
- Clear project vision
- Dedicated team members (not shared with other projects)



Your Project



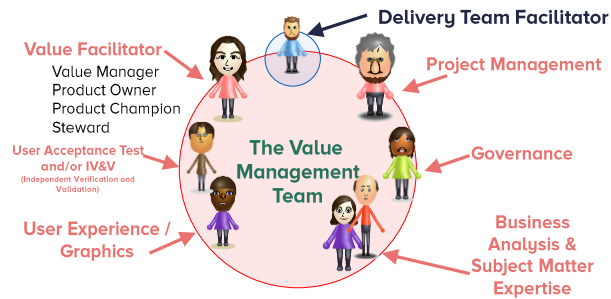
The Octopus Model



Product Ownership

- Product Management
- Marketing
- Business Advocacy
- Customer Advocacy
- End User Advocacy
- Domain Subject Matter Knowledge
- Analysis
- User Experience and Graphic Design
- Innovation
- Communications
- Decision Making
- Legal and Compliance

Product Ownership Team

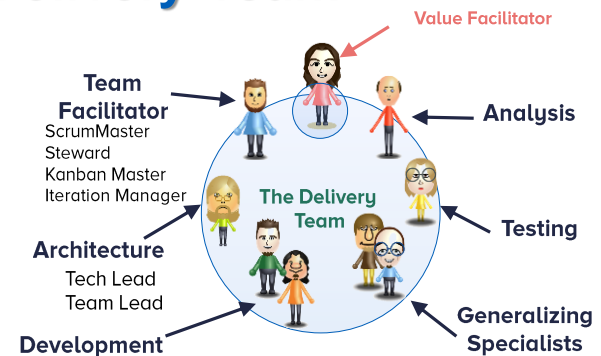


The Value Management Team: A team that has everything they need to identify and prioritize business value increments, scope the smallest solution that might possibly deliver on the business value increment, to prepare the runway for the delivery teams by gathering all the details needed by the delivery team to deliver a feature/story.

Source: Ahmed Sidky, used with permission



Delivery Team



The Delivery Team: A team that has everything and everyone they need to deliver a working increment of tested, documented, deployable software.

Source: Ahmed Sidky, used with permission



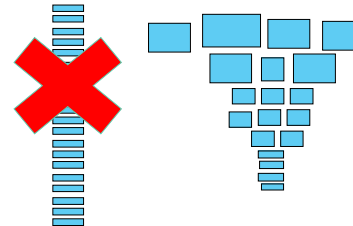


Discussion

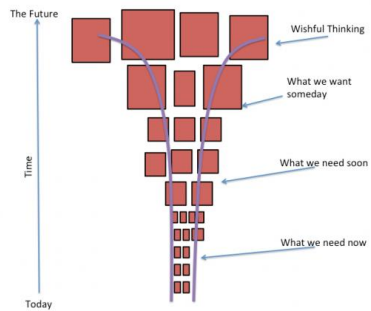
How do the concepts of Product Ownership and Delivery teams apply in your projects?

Decreasing queue length

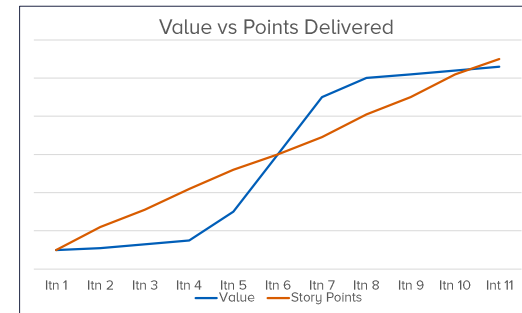
The shape of a healthy Backlog



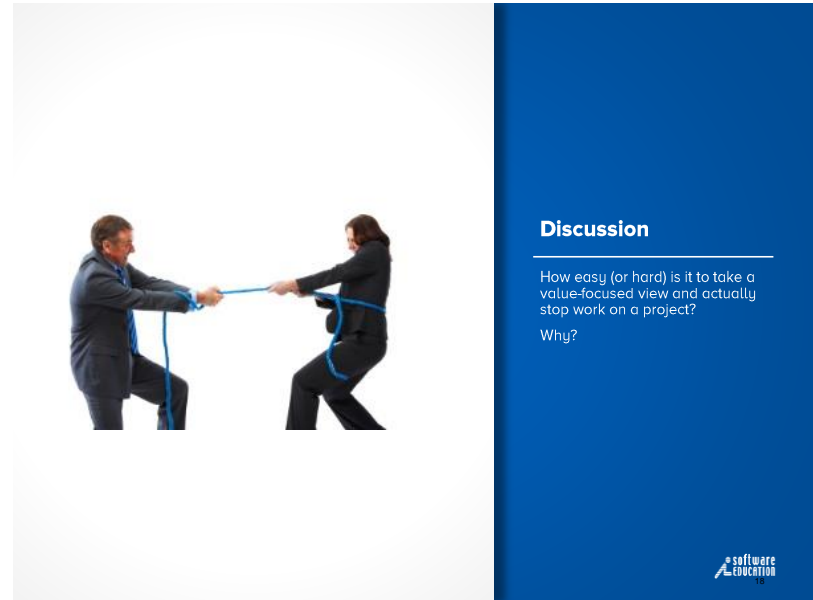
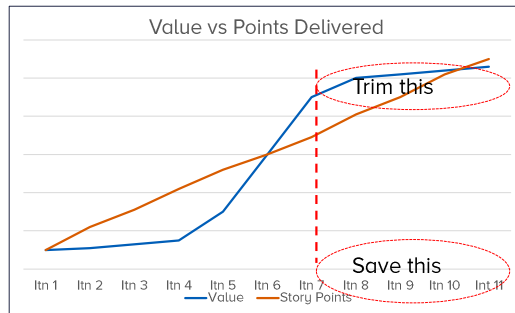
What's in that Backlog



Value Focus



Knowing when to Stop



Discussion

How easy (or hard) is it to take a value-focused view and actually stop work on a project?

Why?

Innovation



Of Babies & Bathwater



In Conclusion

- The Product Owner role is good, but flawed
- Project environments are complex and varied
- Product Ownership needs a team with diverse skills and viewpoints
- Put value first
- A Backlog is more (and less) than a long list of user stories
- Innovation is everyone's job

Questions?

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