



# Certified Scrum Product Owner® Training



Scrum Alliance® accredits this course. You will receive the Certified Scrum Product Owner® certification upon completing the course.

## Overview

Our live online or in-person Certified Scrum Product Owner (CSPO) training course is highly interactive and in-depth. It includes a detailed look at the role of the Product Owner. You will learn a range of creative techniques for maximising the value of your product and delighting customers.

You can book a place at one of our scheduled events, or we can teach a private in-house course for your organisation.

# About the Certified Scrum Product Owner Course

## What Does the Course Cover?

In this Certified Scrum Product Owner course, you will get a thorough introduction to Agile and Scrum, the tools you need to get started with your organisation and how to be a great product owner. Topics include:

- Separating agile myths from facts
- A refresh on lean, agile and Scrum
- The Product Owner's role in detail
- Integrating Design Thinking with Scrum
- Crafting an inspiring product vision and roadmap
- Approaches for combining UX and development work (e.g. dual track agile)
- Going from vision to product backlog with user story mapping
- Preparing excellent user stories
- Working with the development team and stakeholders to refine the product backlog
- Leveraging Innovation Games in Scrum, particularly to engage stakeholders
- Agile estimating, planning and reporting
- Lots of stories of real Scrum in action

## Who Should Attend the Course?

The Product Owner role is the focus of the Certified Scrum Product Owner course, and it is oriented towards people who will be taking over this role or want to formalise their role. It is also suitable for those who want to deepen their understanding of Scrum product ownership, such as

- Business Analysts
- Project Managers
- Scrum Masters
- Line Managers

With a CSPO certificate earned through Scrum Alliance-endorsed training, you will hold an invaluable certification in Scrum, which will boost your professional standing and prospects. It's equally suitable for beginners, those working in non-software Scrum and Agile roles and for managers and executives who interact with Scrum teams and want to learn the language and understand the framework.

# What Will You Learn?

The Certified Scrum Product Owner course includes the following topics:

- Introduction
- Agile and Scrum Refresh
- Product Goal
  - What should be part of a product vision and goal?
  - Design Thinking and Scrum
  - Creating the product vision and goal
    - Divergent and convergent techniques
    - Innovation Game: Product Box
    - Lean Canvas
  - Validation
    - Hypotheses
    - MVPs
- Combining UX and development
- The Liftoff Model
- Minimum marketable features (MMF)
  - The Kano Model
- The Product Backlog
  - The Product Backlog Iceberg
  - User Stories
  - User Story Mapping
  - Non-functional Requirements and User Stories
- Product Backlog Refinement
  - Estimation
    - Story Points and Velocity
    - Estimation Approaches
  - Innovation Game: Buy a Feature
  - Prioritisation/Ordering the Product Backlog
    - Cost of Delay: A Rational Approach to Understanding Value
    - Dealing with Risk
  - Splitting User Stories
- Planning and Reporting
  - Levels of Planning
  - Release Burn-Down and Burn-Up Diagrams
  - Metrics for Agile
- Questions and Answers

## How Do I Become a Certified Scrum Product Owner?

Taking part in the course is part of the certification so please plan for this. After you have taken part in our course, we will register you with Scrum Alliance. The registration fee is included in the course fee.

You will then receive an email from Scrum Alliance, inviting you to login. You have the option to add information to your profile and can decide whether it will be visible in the Scrum Alliance directory.

To complete your certification, you just need to accept a license, after which you will be able to download your certificate. There is currently no exam for CSPO.

Scrum Alliance also automatically provides you with a digital badge through BadgeCert which you can add to your LinkedIn profile.

## What Will You Get?

If you attend the Certified Scrum Product Owner course, you will benefit from the following:

- An immersive online learning experience facilitated by our Certified Scrum Trainer® (CST), Simon Roberts.
- An electronic copy of the course materials.
- Registration for the Certified Scrum Product Owner® (CSPO) certification.
- Two years membership of Scrum Alliance worth \$100 — you get access to exclusive Scrum Alliance member features and content.
- Project Management Professionals® (PMP) can claim 14 PMI PDUs.
- A free optional coaching/mentoring call with the trainer.

## Why Choose Certified Scrum Product Owner from ScrumCenter?

Firstly, our live-online Certified Scrum Product Owner course is interactive, engaging and fun. It's designed using training from the back of the room techniques. As a result, it leverages the science behind how the human brain learns.

Secondly, people like you who attended our live-online Certified Scrum Product Owner course found it highly valuable. Here are some quotes about our training:

*"Simon is an outstanding agile trainer and empathic agile coach. He has vast software development experience and is a fantastic storyteller. Simon skilfully introduces agile concepts and practices and knows how to bring his ideas across. What fascinates me about Simon is his ability to connect with people and get a detailed sense of their needs. He shares a wealth of experience, knowledge, techniques and approaches and sows seeds of insights and a deeper understanding of Agile and lean, which truly grow and transform the way one works and collaborates. Shortly said, if you want to transform to agile, Simon is your man."* Anna

*"The agility with which the host adapted to our current situation (coronavirus) by setting up the online course was a really authentic example of how to (positively) react to change."* Henrik

*"Simon is like a deep lake of Agile knowledge and experience, and it was a pleasure to work with him."* Marcel

Finally, after the course, you can book a free follow-up mentoring call with the trainer to help put your new learnings into practice!

## How to Book

Places on our Certified Scrum Product Owner course can be booked through our website (<https://scrumcenter.co.uk>) or via email. If you would like to book three or more places on the same course, we can offer a discount. Please contact us at [training@scrumcenter.com](mailto:training@scrumcenter.com), and we will respond promptly with an offer.

You can also book a private/in-house course online or at your preferred location. Please contact us at [training@scrumcenter.com](mailto:training@scrumcenter.com), let us know what you need, and we will work with you to agree on a preferred date. You can also contact us on one of the following telephone numbers: +44 7426 967823 (UK) or +49 160 8082012 (DE).

## About Your Trainer, Simon Roberts



Agile and Lean Coach (ORSC™ Trained), Certified Scrum Trainer®,  
Certified Enterprise Scrum Instructor, Scrum@Scale Trainer

Simon has used lightweight/agile methods since the late 1990s and works with organisations large and small to help them achieve better results by leveraging the power of self-organising teams. He has consulted for and led several large-scale agile transitions at DAX companies in Germany, is the author of several articles and regularly speaks at conferences on agile leadership.

Simon holds an MBA specialising in Creativity, Innovation and Change from the Open University Business School.