

Brought to you via
Agile Tech Development Pte. Ltd.,
in collaboration with



Actionable Product Management

How to deliver what your customers longed for



Actionable Product Management

How to deliver what your customers longed for

Business Driven Development (BDD) is happy to offer a training concept where we share the responsibility for business outcomes with our clients. Actionable training is part of our [Accelerating Business](#) service which aims for a long-term partnership.

Through our [training concept](#), the participants will be involved in a learning process that creates insight and lasting knowledge. The training has been designed to include theory, practical exercise, dialogue, and reflection.

Summary

In this four-day course, you will learn the most critical and practical aspects of Lean-Agile Product Management, and you will develop a viable context for your solutions. Unlike open classes and other off-the-shelf courses, exercises will target your environment, and you will get the time to create real content.

When innovation and speed are essential, one of the best ways is to get the right people together and provide guiding facilitation. Therefore, this course is only applicable as an in-house event where all attendees are physically present. Another prerequisite is that your vision, mission, short-term goals, and market analysis are all in good shape.

The backbone of the course is the [3-day Agile Product Management course](#) created by Scaled Agile. With the addition of an extra day, there will be room for extended workshops and additional knowledge. A combination of a proven Lean-Agile framework and practical experience will make your organization perform at a much higher level than most organizations.

The four course-days are further amplified by a preparation day intended to make sure that the needed prerequisites are in place. The training cannot be carried out unless there is a mutual agreement that the necessary preconditions will be fulfilled.

A cost price, in combination with an optional value-based price, will ensure the training will not just be an expense for you. This pricing model means that there is a compelling incentive to achieve measurable business benefits. Without business benefits, the course fee will be market record low. However, when you can observe sustainable improvements, you possibly want to pay an additional fee, calculated as a fraction of the value increase.

[Target Audience](#)

The setup of the training is aimed at a group of people who are empowered to manage any product delivery. Typically, you are a Product Management or a Solution Management in combination with Business Owners, Architects, Chief Scrum Master, or Line Managers.

In large organizations, many products are intended for internal customers. The training concept does not, in principle, differ for internal and external deliveries, which makes both types feasible for the training.

Even though attendees get a personal ability to work more productive, the overall objective is the collective knowledge and the value creation of the whole group.

[Scope](#)

This training is dedicated to Agile Product Management. It is not an in-depth organization-building-oriented course, where you learn about setting up Agile Teams, lead the Agile transformation, and many other skills.

Instead, the scope is related to the customer perspective and how to be able to stand out in an uncertain and maybe shrinking market. Your ability to experiment and continuously update the solution, product, or service, is the critical target.

Pricing

The price is based on the following items:

- A fee per class and course day held by one senior Safe Program Consultant.
- A cost price for course material per attendee.
- A cost price for a certification fee per attendee. Certificates will be administered and issued by Scaled Agile inc.
- A cost price for eco-friendly travel and accommodation expenses when events are held outside the Gothenburg area.
- An optional portion of the value that you gain by attending this course and taking action.

The portion of the value will be up to your calculation. There will be no legal obligations or demands to pay anything else but the course fee + specified cost prices. However, BDD expects that any organization willing to invest in training, including work time, have a plan to make the most out of the knowledge achieved. How much the training has contributed to value creation will be of your judgment alone.

A more substantial value may come from several course events with different groups of people. The setup of several course events is especially valid in large organizations with both internal and external products that interact. Even if there should be measurable value after each course, end-customer benefits or profit growth is what counts.

Because of the mutual interest to maximize outcomes of the training, BDD will work together with you to define appropriate measures to demonstrate actual value gained.

Topics covered

- The role of Product Management or Solution Management in the Lean Enterprise
- Continuously Exploring Markets and Customer need
- Strategy with Market Segmentation and Market Creation
- Defining Product Strategy and Vision
- Creating Roadmaps to Build Solutions
- Delivering Value
- Managing Value Stream Economics
- Intentional Innovation practices in the Value Stream

Prerequisites

In order to benefit from the training, there must be a group of people who have business responsibility for one or several solutions. This responsibility means that you together can fully own the priority of what a Product Development organization will deliver on its own. The ownership includes all aspects of the business result, such as cost, revenue, and compliance. The organization may consist of 10 to 1000 individuals in any business.

Your mission should be defined and connected to the architecture of both products and organizational design. Value Streams and Modularization are critical elements to understanding how the mission will be accomplished.

A description of Product Management and Solution Management may be found in this [link at Scaled Agile Framework](#), where vital concepts such as Value Stream, Solution, and Responsibilities are explained. Everyone participating in this course should have attended at least one SAFe course, and you must be prepared to operate according to the description in SAFe.

For your organization as a whole, there should exist a well-communicated vision followed by a corporate strategy, including measurable objectives. You need to have an agreed view of the market and where you want to position yourself as a company. All exercises of the training will be based on your business targets, and there is no point in starting the training before they are clear.

The facilities for the training should include a large room equipped with a projector, whiteboard, wall space, flipchart tripods, and flexible tables. The general guideline is at least 3 square meters per person.

Outline of the training concept

1. You will start by filling out a [questionnaire](#) that will give the first guideline of areas that are most vital to address.
2. A general agreement on a partnership around the specific value delivery. You should have an idea about your key metrics, the target state of your Lean-Agile transformation, and who has the authority over the results.
3. A preparation day to assess and adjust the prerequisites: joint definition of prerequisites and who will participate in enabling a successful outcome. This day is a strategic dialogue to define the target outcomes.
4. The order and assignment to perform the training: mutual agreement of the partnership and a training plan.
5. A Four-day course and workshop to expand your knowledge and create your way forward. A dedicated person must be assigned to manage and save the resulting material.
6. Follow-up and evaluation: certification studies and practical work leading to valuable results.

Certification

After completing the course, the attendees will be able to become a **Certified SAFe® Agile Product Manager**. The acquired certificate will support the learning of using Design Thinking to create valuable products in the Lean Enterprise.

Register

Please email the following information to max.ko@agiletechdevelopment.net

Particular Information	Details	Remarks
Full Name		<ul style="list-style-type: none">• Full Name for registration and to be printed on the certificate
Contact Number	Country Code + Area Code + Mobile Number	<ul style="list-style-type: none">• Do be able to be reachable by WhatsApp/Line/Viber/Wechat• Preferred hours of contact
Email Address		<ul style="list-style-type: none">• Contactable Email Address
Preferred Date / Time	Date / Time	<ul style="list-style-type: none">• Do indicated your time zone you are at

Thank you for your kind interest in [Agile Tech Development's Course](#)