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Agile Tech Development Pte. Ltd.,
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BDD
BUSINESS DRIVEN DEVELOPMENT

AGILE TECH DEVELOPMENT
YOUR STRATEGIC CONSULTANT, READY TO ELEVATE.

SAFe® Agile Product Management

Using Design Thinking to create valuable products in the Lean Enterprise,

with Certified SAFe® Agile Product Manager

The Agile Product Management course harnesses the power of Design Thinking to develop innovative solutions with proven SAFe capabilities to execute on those visions. Learn the right mindset, skills, and tools to create successful products—from inception to retirement—using Agile techniques.
Recognize how Continuous Exploration fuels innovation and helps you define a vision, strategy, and roadmap to tap into new markets. Find out how to accelerate the product life cycle to get fast feedback and quickly deliver exceptional products and solutions that delight customers—all while aligning with your organization's strategy, portfolio, evolving architecture, and solution intent.

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About this course

There are three alternatives for the duration of this course:
- Three full days as specified in the **description at Scaled Agile**. This is always the choice for in-person classes.
- Five consecutive days, six hours of remote training.
- Five days, once a week, six hours of remote training.

Remote training is more demanding and we have chosen to avoid full days in front of computers. A six-hour event includes several short breaks and a lunch break. For remote training, we also offer an additional short preparation meeting, and after we provide one extra coaching session for an hour and a half.

In this instructor-led course, you'll gain an understanding of the roles of Agile Product and Solution Management. The Agile Product and Solution Management course harness the power of Design Thinking to develop innovative solutions with proven SAFe capabilities to execute on those visions. Learn the right mindset, skills, and tools to create successful products—from inception to retirement using Agile techniques. Recognize how Continuous Exploration fuels innovation and helps you define a vision, strategy, and roadmap to tap into new markets. Find out how to accelerate the product life cycle to get fast feedback and quickly deliver exceptional products and solutions that delight customers—all while aligning with your organization's strategy, portfolio, evolving architecture, and solution intent.

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.

Who will benefit?

- Product Management teams
- Product marketing managers, project managers, Product Owners
- VP of Product Management, Business Owners, Business Analysts
- User experience and customer experience professionals
- Product leaders collaborating with Product Management, architects, subject matter experts, and business line managers

Prerequisites

Attendees of this course should be familiar with Agile principles and practices and have attended at least one SAFe course prior to attending. A background in product or solution management is highly recommended.

What you'll learn

- Use Design Thinking to achieve desirable, feasible, and sustainable outcomes
- Explore market needs, segmentation, sizing, and competitive landscapeManage value stream economics, including pricing and licensing
- Use empathy to drive design
- Apply product strategy and vision

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- Develop and evolve roadmaps
- Execute and deliver value using SAFe
- Explore innovation in the value stream

Topics Covered

- Analyzing your Role as a Product Manager in the Lean Enterprise
- Continuously Exploring Markets and Users
- Driving Strategy with Market Segmentation
- Using Empathy to Drive Design
- Defining Product Strategy and Vision
- Creating Roadmaps to Build Solutions
- Delivering Value
- Managing Value Stream Economics
- Creating Innovation in the Value Stream

What you get

- Printed workbook
- Preparation and eligibility to take the SAFe® Agile Product AND Solution Manager (APSM) exam
- One-year membership to the SAFe Community Platform
- Certification of completion
- Attendees must attend both days of the course in order to qualify for the exam.

Professional Development Units(PDUs) and ScrumEducation Units (SEUs)

Attendees may be eligible to apply for 24 PDUs toward their continuing education requirements with the Project Management Institute (PMI) for PMP, PgMP, and PMI-ACP certification attendees may be eligible to apply for SEUs under Category C, toward earning or renewing their CSP through Scrum Alliance.

Register

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

Particular Information	Details	Remarks
Full Name		• *Full Name for registration and to be printed on the certificate*
Contact Number	Country Code + Area Code + Mobile Number	• *Do be able to be reachable by WhatsApp/Line/Viber/Wechat* • *Preferred hours of contact*
Email Address		• *Contactable Email Address*
Preferred Date / Time	Date / Time	• *Do indicated your time zone you are at*

Thank you for your kind interest in Agile Tech Development's Course

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