



Lean Product Management

Abstract

The demand on Product Managers keeps increasing all the time. We need to create better products, more suitable and better loved by our customers, faster than ever before. We need to respond to swift changes in the market, both technological and competitive, while remaining innovative.

At the same time, many development organizations are adopting Agile methodologies to improve their delivery capabilities. But these changes are not enough without changing Product Management methodologies to better discover and feed those Agile teams.

Lean Product Management is an integration of Lean and Agile concepts into a practice which allows Product Managers to shorten time to market by improving their focus and communication with users, customers and R&D.

The workshop includes interactive exercises and real life situations, covers the key factors for successful Lean Product Management implementation and provides important insights and best practices that can be implemented in your Product Management organization.

Target Audience

Product Managers in Agile or Non-Agile companies.

Managers who work with customers on product or project discovery and with R&D on product or Project delivery.

Prerequisites

Basic background in Agile.

Content

Agile overview

Agile projects – main roles and responsibilities

- The different roles in an Agile project (from a Product Management perspective)
- The Lean Product Manager – required skills
- Lean Product Management in an Agile environment
- Lean Product Management in Waterfall environment
- Working with Stakeholders (Product Marketing, Sales, etc.)
- Agile Product Development Life Cycle



Lean Thinking

- Focusing on delivering value
- Flow value from demand
- Limiting Work In Progress
- Optimize the Whole
- Visual Management
- Common Wastes in Product Development

Product Discovery

- Understanding customers and their needs
- User Personas
- The Product Discovery Team
- Monitoring the discovery process

Lean Product Strategy

- The Minimal Viable Product
- Creating strategies
- Agile roadmaps

Agile Requirements

- The Product Backlog
- Agile Requirements
- User Stories
- Minimal Marketable Features
- QA's new role in Agile
- Prototyping
- The role of UX

Release Planning

- Story Maps
- Agile estimation models
- Prioritizing requirement for value
- Minimal Marketable Release
- Continuously Planning the releases
- Communicating plans and commitments

Leading the delivery

- The role of the Product Manager during delivery
- Iteration Planning
- Iteration Demo



- Working without iterations
- Monitoring the delivery
- On the value of Quality
- Working with delivery Teams

Release Strategy

Lean Documentation

Transition to Lean and Agile

Duration

2 days (16 hours).