

Product Ownership Analysis Certification (IIBA®-CPOA)

Course Outline

Who is a Product Owner?

- Who is a Product Owner
- Skills of a Product Owner
- Product Owner role and responsibilities
- Product Owner Vs Agile Business Analyst

CPOA Certification Overview

- CPOA Objectives
- CPOA Eligibility
- CPOA Exam syllabus and Information
- Knowledge Areas

Evolving Product Ownership to POA

- Product Development
- Product Owners using Agile
- Product Ownership Analysis
- The Product Owner Role and POA
- Product Ownership Analysis Framework
- Value of the POA Framework

Understanding Product Ownership Analysis

- Integrating Business Analysis and Product Ownership
- Integrating Agile Business Analysis and POA

Agile Product Management

- How Organizations Manage Products
- POA and Agile Planning Horizons

POA Framework / Knowledge Areas

- Apply Foundational Concepts
- Cultivate Customer Intimacy
- Engage the Whole Team
- Make an Impact
- Deliver Often
- Learn Fast
- Obsess about Value

POA Techniques

- Backlog Refinement
- Customer Journey Map
- Decision Modelling and Analysis
- Definition Concepts (Ready, Delivery, and Done)
- Empathy Map

- Human-Centred Design for Products
- Job Stories
- Kano Analysis
- Metrics and Key Performance Indicators
- Minimal Viable Product
- Problem Definition and Analysis
- Product Backlog Management
- Product-Market Fit
- Real Options
- Spikes
- Stakeholder Lists and Maps
- Story Mapping
- Value Modelling
- Value Proposition Canvas
- Value Stream Mapping
- Visioning