

Certified SAFe® Agile Product Manager

Course Outline

1) Analyzing Your Role as a Product Manager in the Lean Enterprise

- Describe Product Management's role and responsibilities
- Identify Product Management stakeholders and collaborators
- Explain Design Thinking for Product Management

2) Continuously Exploring Markets and Users

- Explain market research in the context of Continuous Exploration
- Discover the right hypothesis and ask the right questions
- Apply data-driven practices to answer questions
- Plan your research
- Use research games for customer understanding

3) Driving Strategy with Market Segmentation

- Explain market segmentation
- Create market segments through market research
- Determine market segment value
- Assess market segment fit

4) Using Empathy to Drive Design

- Describe the purpose and use of personas
- Create and use personas
- Improve customer experience through empathy

5) Defining Product Strategy and Vision

- Explain the strategic purpose of your product
- Create a compelling product vision
- Design value propositions and business models
- Design the Customer Journey
- Design the whole product and solution context
- Design Platform, API, and Data strategy

6) Creating Roadmaps to Build Solutions

- Define Solution Intent
- Create market-driven roadmaps
- Organize Features for balanced solutions
- Refine Features into Stories and Story Maps

7) Delivering Value

- Visualize development flow using a Program Kanban
- Estimate and forecast the backlog
- Prioritize the Program Backlog
- Create alignment with PI Planning
- Execute the PI

8) Creating Innovation in the Value Stream

- Describe value stream and product innovation
- Use metrics to guide improvements
- Manage innovations through Epics
- Fund sustainable innovation
- Apply Rapid Experimentation
- Evaluate hypothesis outcomes: Pivot, Stop, or Continue

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