



Agile Product Management

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Course Description

In 21st century, Business Agility is no longer an option to stay competitive in the midst of turbulent market, including large enterprises. The Agile Product Management Course is a 2-day course that teaches managing a project in an Agile manner using Scrum as the core system. This course will not only teach Product Managers how to manage a product in an Agile manner but also teach them how to be a servant leader that embrace Agile values and principles for Agile teams.

**2-days Training + Collaborative Learning:
30% Theory, 70% Practical Experiential Exercises**

Optimum class size: 8-15 participants

Course Objectives

The objectives of this training is to:

Empower product managers with tools to:

- Manage product that is able to adapt with market turbulence.
- Drive value for the company.
- Instil the culture of continuous improvement in their organisation.



Manage your product using Agile, increase the value of product, improve customer satisfaction.



Course High Level Agenda

	Day 1	Day 2
AM	<ul style="list-style-type: none"> • Why Agile • Theory and Principles • Scrum for Product Managers 	<ul style="list-style-type: none"> • Story Mapping Exercise • Release Planning • Product Backlog Management
PM	<ul style="list-style-type: none"> • Product vs Project • Why manage product than project? • Role of product managers • Value Driven Development • Impact Mapping 	<ul style="list-style-type: none"> • Metrics that matters • Customer Funnel • Revenue model • Release Management • Forecasting and scheduling releases

Get reliable knowledge and learn directly from an internationally acclaimed trainer.



This course is a perfect training for learning how to do Agile Project Management with Kanban. This course is specifically targetted to:

- Product Managers
- Business Development
- Strategist
- CxO
- Marketing
- Business Users
- Business Analyst

For more information about this course, please contact liana.ekawati@scrum.co.id