Becoming a Great Product Owner

⚠️ **Product Owner**
- → maximizes the value the development team creates
- → represents the needs of the stakeholders

⚠️ **Maximizing value as a PO**
- → clearly expressing value through product backlog items
- → Prioritizing product backlog items to best achieve value
- → enabling transparency for the stakeholders and team
- → Communicating the intent & value of product backlog items

⚠️ **Agile manifesto values**
- → individuals and interactions —over→ processes and tools
- → working software —over→ comprehensive documentation
- → customer collaboration —over→ contract negotiation
- → responding to change —over→ following a plan

⚠ Agile manifesto principles

01 Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

02 Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

03 Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

04 Business people and developers must work together daily throughout the project.

05 Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

06 Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

07 Working software is the primary measure of progress.

08 The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

09 Continuous attention to technical excellence and good design enhances agility.

10 Simplicity—the art of maximizing the amount of work not done—is essential.

11 The best architectures, requirements, and designs emerge from self-organizing teams.

12 At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behavior accordingly.

⚠ Scrum ⟶ Agile framework

↳ value is delivered in regular time boxes called sprints (1~4 weeks)

↳ creates a regular cadence for inspecting and adopting

⚠ Extreme Programming ⟶ Agile framework

↳ addresses some project management concerns

↳ focused on the engineering team

↳ provides a framework for engineering effectiveness

△ kanban ⟶ Agile framework

- → Encourages team to work in a continuous flow
- → Enables team to be more reactive to changes in the market
- → Empowers product owners to respond more quickly to unexpected developments

△ Understanding the needs of your business

- → understand the goals your business is trying to achieve
- → develop empathy towards your customers

△ Product Owners must understand how their objectives contribute to the broader business objectives

△ How to create space for your team
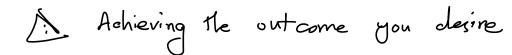
- → leverage unique insights of each member of your team
- → Increase commitment across your team

△ Great Product Owners encourage whole team involvement in all key decisions to increase buy-in

⚠ Mapping your organization's objectives to your team's work

  → Helps your team understand the context of the work they are doing

  → creates a greater sense of investment in their work

⚠ Product Owners should constantly remind their team of organization's broader values and how their work supports those values

⚠ common communication styles

  → verbal (writing & speaking)

  → visual (charts ,---)

  → analytical (data)

⚠ identifying the communication style

  → Notice when stakeholders engage best with you

  → Pay attention to how stakeholders communicate with you

Achieving the outcome you desire

Power	Influence
Goals are achieved by forcing others to cooperate	Goals are achieved by altering others' perceptions
Threats are often leveled at subordinates and peers	Fosters a symbiotic relationship between leader and team
Consolidated amongst a few individuals	Influence tends to spread as it grows
Consolidation often leads to fragility	