

# PRODUCT

# MANAGEMENT

# @SCALE



# FACILITATE THE GAME



The purpose of this game is supporting conversations on scaling the Product Owner role in your organisation. It is best played with a mix people from the Scrum Teams and the management team of your organisation. It can also help when played within a single Scrum Team. Scan the QR-code for the full 'how to play' article *or* simply follow these steps:

1. As a Scrum Facilitator, put the 'Developers' and 'Product Owner' role cards on the floor or wall;
2. Form up to 4 groups and give each group an equal number of activity cards;
3. Invite them to place each activity card under one of the two role cards until all cards are placed;
4. Inspect the increment with the entire group. Ask participants to share what sticks out to them, then as a group adjust where needed;
5. Now explain that the product owner is scaling from one to three Scrum Teams. Invite participants to discuss what could be moved from the PO towards the Developers to deal with the PO's increased workload;
6. Explain that the PO is now becoming responsible for 5 Scrum Teams and introduce the Product Team role card (see the full 'how to play' via the QR code for some important remarks!);
7. Ask participants to discuss which product management activities could move from the Product Owner to the Product Team to again release pressure from the PO.
8. Close off by inspecting this last increment as a group. Point out where the group disagrees. **These might be your organisation's main points of attention when scaling the Product Owner role!**

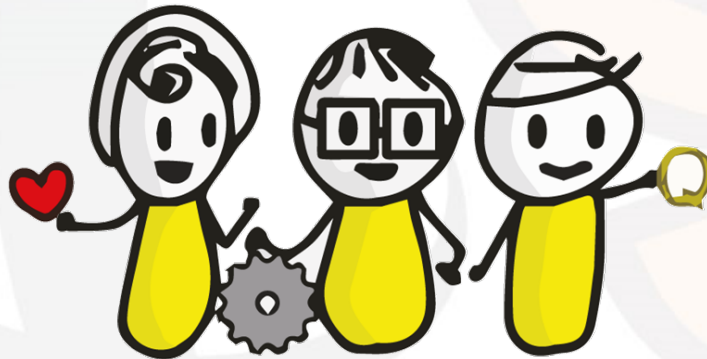


**Scrum Facilitators** is a Dutch-based training organization on a mission to help professionals become awesome Scrum facilitators. Whether you're a Scrum Master, Product Owner, Developer or a Leader, a great Scrum Facilitator understands the Scrum values & principles and knows how to use this to implement Scrum successfully in his/her teams and organization.

**Scrum Facilitators is partner with Scrum.org.** Our classes are accredited, always up-to-date, fun, super interactive and always given by two trainers to maximize your learning objectives. Our trainers are **seasoned experts** and **Scrum.org certified** Professional Scrum Trainers armed with real life experience.



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# Developers

Which product management activities can a product owner delegate to the Developers?



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Which product management activities should a Product Owner perform?



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# PRODUCT TEAM

Having product management activities that cannot be picked up by the Scrum Team?

Have a look around and see how you can be helped by experts outside of the team.



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# PROPOSE A SPRINT GOAL



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# CREATE PRODUCT ROADMAPS



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# **CREATE PRODUCT VISION AND STRATEGY**



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# ALIGN WITH STAKEHOLDERS



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# WRITE EPICS



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# ORDER THE PRODUCT BACKLOG



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# HOST THE SPRINT REVIEW



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# **UPDATE PRODUCT STRATEGY BASED ON NEW INSIGHTS**



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# DEFINE THE PROBLEM TO SOLVE



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# DEFINE KPI'S



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# TRACK KPI'S



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**TELL A COMPELLING  
STORY ABOUT THE  
NEEDS OF YOUR USERS**



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# MAKE KEY DECISIONS



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# RELEASE PLANNING



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# WRITE PRODUCT BACKLOG ITEMS



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# TEST PRODUCT BACKLOG ITEMS



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# ACCEPT PRODUCT BACKLOG ITEMS



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# TRACK SPRINT PROGRESS



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# CREATE THE SPRINT BACKLOG



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# PERFORM USER INTERVIEWS



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# CREATE USER SURVEYS



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# INSPECT METRICS



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**FIND A SOLUTION TO  
REACH THE DESIRED  
OUTCOME**



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# HOST PRODUCT BACKLOG REFINEMENT SESSIONS



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# DESIGN AN A/B TEST PLAN



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# PERFORM MARKET RESEARCH



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# NEGOTIATE A SUPPLIER CONTRACT



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# **PURCHASE HARDWARE**



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# INVESTIGATE A NEW PRODUCT PROPOSITION



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# CREATE FINANCIAL REPORTS



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# ANALYSE COMPETITORS



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# CREATE THE PRODUCT GOAL



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# PLAN MARKETING ACTIVITIES



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