

PRODUCT

MANAGEMENT

@SCALE



FACILITATE THE GAME



The goal of this game is to support the conversation about scaling the product owner role in your organisation. It is best played with a mix of representatives from the Scrum teams and the management team of your organisation, but can also help when only 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 development team and product owner role card on the floor or wall;
2. Form up to 4 groups and give each group an equal number of activity cards.
3. Ask 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 stands out to them and adjust where needed;
5. Now explain that the product owner is scaling from 1 to 3 Scrum teams. Ask participants to discuss what could be moved from the PO towards the development team 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 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 together inspecting this last increment and observe 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. A Scrum Facilitator can be a Scrum Master, Product Owner, developer or leader. Great Scrum Facilitators understand the Scrum values & principles and use these to effectively implement Scrum with their teams and organizations.

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



Learn about Evidence-Based Management (EBM) at
<http://scrum.org/EBM>

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DEV TEAM

Which product management activities can a product owner delegate to the development team?



PRODUCT OWNER

Which product management activities should a product owner perform?



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.



Propose a sprint goal





Create product roadmap





Create Product Vision and Strategy





**Align with
stakeholders**





Write epics





Prioritise the Product Backlog





Host the sprint review





**Update product
strategy based on
new insights**





**Define the
problem to solve**





Define KPI's





Track KPI's





**Story tell the need
of your users**





Make key decisions





Release planning





Write user stories





Test product backlog items





Accept product backlog items





Track sprint progress





Create sprint backlog





User interviews





Create user surveys





Analyse metrics





**Find a solution to
reach the desired
outcome**





Host refinement sessions





Design an A/B test plan





Perform market research





Negotiate a supplier contract





**Purchase
hardware**





**Investigate a new
product
proposition**





Create financial reports





Analyse competitors





Plan marketing activities





Plan marketing activities















