

PRODUCT

MANAGEMENT

@SCALE



FACILITATE THE GAME



Scan me

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.



The Product Management @Scale game
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The image features a vibrant orange background. A white rectangular area is framed by a thick black border. On the left and right sides of this white area, there are vertical strips of white circles, resembling the sprocket holes of a film strip. In the background of the white area, there are large, stylized, semi-transparent letters. A large 'S' is visible in the upper right, and the letters 'FA' are visible in the lower right. The word 'DEVELOPERS' is written in a bold, black, sans-serif font across the center of the white area.

DEVELOPERS



PRODUCT MANAGEMENT @ SCALE

V1.5



PRODUCT OWNER



PRODUCT MANAGEMENT @ SCALE

V1.5

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.



PRODUCT MANAGEMENT @ SCALE

V1.5



**PROPOSE A
SPRINT GOAL**



PRODUCT MANAGEMENT @ SCALE

V1.5

CREATE PRODUCT ROADMAPS



PRODUCT MANAGEMENT @ SCALE

V1.5

CREATE PRODUCT VISION AND STRATEGY



PRODUCT MANAGEMENT @ SCALE

V1.5

A large, faint, stylized graphic in the background of the white box. It depicts a hand with fingers curled, holding a large gear. The hand and gear are rendered in a light gray color, creating a subtle watermark-like effect. The entire graphic is set against a solid orange background.

**ALIGN WITH
STAKEHOLDERS**



PRODUCT MANAGEMENT @ SCALE

V1.5



WRITE EPICS



PRODUCT MANAGEMENT @ SCALE

V1.5

**ORDER THE
PRODUCT
BACKLOG**



PRODUCT MANAGEMENT @ SCALE

V1.5

HOST THE SPRINT REVIEW



PRODUCT MANAGEMENT @ SCALE

V1.5

**UPDATE PRODUCT
STRATEGY BASED ON
NEW INSIGHTS**



PRODUCT MANAGEMENT @ SCALE

V1.5

**DEFINE THE
PROBLEM TO
SOLVE**



PRODUCT MANAGEMENT @ SCALE

V1.5

The background of the slide is a solid orange color. In the center, there is a large, faint, light-colored graphic. It appears to be a stylized letter 'S' or a similar shape, with the letters 'FA' visible below it. The entire slide is framed by a thick black border.

DEFINE KPI'S



PRODUCT MANAGEMENT @ SCALE

V1.5



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**



PRODUCT MANAGEMENT @ SCALE

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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



PRODUCT MANAGEMENT @ SCALE

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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



PRODUCT MANAGEMENT @ SCALE

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NEGOTIATE A SUPPLIER CONTRACT



PRODUCT MANAGEMENT @ SCALE

V1.5

The image features a solid orange background. A white rectangular area is centered, framed by a thick black border. Inside the white area, the words "PURCHASE" and "HARDWARE" are written in a large, bold, black, sans-serif font, stacked vertically. Faint, large, light-colored letters spelling "STAY" are visible in the background behind the white box.

**PURCHASE
HARDWARE**



PRODUCT MANAGEMENT @ SCALE

V1.5

**INVESTIGATE A
NEW PRODUCT
PROPOSITION**



PRODUCT MANAGEMENT @ SCALE

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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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V1.5

PLAN MARKETING ACTIVITIES



PRODUCT MANAGEMENT @ SCALE

V1.5

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PRODUCT MANAGEMENT @ SCALE

V1.5

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PRODUCT MANAGEMENT @ SCALE

V1.5

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V1.5