

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.



The Product Management @Scale game
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The image features a bright orange background. A white rectangular area in the center is framed by a thick black border. On the left and right sides of the orange background, there are vertical strips of white circles, resembling a film strip. In the background of the white central area, there are large, faint, stylized letters: a large 'S' in the upper half and the letters 'FA' in the lower right corner.

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 the index finger pointing upwards, holding a large gear. The hand and gear are rendered in a light gray color, creating a subtle watermark 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 text 'DEFINE KPI'S' is centered over this graphic.

DEFINE KPI'S



PRODUCT MANAGEMENT @ SCALE

V1.5

The background is a solid orange color. Overlaid on this is a large, faint, light gray graphic. It appears to be a stylized letter 'S' that curves around a large, bold, white letter 'F'. The 'F' is partially obscured by the 'S'. The entire graphic is centered and serves as a background for the text.

TRACK KPI'S



PRODUCT MANAGEMENT @ SCALE

V1.5

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



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**MAKE KEY
DECISIONS**



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RELEASE PLANNING



PRODUCT MANAGEMENT @ SCALE

V1.5

**WRITE PRODUCT
BACKLOG ITEMS**



PRODUCT MANAGEMENT @ SCALE

V1.5

TEST PRODUCT BACKLOG ITEMS



PRODUCT MANAGEMENT @ SCALE

V1.5

**ACCEPT PRODUCT
BACKLOG ITEMS**



PRODUCT MANAGEMENT @ SCALE

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TRACK SPRINT PROGRESS



PRODUCT MANAGEMENT @ SCALE

V1.5

CREATE THE SPRINT BACKLOG



PRODUCT MANAGEMENT @ SCALE

V1.5

PERFORM USER INTERVIEWS



PRODUCT MANAGEMENT @ SCALE

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CREATE USER SURVEYS



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V1.5

INSPECT METRICS



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



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V1.5

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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V1.5

CREATE FINANCIAL REPORTS



PRODUCT MANAGEMENT @ SCALE

V1.5

ANALYSE COMPETITORS



PRODUCT MANAGEMENT @ SCALE

V1.5

The image features a white rectangular area with a thick black border, set against an orange background. Inside the white area, there is a faint, light gray background image of a hand holding a pencil, with a large, stylized 'S' and 'H' behind it. The text 'CREATE THE PRODUCT GOAL' is centered in the white area in a bold, black, sans-serif font.

**CREATE THE
PRODUCT GOAL**



PRODUCT MANAGEMENT @ SCALE

V1.5

PLAN MARKETING ACTIVITIES



PRODUCT MANAGEMENT @ SCALE

V1.5

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PRODUCT MANAGEMENT @ SCALE

V1.5

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