

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. 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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DEVELOPERS

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



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(s)





Create Product Vision and Strategy





Align with
Stakeholders





Write Epics





Order 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





Tell a compelling
story about the
needs of your users





Make key decisions





Release planning





Write User Stories





Test Product Backlog Items





Accept Product Backlog Items





Track sprint progress





Create the Sprint Backlog





Perform User interviews





Create User surveys





Inspect Metrics





Find a solution to
reach the desired
Outcome





Host Product Backlog 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





Create the Product Goal





Plan marketing activities















