Sample Agenda for Release Kickoff Meeting

Goal: Transparently share/update the roadmap based on new information.

Attendees: Sponsor, product owner, scrum master, team, and key stakeholders

Duration: 1–1.5 hours

Frequency: Prior to launching a new product release

Entrance criteria: Have the original product vision, previous roadmap, and previous release plan. Optionally, you can bring a proposed roadmap to shorten the meeting duration.

Deliverables: Updated roadmap

Meeting Agenda

- Sponsor reminds attendees of the project vision and value.

- Product owner reviews the meeting purpose.

- Product owner gains consensus on meeting norms.

- Product owner reviews recent release(s) and key insights learned from them.

- Product owner reviews risks to the project and/or current release.

- Product owner presents previous roadmap and release plan.

- Product owner facilitates discussion:

  - Discuss impact of current insights to the existing plan.

  - Discuss options to change approach—confirm the feature-level priorities are the same or how they need to be adjusted.

  - Drive to convergence on the roadmap updates.

  - Note: If presenting a proposed plan, the product owner will drive to convergence on the suggested approach.

  - Participatory acceptance of approach (i.e., fist of five vote).

- Product owner reviews action items and deliverables.

- Product owner seeks meeting feedback so next release planning can be improved.

- Product owner thanks attendees and adjourns the meeting.