One of the challenges Valpak during its Agile transformation was improving Product Owner collaboration with the development team. Initially, unclear priorities and communication gaps created inefficiencies, making it difficult to align development efforts with stakeholder needs. Without strong coordination, the team risked working on lower-priority features rather than those that delivered the most business value.

To address this, Valpak introduced regular backlog refinement sessions, allowing the Product Owner to clarify priorities and ensure user stories were well-defined before each sprint. They also encourage ongoing stakeholder engagement, strengthening the connection between business objectives and Agile execution. By prioritizing high-value features through structured backlog management, Valpak reduced wasted effort and increased overall development efficiency.

This approach reflects Agile’s emphasis on collaboration, transparency and adaptability (Cobb, 2015). By maintaining open communication between the Product Owner and development team, Valpak ensured work remained aligned with evolving business goals. Continuous backlog refinement allowed for flexibility, making it easier to respond to shifting priorities and stakeholder feedback.

If faced with a similar challenge, I would take a similar approach while also incorporating cross-functional planning meetings to align expectations before each sprint. Using Agile tools for real-time backlog tracking could further enhance transparency and efficiency. Agile’s iterative framework allowed Valpak to remain adaptable making it an effective approach in this scenario.

**Reference**

Cobb, C. G. (2015). *The project manager’s guide to mastering Agile: Principles and practices for an adaptive approach.*