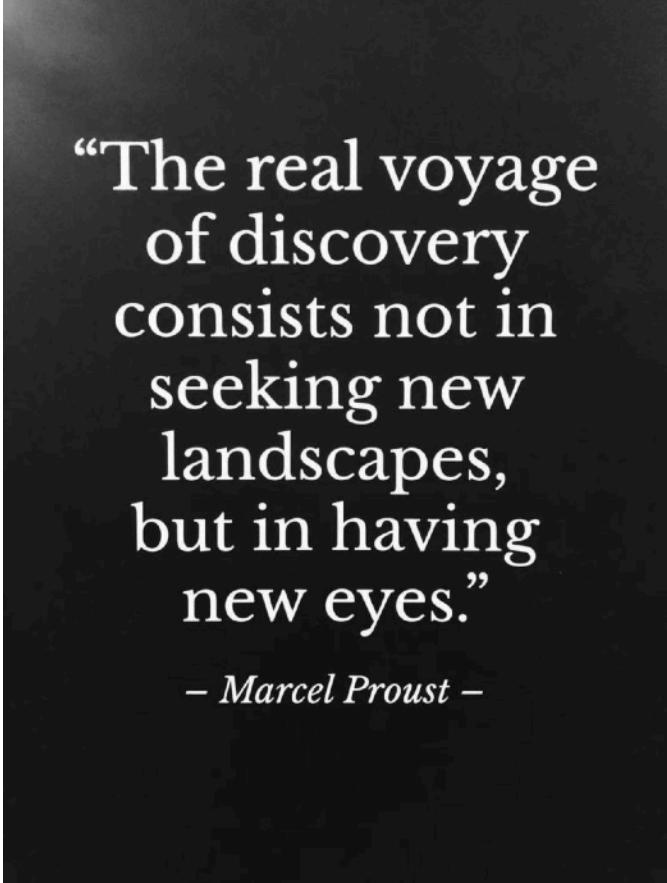


Certified Scrum Product Owner

by Daniel Teng



“The real voyage
of discovery
consists not in
seeking new
landscapes,
but in having
new eyes.”

– Marcel Proust –

Starting Point to make your product and life more interesting

What previous participants say

Bennett Chen - JetStar

- Covered a lot of materials in lively manner (e.g. the combination of exercise / video are still imprinted in my mind)
- Daniel's knowledge and passion in the area (not to mention your drawing skill)
- Talking about drawing, I love the way you combine all the different soft skills with the core knowledge. I personally think while they are not the core knowledge, they are essential skills for entrepreneurs.
- Excellent job done Daniel.

Zheng Xu - VP of GE China

Learn a lot from 3 days agile development workshop. Impact Mapping, Design Studio, Story Map combined with Agile development is well represented in business transition and innovation services. The China local professional became stronger and stronger. Excellent Job, Daniel

Sophia Xiang - Design Thinking Coach at SAP

- I really learned a lot from your course. During three days course, what I learned is far more beyond the content of Scrum PO course.
- With the help of learning facilitation, your dynamic activities, participants vividly understand and master both theories and hands-on tips for PO.
- As a DT (Design Coach at SAP), I learned a lot of coaching skills. I am going to apply those in my DT workshops when I am back to work.
- A lot of new concepts and ideas are quite inspiring.

Yuki Yu - Product Owner, Autodesk

1. I learned a lot of methodologies and tips for a PO. The analysis is very deep, how to discover real needs and generate backlog.
2. Combined with new concepts such as Lean Startup, I realized the importance of providing value to users as early as possible.
3. Validate everything thing, to Invalidate instead of Validate. I learned a lot of new methods. I realized it is crucial to validate ideas

Gabriel He - Product Owner, Autodesk

"Three days is too short."

Participants are from various industries and countries.

JP Morgan, Bank of American, Credit Suisse, PingAn Bank, Industrial and Commercial Bank of China, Bank of Shanghai, China Union Pay, Shanghai Security, IBM, GE Healthcare, GE Oil, SAP, Ebay, Paypal, Autodesk, English First, Ericsson, Pearson Education, HP, Oracle, Nokia, Alcatel-Lucent, DHL, JetStar, Baidu, Tencent, Dianping, Jingdong, Fuji Film, Trend Micro, Covien

China mainland, Taiwan, Hong Kong, USA, Singapore, Denmark, Finland, Thailand, Vietnam etc.

Addressing important questions

In the class, we explore two major questions:

- Where do product and business innovation (AHA) come from?
- How to spread out AHA in organization?

Benefits

- Learn the unconventional game of product and marketing innovation
- Where to find AHA? How to incubate AHA? Is there innovation process? How does it look like? if any

Challenges

Upon completing this class, here are challenges you will appreciate in modern product development and innovation:

- Why even if you know a lot about Agile, Lean Startup, Design Thinking, Business Model Canvas, Brain storming, what you have is only illusion of safety? In the end, you have nothing.
- Why it is hard to see innovation from incubators, cafe and accelerators in the organization?
- Why winning at innovation competition will become a curse instead of profitable business?
- Why perfecting your products won't worth the effort?
- Why most product designers focus only on linear growth and optimization but be ignorant about exponential growth?
- Why price competition is a dead end?
- Why predictability and certainty are dangerous?
- Why it's not worth to invest in ads and SEO to promote your products?
- Why huge R&D investment a bad idea?
- Why release a perfect product is a bad strategy?
- Why following opinions of users too early will lead to trap?



Intended Outcome

More importantly, this workshop will help you understand the game of modern product development:

- How to leverage uncertainty with serendipity to drive product growth and direction?
- How to use different kind of boxing, such as Timeboxing, to manage risk, increase iteration cycle and direction?
- How to use Churning to motivate team innovation?
- Why making small mistakes is the most rational and economic?
- How to attract, use, and align resources to innovate?
- How to differentiate, attract, and filter customers, and how to use customer characteristics to iterate product development?
- How to design product from business perspectives, rather than product perspectives?
- How to decide whether to continue or ditch a product? what are the criteria and conditions?
- How to steal like an artist?
- How to promote yourself and your product through SNS and your fans, whether B2B, B2B2C, or B2C?
- How to validate product assumptions early?
- How to discover the EdgeCraft of your product, and how to find the crack through big players?
- How to manage teams' soft innovation to evolve products? and how to use soft innovation to compete against hard innovation?
- How to ensure team can release frequently and often? hence increase speed to response
- How to make release plans?
- How to enable teams collaboration?
- How to balance between uncertain serendipity and continuous improvement?
- How to manage product community? How to promote products through community with loyalty, participation, and discover opportunities emerged?
- How to incorporate product innovation and development process with Scrum?



Participant Experience

Participants from different background would experience the class differently:

- As an entrepreneur, in these 3 days, I learned how to discover and validate customer and identify customer problems, how to incorporate Lean Startup, Impact Mapping, Pretotyping, and Design Thinking, and Scrum to increase my success rate for my venture.
- As an independent and corporate internal agile coach / trainer, through the class I understand deeper about iterative and incremental development in Scrum, see it first hand how Daniel act as a ScrumMaster. I also see how a class can be taught differently.
- As a beginner in Scrum, I learned about Scrum systematically in these three days, as well as principles behind and related knowledge. I also have the opportunity seeing how top ScrumMaster motivate and facilitate team work.
- As a senior management member, in three days, I learned fundamentals of Scrum. I also learned how to trigger and facilitate agile adoption from Daniel's experience.
- As a product manager, I experienced a completely differently kind of product development and operation process. So I can help adapt to modern product development in the new era.

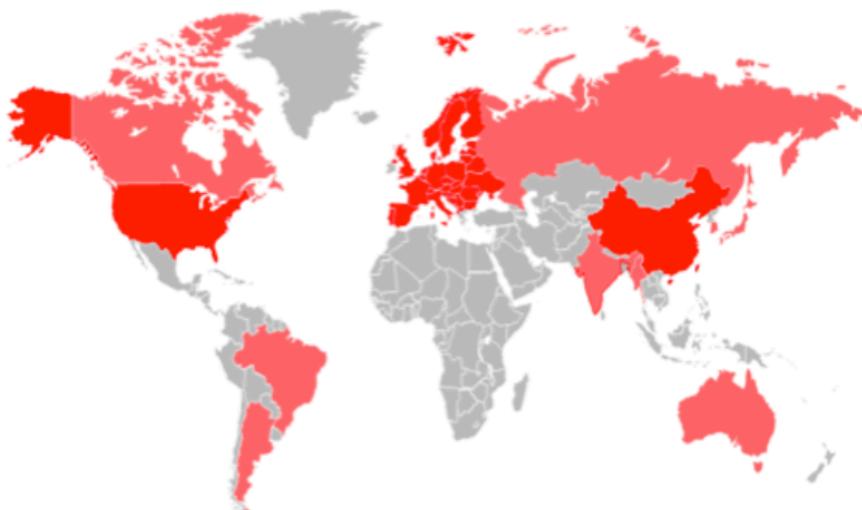


About Daniel



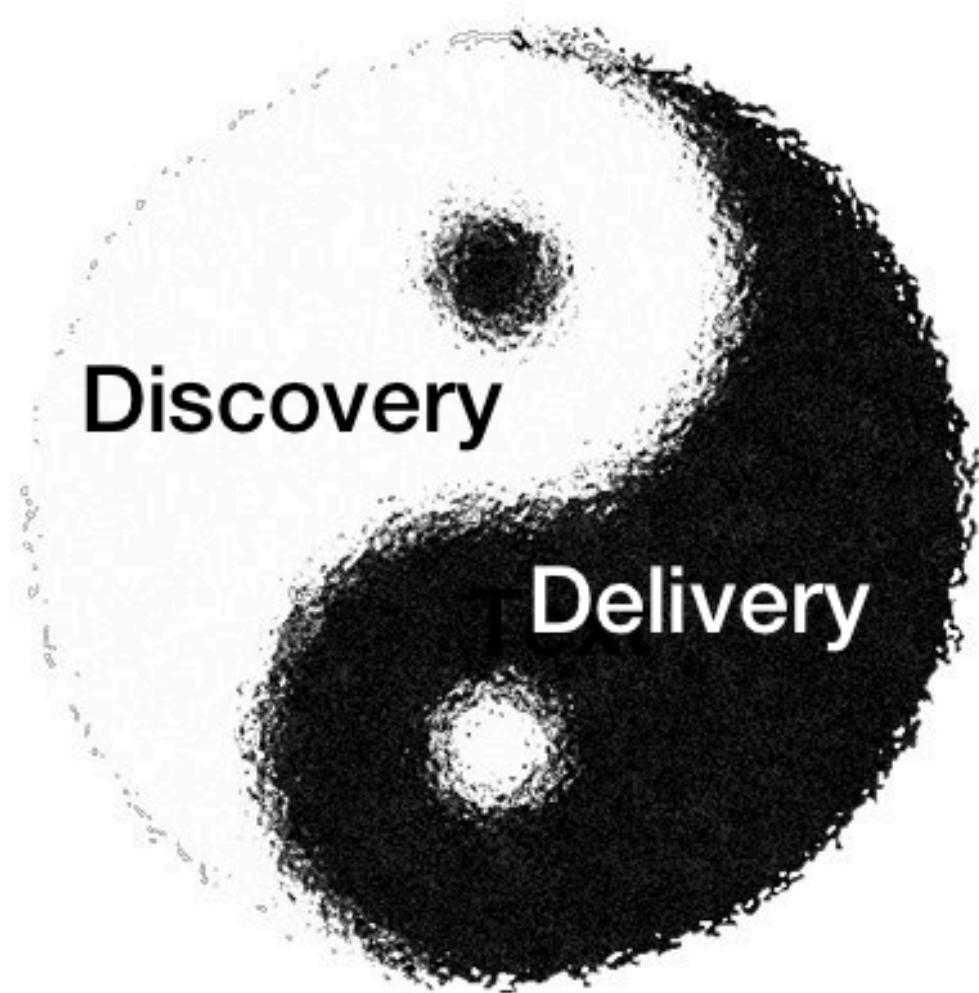
I enjoy challenging status quo. “Show, Don’t Tell. Prove, Don’t Convince” is my motto. After 7 years of working full time trainer and coach, I got bored that everyone talk about startup, no one actually do it. Since 2014, I co-founded G2Rail and Xmove App. We are working with 52+ railway and bus companies in 28 languages for travelers around the world. We are a major traffic data aggregator, enabling Alibaba (FeiJu, Alipay), CTrip, Huawei (Map, Search, Travel, Nearby), KKDay, and more in countries like UK, Norway, Austria, Italy to provide interface for searching and booking railway and bus tickets.

As an early adopter of Scrum, I helped a number of companies adopting Agile, including GE Healthcare (X ray machine), Baidu, Dianping, Autodesk, SAP, etc.



Course Agenda

Product development consists of two integral: Discovery and Delivery. Discovery seeks ideas for exponential growth, and how to use these ideas to amplify and promote through social network. Delivery focus on maintaining linear growth, implementing and validate ideas. Through this we can identify minimal viable product, and iterate through Scrum. Discovery and Delivery comes together closely. The design of the 3 days is based on these two topics:



Day 1 - Iteration and Serendipity

- Scrum and Agile overview
- Structure and roles of innovative organizations
- Common Cognitive Biases in product development
- Boxing, including Timebox
- Serendipity
- Balance between Serendipity and Continuous Improvement

Day 2 - Product Discovery

The story of 0's - Spreading Idea

- The dilemma of mass marketing
- New society structure
- Types of customers and their characteristics
- How to iterate and market product ideas based on idea diffusion curve
- How to leverage Edgecraft to build remarkable products

The story of 1's - Remarkable Idea

- How to use impact mapping to groom and inspire product ideas
- Criteria and common pitfalls of business goal
- Why prioritize backlog is a bad idea, should use prioritize from the source strategy
- How to design solution ideas with Design Studio
- How to invalidate product ideas with Pretopyging

Day 3 - Product Delivery

- Collaborative modeling
- Product backlog & user story
- Story mapping
- Learning batch and release batch
- Requirement splitting
- Specification by Example
- PO in Scrum meetings