

The Professional Product Owner

Don McGreal and Ralph Jocham
Chapter 9

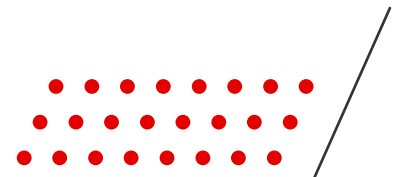
Summary



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01 Understanding Product Owner Success

Source some of images: **“The Professional Product Owner”** by Don McGreal, Ralph Jocham



Budgeting

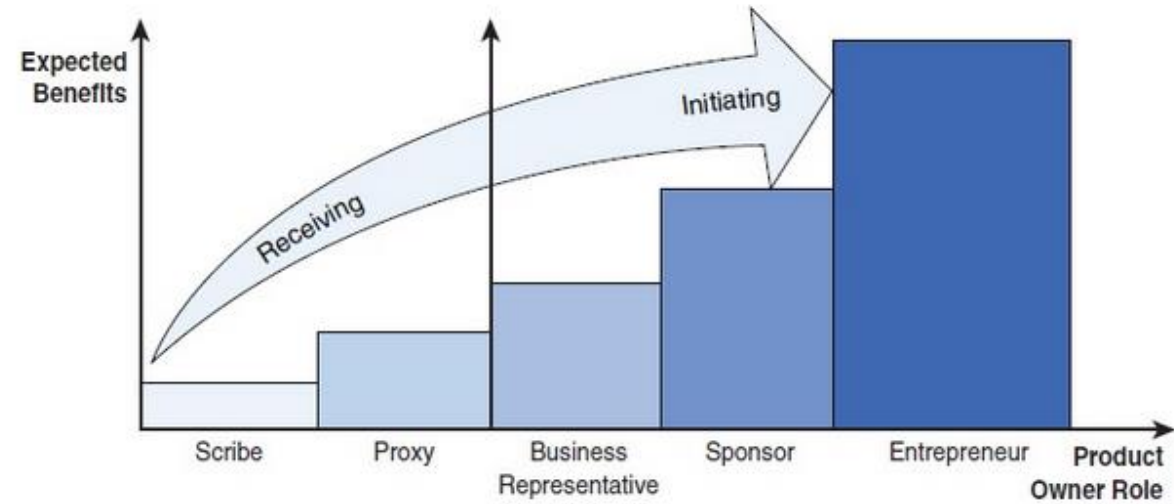


Figure 9-1 Product Owner personality affects outcome

Growing mindset

- **Forget about titles.** It does not matter if you are a Business Analyst, Data Scientist, Architect, Technical Product Manager, Product Manager
- **Keep expanding,** apply innovative thinking and practices to collaboration with stakeholders, to documents, to assumptions, etc.

Recognize your level

- Consciously map your position and aim step higher
- Find your strengths and your path, make influence with professional approach, knowledge sharing

The Receiving Product Owner

Scribe

- Is responsible for a given product, existing one and often mature
- Upper leadership provides KPIs, goals and measures
- Limited proactiveness and vision
- Sometimes mistakenly seen as Project Manager

-> Act ->

Sit with Dev Team

Build relationships

Improve your productivity

Work on your quality

Proxy

- Expert on the product domain
- Practice BA techniques
- Connect with your stakeholders, understand needs, fears, hopes. Develop customer empathy
- Solidify relationships by using feedback loop of Sprint Review
- With those who cannot connect on Review, find other ways to collect feedback

The Initiating Product Owner

Have or fight for freedom of making or influencing decisions towards vision.

Talking with people, making deals, spreading vision and more does not allow enough time with the people “on the ground”

Business representative

- Have domain expertise
- Have skills and traits

Sponsor

- Develop a visionary authority
- Collaborate effectively

Entrepreneur

- Try out ideas and measure the response

Use guidance from PSPO book and your surroundings, to find your own approach on how to be a great Product individual – a PO, TPM, PdM, ...

Skills and Traits of a good Product Owner

Research by authors of “The Professional Product Owner” by Don McGreal, Ralph Jocham. Done after the PSPO course on thousands of students.

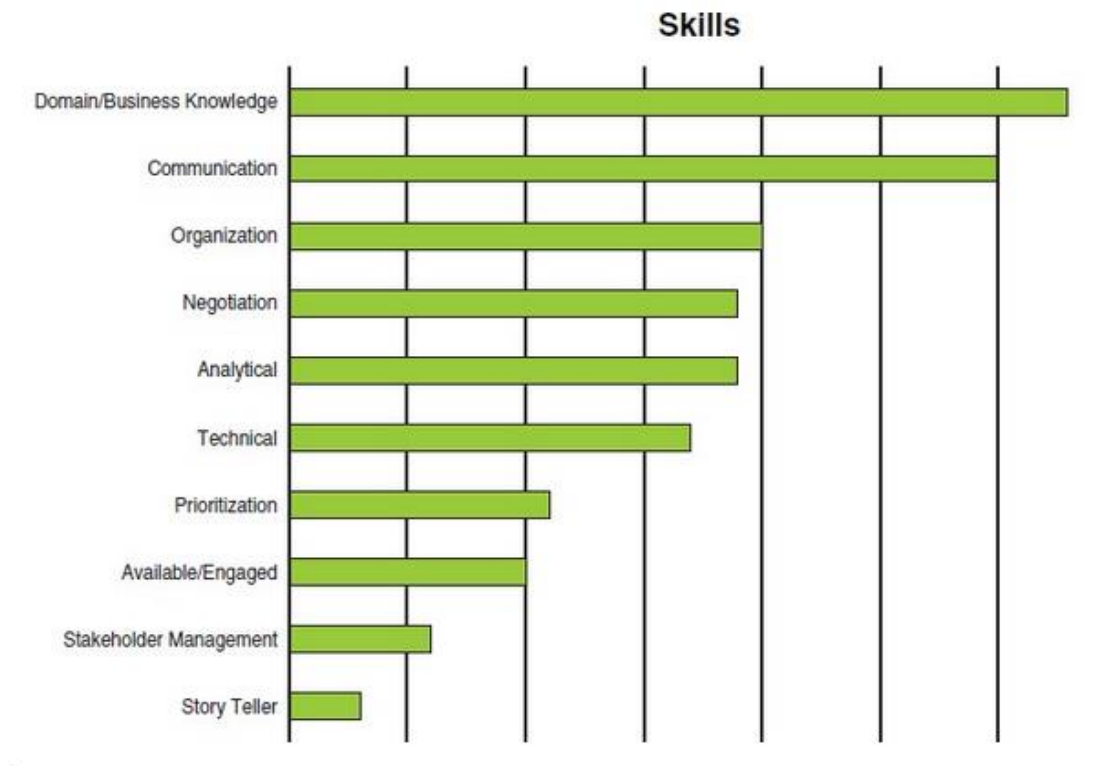


Figure 9-2 Skills of a good Product Owner

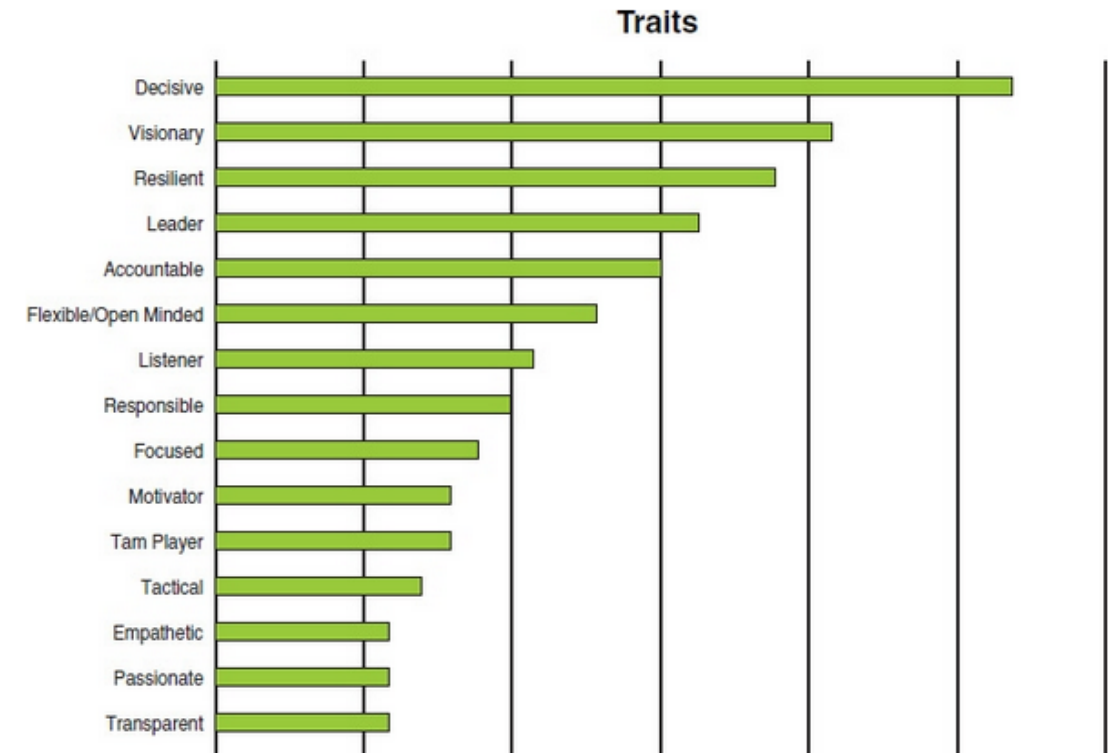
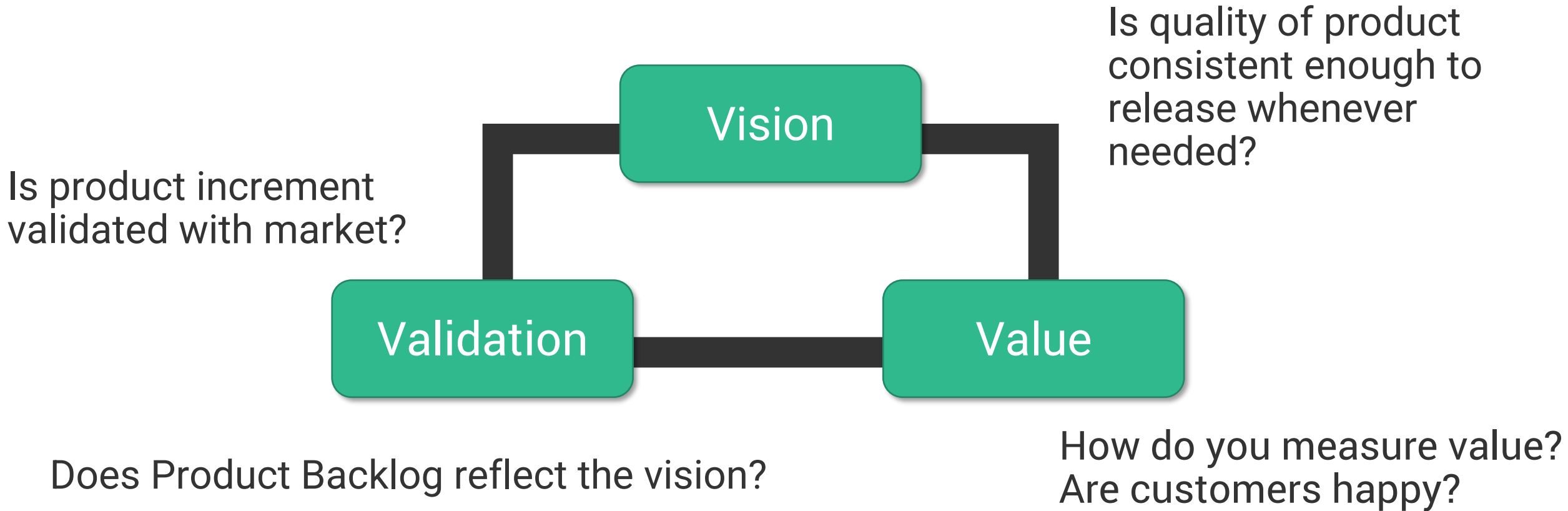


Figure 9-3 Traits of a good Product Owner

Measuring success, the three Vs

Is there a product vision, and do people know it?





Thank you