



CERTIFIED SCRUM PRODUCT OWNER[®]








August 23-24, 2021 (Mon-Tue)



08:00 am - 04:00 pm (UAE)

KEY FEATURES

-  2 Days Online Training and Certification
-  16 Hours of Focused Learning
-  2-Years Membership with Scrum Alliance
-  Maximize the value of your team's work and resulting products
-  Practical Knowledge with Role plays, Case studies & Simulations

About Course Director

Trained nearly **200 batches** in Scrum over 10 countries

Co-Chairs one of the Scrum Alliance flagship conferences

His **Certifications** Include:



ABOUT SIMFOTIX



SIMFOTIX is a trusted name in the executive education industry that offers cutting-edge corporate training programs. SIMFOTIX focuses on creating value for both learners and businesses through its varied program offerings. We, at Simfotix, hold unique expertise in developing our programs based on the design-learning concept that focuses on the key challenges of a learner and organization. Engagement, relevance, and effectiveness are the hallmarks of our learning solutions. So far, SIMFOTIX training programs are attended by over 5000 participants from over 1000 organizations operating MENAT region. Our clients regard their training experience with us as inspiring and transformative.

On the e-learning front as well, SIMFOTIX offers courses that result in serious learning but in a fun way, we adopt an efficient gamification approach that is aligned with clear learning goals that L&D teams want to see as the achieved objectives. We also understand the ever-shifting corporate world challenges and even in online programs, we carry our legacy of quality, relevance, and impact that's why our programs are conducted by learned faculty comprised of global thought-leaders and top industry practitioners. Our core expertise topics include:

SOFT SKILLS



FINANCE & BANKING



INFORMATION TECHNOLOGY

GAMIFICATION



ABOUT CSPO®



Become a Certified Scrum Product Owner & Master AGILE Product Development.

Certified Scrum Product Owner (CSPO) is one of the most significant and globally recognized certifications offered by Scrum Alliance.

A Product Owner has a product vision, creates product goals, helps everyone involved to understand the same, and maintains transparency. Scrum is a framework that can develop awesome products or services – in both the IT and non-IT worlds.

A CSPO workshop will help you in understanding and experiencing the various responsibilities of a Product Owner. This will be a complete hands-on 2-day workshop. This will be very interactive and immersing such that you can apply the learnings in your projects and product development immediately right after the class.

As a CSPO, you'll:

- **Expand** your career opportunities across all industry sectors adopting agile practices
- **Maximize** the value of your team's work and resulting products
- **Learn** the foundation of Scrum and the scope of the Product Owner role
- **Engage** with a global community of agile practitioners committed to continuous improvement
- **Begin** your journey to Certified Scrum Professional®-Product Owner (CSP-PO)

WHO SHOULD TAKE CSPO®?



This course is appropriate for anyone who wants to be successful with Scrum, including but not limited to the following roles:

Product Owners | Product Managers | ScrumMasters | Entrepreneurs | Start-up founders | Investors | Business Analysts | Agile Coaches | Release Managers | Product Architects | Project Managers | Program Managers

LEARNING / CERTIFICATION OUTCOMES

1. Undertaking the Role of a Scrum Product Owner

The foremost CSPO learning objective is undertaking the role of Product Owner. This objective guides to understand Product Owner characteristics, while understanding the requirements and needs of customers, the need build the relationship while collaborating with your Scrum Team.

The Product Owner, with the Development Team, also ensures that they can better embrace the Scrum practices that help maximize value and productivity.

2. Vision and Strategy

The course learning objectives of CSPO also include the development of the practical product Vision that shows the communication tactics, which are relatively simple and appropriate in context to the Scrum Team members and stakeholders.

3. Empathizing with Customers and Users

Third and the most important CSPO objective is to build understanding with the customers and the users. On the same side, being a CSPO, the individual must be responsible for building a strong communication channel with clients and a feedback loop with the team and consumers. This will allow you to have a better understanding of the needs of the clients as well as the process of product development.

4. Product Assumptions & Testing

This CSPO learning objective allows the Product Owner to conduct the Sprint Reviews, take the stock biases to measure the product's progress, adapt strategies according to the project needs, and effectively test the assumptions efficiently.

5. Working with the Product Backlog

The main objective is to learn how to deal with Product Backlog. This could be achieved by employing the principles of Product Backlog, understand the difference between output and outcome, ordering the items, defining the product value, and working towards the Product Backlog refinement.



COURSE OUTLINE



DAY	TOPICS TO BE COVERED
DAY 1	<ul style="list-style-type: none"> • A brief overview of Agile Manifesto and Scrum Framework • Define Product, Product Owner • Competencies of a great Product Owner • Product Lifecycle • Product Development Lifecycle • Product Vision <ul style="list-style-type: none"> <input type="checkbox"/> What is it? <input type="checkbox"/> Techniques to create Product Vision • Product Discovery • Segmentation of users • User Personas • Product assumptions <ul style="list-style-type: none"> <input type="checkbox"/> How Scrum helps? <input type="checkbox"/> How to validate Product assumptions • How to connect customers and teams?
DAY 2	<ul style="list-style-type: none"> • Strategies to do Product Delivery over time • Product Strategy - Impact Mapping • Product Roadmap • Release Planning <ul style="list-style-type: none"> <input type="checkbox"/> Minimum Viable Product <input type="checkbox"/> Minimum Marketable Features <input type="checkbox"/> How to track Releases using Release Burndown • Product Backlog <ul style="list-style-type: none"> <input type="checkbox"/> User Stories <input type="checkbox"/> How to measure customer value? <input type="checkbox"/> Create Product Backlog <input type="checkbox"/> Backlog Refinement <input type="checkbox"/> How to slice large stories into smaller stories <input type="checkbox"/> Ordering and Prioritization <input type="checkbox"/> Estimation • Acceptance Criteria • Definition of Done



ABOUT COURSE DIRECTOR – SURESH KONDURU

Suresh has nearly 23 years of experience in IT industry extensively in Software Design & Development, Agile Coaching, Agile Transformation & Scrum Training, Delivery Management, Program Management, Project Management for **Fortune 500 customers**. He has extensive hands-on experience in Agile transformation, Scrum training and coaching for several customer across the globe. He has rained nearly **200 batches** in Scrum across **Belgium, China, France, Netherlands, India, Spain, Sweden, Thailand, Qatar, UAE** and **USA**. He uses several real-world case studies and practical examples that he gathered as experiences while working with organizational transformation initiatives.

Suresh co-created 'Exepedia – a leadership coaching model that aids leaders, managers and senior executives to collaborate on an organizational transformation vision and change management. For more details on Exepedia Coaching Model, visit: www.ExepediaCoachingModel.com. He is certified in 'Sharon Bowman's 'Training from the Back of the Room (TBR)' – that helps make trainings more effective and stickier to the learners. He innovated 'Training Scrum from the Back of the Room' leveraging TBR that would help other trainers and coaches to ensure Scrum trainings are more engaging and fun learning that ever before.

He conducts experiments regularly on how to leverage Scrum outside IT in areas such as Education, Telecom, Banking, Arts, Marketing etc. Suresh is a regular volunteer and speaker at world-wide conferences such as **Agile Alliance San Diego** (2018), **Scrum Alliance Global Scrum Gatherings** at Minneapolis (2018), Singapore (2017), Bangalore (2016), **Regional Scrum Gatherings** India (2017, 2015), **BEACON** (2017), **International OD Conference** (2016) and **Agile Tours** at Bangkok (2016) and Chennai (2015). He is a Co-Chair for one of the **Scrum Alliance premier conferences Regional Scrum Gathering** Hyderabad 2020.

His Certifications Include:





PARTICIPANTS TESTIMONIALS ABOUT THE TRAINER

“Christmas wouldn’t be great without sharing this.. worthy and satisfied.. Heartiest Thanks to Suresh for making it possible..A new perspective to follow while delivering business excellence.”

- **An Information Security expert from top Services/Consulting global organization.**

“Last two days very well spent undergoing CSPO training. Thanks Suresh for the great workshop!”

- **Senior Manager from an Enterprise Products Division.**

“A vision without action is a daydream but actions without a vision is a nightmare”. Let’s give your ideas a wing to fly!! Thanks Suresh for a great CSPO learning experience!”

- **Senior Associate from a global consulting organisation going through Agile transformation.**

“Happy to share that I am now Certified Scrum Product Owner Training (CSPO) by Scrum Alliance. I would like to thank Suresh for most eventful and enlightening session on Product Owner”

- **A consultant from a global consulting/services organisation.**

REGISTRATION DETAILS

Regular Fee: USD 680 Per Participant (Plus VAT)

For registration(s) send us your **Name, Designation, Organization**, and **Mobile Number** to **register@simfotix.com**

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