Practical Agile for Product Management

1 Day Course

Deliver Business Value Faster

Use a Product Backlog to prioritise product features that customers will love.

Write Effective User Stories

Capture your customers needs using the collaborative Agile methods.

Reduce Waste

Delivering the right features faster often means not delivering the wrong ones at all.

brainmates™

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About Brainmates

Brainmates is a specialised Australian consulting group that was borne out of a strong desire to create goods and services that customers love.

It is a team of Product and Marketing professionals with extensive experience in the discipline of Product Management across a broad range of industries.

They apply a market-driven Product Management approach incorporating a strong experience design element when consulting on client projects.

Do you need to provide inputs to the Agile development team to delivery your products?

If you answered "YES" then this course is for you.

In other Agile training courses, you may learn what happens inside an Agile development as a "Product Owner" or a "Scrum Master" but these courses do not describe what happens outside the Agile team to ensure that the team is developing the right product.

If you want to deliver the **right product** to the market and **start learning** from the market faster, then register for this course today.

https://www.brainmates.com.au/training-summary/agile-product-management

1 Learning Outcomes

By attending this course you will learn the following:

- Understand the key objectives that Agile thinking can deliver to a business.
- Recognise the gaps that appear when Agile is only applied in a development team function.
- Learn how to use Customer Centred Design methods to produce high value user stories.
- Effectively prioritise inputs to a development team via Product Backlog to accelerate delivery of customer and business value.
- Use a priorities Product Backlog to estimate the release time for a Minimal Marketable Product.
- Understand the common "Scrum" activities and their purpose.
- Gain practical experience working with these Agile methods.

2 Business Benefits

Used Effectively, Agile can supercharge a product's speed to market and the reaction to market feedback. Sadly, most businesses squander this opportunity when they fail to change team behaviour outside of the development function.

Following this course your business will:

- Reduce the waste caused by mis-communications by having a common Agile language.
- Increase team efficiency by deploying the right resources and skills to the right activities in the Product Delivery process.
- Accelerate return on development investment by delivering product capability with the highest customer and business value to allow faster revenue generation and market insights.

3 .**Who Should Attend?**

- Product Managers
- Product Marketers
- User Experience Managers
- Business Analysts
- Product Owners
- Scrum Masters

4 **Course Syllabus**

- **Introduction to Agile and Scrum** – Some of the historical background and business objectives that Agile seeks to deliver.
- **The Agile Business Gap** – When IT teams "Go Agile" there can be negative impacts in other parts of the business.
- **User Story Planning** – As a Product Manager I want to understand my target market, so that I can write awesome user stories.
- **Backlog Management** – Understanding the role of the Product Owner and how to drive the prioritisation of user stories for business success.
- **Agile Project Estimation** – How much will the Project cost? When can I launch something? Agile Estimation can help predict these answers.
- **Starting a Sprint** – Using the popular Scrum methodology learn the different planning and review meetings that are used to Accelerate Product Development.
- **Practical Exercise** – To put all of the thinking together we run participants through a super fast sprint to reinforce the learning of the day.

5 **How Much?**

The price of this 1 day course is $995 (incl. GST) pp.

6 **Testimonial**

"At Intrepid Travel our development teams adopted to the change early and easily but we soon discovered that our main Agile gap was with our Product Managers. Our first reaction was to train our Product Mangers to be Scrum Masters but his did not suit their needs or their interest as it was too focused on development processes.

After the Brainmates Practical Agile course the 'penny dropped' and this mobilised our Product Managers and business leaders to think differently and participate with our Scrum Teams in a more effective way. Our Product Managers are now more heavily involved with our teams, writing user stories, taking ownership of their 'products'. Doing this course has catapulted us further ahead in our transition and we are already starting to see results."

Cassandra Wallace, Organisational Change Management, Intrepid Travel

**About
Your Trainer**

Nick Coster

Head of Training Services & Co-founder of Brainmates

Nick is Brainmates' lead Product Management training facilitator and had trained over 2000 Product Management professionals from companies and industries. He enjoys working with them to help them deliver market-driven product innovation. He brings life to the Product Delivery Framework by sharing his personal experiences as a practitioner of Product Management.

Nick is passionate about the benefits of building products and services that delight the buyer and the user. He has been developing and managing products for over 20 years, with range of different companies including Telstra BigPond, Excite@Home, Optus, Westpac, eBay, Cochlear, and Macquarie University.

Practical Agile for Product Managers

Other Courses:

This Practical Agile course is a detailed view of the interface between Product Management and a development team.

Brainmates provide other courses that cover the breadth of the Product Management domain or delve deeper into specific content areas to further build on the skill sets of Product Management Professionals

Essentials of Product Management	3 Days
Essentials of Product Marketing	1 Day
Business Case Writing	1 Day
Financial Fundamentals for Product Management	2 Days
AIPMM Certified Product Manager (Exam and Prep)	1.5 days

Private Team Training

For groups of 6 to 16 participants, Brainmates offers Private training workshops to client organsiations to hone ins on specific business and product management team needs.

Privately run courses provide the benefit of being able to bring your team together to map the course material and Product Management Framework back to the organsiations existing processes. The real world products used as examples throughout the course and can later be used to accelerate the activities outside of the course.

https://www.brainmates.com.au/workshops

One on One Coaching

Following a course you may have specific questions that you don't want to ask in the group. Book in for a private coaching session to bounce ideas off an experienced, yet impartial "Brainmate" and accelerate your own personal development.

https://www.brainmates.com.au/career-development/coaching

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