

Product Manager and Product Owner The Dynamic Duo.

Product Talks Sydney, 15th September 2015



Share this Product Talk



[@Brainmates](#)

#BMtalk
#prodmgmt



LEADING THE PRODUCT

A Product Management Conference

WWW.LEADINGTHEPRODUCT.COM

Leading the Product is a one day conference that delivers thought leadership, emerging trends, and networking for Product People.

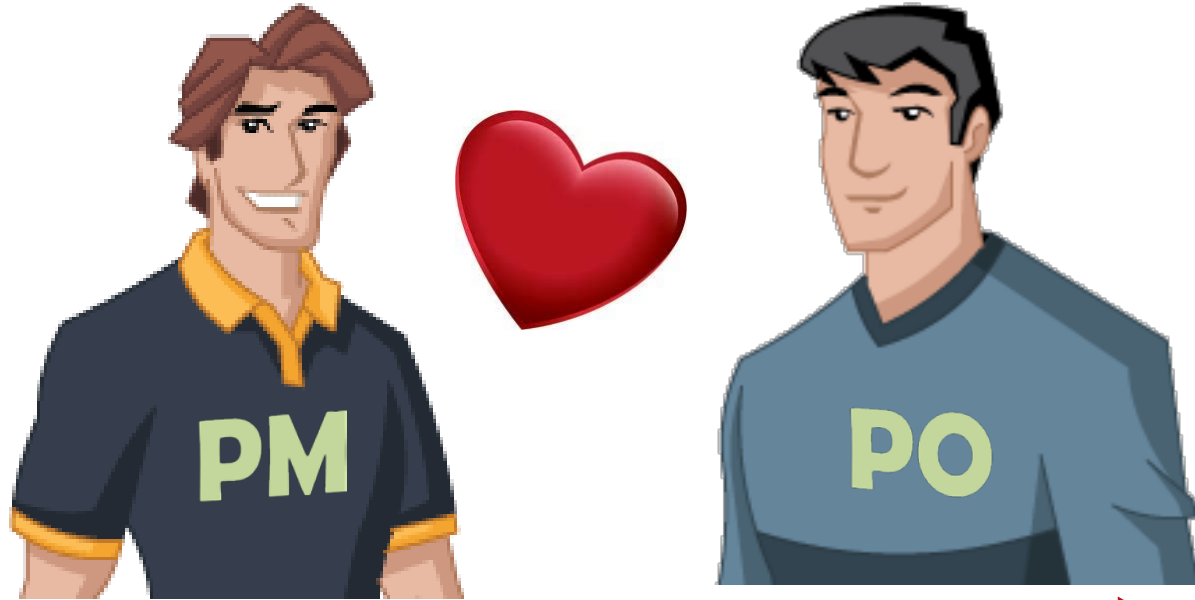
MELBOURNE

19 October 2017

SYDNEY

24 October 2017

Product Manager And Product Owner



In the beginning...

Before there was Agile... (< 2001)



There was a Product Manager

“Owner of the Product” in the eyes of the business.

Before there was Agile... (< 2001)

.. and there was a
Project Manager with a
development team.



Before there was Agile... (< 2001)



The Product Manager was responsible for:

- ▶ Product Strategy
- ▶ Market Knowledge
- ▶ Profit and Loss
- ▶ Product Delivery
- ▶ And more...

Before there was Agile... (<2001)



To make a product or a change the Product Manager would:

- ▶ Write a Business Case
- ▶ Write Product Requirements
- ▶ Get Signoff
- ▶ Handover requirements to Project Manager

Before there was Agile... (<2001)

Write a Business Case

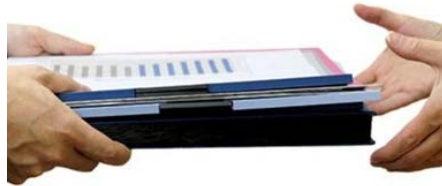
Write Product Requirements



Before there was Agile... (<2001)



What was wrong with this approach?



... And then there was Agile

Agile is born - Post 2001

- ▶ 1995 – 2001: SCRUM Concepts evolve
- ▶ 2001: The Agile Manifesto is developed
- ▶ 2001 – 2005 : SCRUM becomes formalised and widely trained.

SCRUM defines 3 roles in a SCRUM team.

Scrum Team



“Product Owner”



Scrum Master



Solution Team

And a new role is born.



“Product Owner”

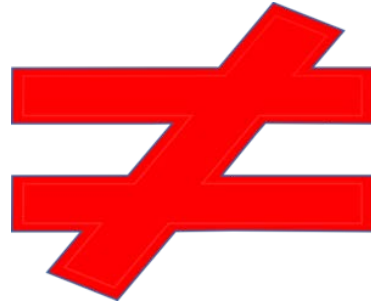
The “Product Owner” is the SCRUM team member who

- ▶ knows what the customer wants and the relative business value of those wants.
- ▶ is the sole person responsible for managing the Product Backlog.

Unfortunately the role title is confusing.



Product Manager
(Owner of the Product)



“Product Owner”
(Product Leader in Scrum team)

The Dynamic Duo

Both are leaders at different layers

Product Manager



Strategy

Business Case

Roadmaps

Scrum Product Owner



Tactical Implementation

User Stories

Product Backlog

Before there was Agile... (<2001)



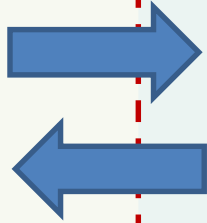
Development with a Product Owner

The Business

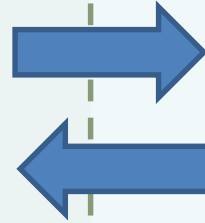
Scrum Team



Product Manager



“Scrum Product Owner”



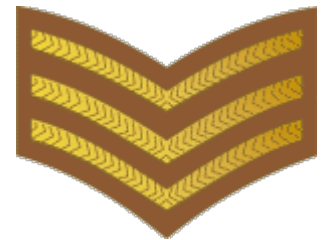
This concept isn't new.

STRATEGY and
TACTICAL IMPLEMENTATION
require different skills.

This concept isn't new

Military : Lieutenant vs Sergeant

- ▶ **Lieutenant** – Sets the strategic goals
- ▶ **Sergeant** – Supports the unit to achieve strategic goals



This concept isn't new

Restaurant: Owner vs Chef

- ▶ **Owner** – Sets the strategic goals
- ▶ **Chef**– Drives the kitchen to deliver a great food experience



This concept isn't new

Restaurant: Architect vs Builder

- ▶ **Architect** – Defines the level design and vision.
- ▶ **Builder** – Manages the detailed trades and implementation



A Product Owner is a Specialist Role



“Product Owner”

- ▶ Don't be cheap,
Fund a Product Owner
- ▶ Don't combine it with the Product
Manager role
- ▶ Hire a leader
- ▶ Empower them to make tactical
decisions that support the
strategic intent

Questions?

Connect with Brainmates



www.brainmates.com.au



info@brainmates.com.au



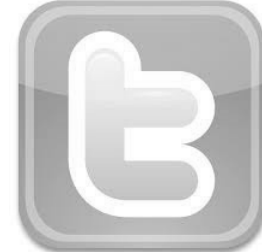
1800 BRAINMATES



[Brainmates Group](#)



[Facebook.com/Brainmates](https://www.facebook.com/Brainmates)



[@Brainmates](#)
[#prodmgmt](#)



The End