Agile Product Management (6.0) («APSAFE»)

Learn to develop successful products in an agile way. In SAFe®, as a Product Owner, you play a key role in the trio with Architects & the RTE. These roles work together to lead the ARTs in the continuous delivery of value.

Duration: 3 days
Price: 2'700.–
Course documents: Original Courseware (English, digital)

Content

- The role of product management
- Continuous market and user research
- Strategy and market segmentation
- Empathy as a driving force for design
- Definition of product strategy and vision
- Roadmaps for the development of solutions
- Value creation process
- Innovation in the value creation process

Key Learnings

- Developing valuable and feasible solutions through the use of design thinking
- Developing skills to analyze market needs, segmentation and competition for the targeted alignment of products or solutions
- Managing the profitability of value streams through strategic pricing and licensing
- Using empathy-based design to develop products with an emotional connection
- Formulating a product strategy and vision
- Implementing through the development and maintenance of roadmaps
- Delivering customer value through the application of SAFe
- Identifying and fostering innovation across the value stream

Methodology & didactics

The training thrives on interaction. Numerous flipcharts etc. are created during the training. Group exercises will challenge you to react quickly and understand what needs to be done when you return to your workplace.

During the training you will receive the Scaled Agile digital course materials in English.

Target audience

- Product Manager and Solution Manager
- Product Marketing Manager, Project Manager, Product Owner
- Business Owners, Business Analysts
- Product Leader in collaboration with Product Management, Architects, Subject Matter Experts or Business Line Managers

Requirements

There are no formal prerequisites for this course. We recommend initial experience with SAFe analogous to the following course:

- Leading SAFe 6.0 (SA) («LDSAFE»)

Certification

After participating in the «Agile Product Management» course, you will receive access to the SAFe® Agile Product Manager exam.

The login is valid for 30 days. Upon passing the exam, the participant will receive the «**Certified SAFe® Agile Product Manager**» certification from the Scaled Agile Academy.

Exam format: multiple choice, web-based, no aids, questions: 60, pass rate: 75%, duration: 120 minutes. The exam is held in English.

Experience has shown that seven to ten hours of independent study are required to successfully pass the exam. Our trainers will prepare you optimally for the course and will also be on hand to answer your questions afterwards.

Additional information

This training is conducted in German and English by our training partner AgileMinds; in French by Ahead Technology.

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-digital-transformation-technologies/agile/safe/course-agile-product-management-6-0