

# Professional Scrum Product Owner – Advanced («PSPOA»)

The role of the Product Owner is complex and requires thinking beyond agility and Scrum. With this course you will expand your understanding by taking different positions of the Product Owner.

**Duration:** 2 days

**Price:** 2'600.–

**Course documents:** Original course materials (English in digital form)

## Content

The goal of the training is to support experienced Product Owners on their learning journey. This involves attitudes, stakeholder management and a good understanding of how Product Owners can use vision, value and validation to create a competitive advantage for each product.

The following questions drive the course:

- What is a product and what does it mean for our overall organization?
- Who are your customers?
- How are product attributes linked to customer results?
- How can product vision and product strategy be successfully communicated?
- Which value and price models can be applied?
- How can you be innovative?
- What should be considered in stakeholder management?
- How can agile governance, budgeting and contract design be applied in relation to Scrum?
- How can the role of the Product Owner be scaled?

## Key Learnings

- Engaging successfully with stakeholders
- Identifying, estimating, defining and measuring value
- Linking an ambitious product vision to concrete customer outcomes
- Understanding how vision, value, and validation can be used to create competitive advantage
- Taking effective ownership of the product, service, team, and context
- Applying modern, complementary techniques through discussion, case studies, and exercises

## Methodology & didactics

This course is an interactive, experiential workshop where participants address the topics in a series of discussions, case studies and exercises.

## Target audience

This advanced course is specifically designed for Product Owners and Product Managers who have practical experience in product development. The course is also aimed at Scrum Masters and Stakeholders who work with Product Owners.

## Requirements

Extended Scrum knowledge and extensive Scrum experience are necessary. We recommend that you attend the following course in advance:

- [Professional Scrum Product Owner \(«APO»\)](#)

## Certification

In order to take the official [Scrum.org](#) exam after the training, we will register you with [Scrum.org](#) for the exam. During the training you will receive an email from [Scrum.org](#) asking you to create a [Scrum.org](#) account (if you do not already have one).

After successfully completing the training, you will receive another email from [Scrum.org](#) with the password for a free trial for the «PSPO II» certificate. It is a multiple-choice online test with 30 questions (in English) that takes 90 minutes. With a score of at least 85% you will receive the corresponding certificate. The price is included in the course. You can take the test anywhere and at any time.

Since this Scrum training is an official [Scrum.org](#) Professional Scrum Training and Scrum.org lives the principle of fast feedback cycles and «inspect and adapt», all participants of an official Scrum.org training get the following opportunity:

If you as a participant take the Scrum certification assessment within 14 days after the end of the seminar and score less than 85% (i.e. you have not passed the exam), you will be given the opportunity to take the exam again for free.

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-service-project-management/scrum/course-professional-scrum-product-owner-advanced](http://www.digicomp.ch/courses-service-project-management/scrum/course-professional-scrum-product-owner-advanced)