Professional Scrum Product Backlog Management Skills (PSPBM) Training

Duration: **1 Day**

BİLGİNÇ IT Academy
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Overview

The Product Backlog serves as the central source of work for a Scrum Team and continuously evolves as products, markets, and customer needs change. Managing a Product Backlog effectively requires balancing stakeholder expectations, product goals, priorities, and business value.

Professional Scrum Product Backlog Management Skills (PSPBM) is an interactive training program designed to help Product Owners and Agile professionals strengthen their backlog management capabilities. Participants learn practical techniques for creating, refining, prioritizing, and communicating Product Backlog items while ensuring transparency and alignment with product objectives.

The course also focuses on stakeholder engagement, product value optimization, and connecting Product Goals with the day-to-day work of Scrum Teams. Through practical exercises and real-world examples, participants gain hands-on experience managing Product Backlogs that drive meaningful outcomes for customers and organizations.

The course includes access to the globally recognized Professional Scrum Product Backlog Management Skills certification assessment.

Prerequisites

This course is recommended for:

- Current Product Owners
- Professionals involved in product development activities
- Individuals familiar with Agile and Scrum practices

A basic understanding of Scrum concepts will help participants maximize the value of the course.

Who Should Attend

This course is ideal for:

- Product Owners
- Scrum Masters
- Product Managers
- Business Analysts
- Agile Team Members
- Product Development Professionals
- Anyone involved in defining, refining, prioritizing, or communicating Product Backlog items

It is also valuable for professionals seeking to improve stakeholder collaboration and product value delivery.

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What You Will Learn

By the end of the course, participants will be able to:

- Apply practical Product Backlog management techniques
- Create, refine, and prioritize Product Backlog items effectively
- Capture and translate stakeholder needs into backlog items
- Improve transparency and visibility across the Product Backlog
- Strengthen stakeholder communication and engagement
- Align Product Goals with development activities
- Use empiricism to support better product decisions and outcomes

Outline

Product Backlog Fundamentals

- Purpose and value of the Product Backlog
- Relationship between Product Goals and backlog items
- Creating transparency within product development
- Maximizing value through effective backlog management

Backlog Creation and Refinement

- Defining Product Backlog items
- Capturing customer and stakeholder requirements
- Product Backlog refinement techniques
- Decomposing and slicing backlog items
- Simplifying complex backlog structures

Stakeholder Communication and Management

- Identifying key stakeholders
- Managing stakeholder expectations
- Communicating product goals effectively
- Building value-focused stakeholder relationships

Product Goals and Value Delivery

- Establishing meaningful Product Goals
- Connecting goals to product development activities
- Measuring and delivering value
- Applying empirical decision-making practices

Practical Workshops

- Product Backlog prioritization exercises
- Refinement simulations
- Stakeholder management scenarios
- Product Goal alignment activities

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