Professional Scrum Product Owner - Advanced (PSPO-A) Training

Duration: **2 Day**

BILGINÇ IT Academy
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Overview

100% of participants would recommend this course.

- **Develop expertise in multiple Product Owner stances** to consistently increase the value delivered to stakeholders.
- Designed for **experienced Product Owners** looking to advance beyond fundamental Scrum concepts.
- Strengthen your product leadership capabilities through **practical case studies and interactive leadership exercises**.

Professional Scrum Product Owner™ – Advanced (PSPO-A) is an interactive, activity-based training course designed to help experienced **Product Owners and Product Managers** strengthen their ability to establish a product vision, validate hypotheses, and deliver greater value to stakeholders.

Building on the concepts covered in the **Professional Scrum Product Owner (PSPO)** course, this advanced program provides a deeper understanding of the Product Owner role by exploring the different stances and approaches adopted by successful Product Owners.

Participants gain practical insights into applying these approaches to improve their effectiveness in product management.

Prerequisites

To fully benefit from the activities and exercises, participants should have **at least one year of experience as a Product Owner** and a **practical understanding of Scrum**.

Previous attendance at a **PSPO course** is recommended but is not a requirement.

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Who Should Attend

This course is intended for professionals who regularly apply product management skills, tools, techniques, and knowledge within a Scrum Team.

It is particularly relevant for:

- **Product Owners**
- **Product Managers**
- **Business Analysts**
- **Scrum Masters and Agile Coaches**
- **Company Leaders and Executives**

Participants are expected to have **at least one year of experience as a Product Owner or Product Manager**. Several years of practical experience, previous participation in the **Professional Scrum Product Owner (PSPO)** course, and successful completion of the **PSPO I assessment** are preferred but not mandatory.

Rather than providing an extensive introduction to the Scrum framework, the course assumes participants already understand Scrum and focuses on developing advanced product management capabilities.

What You Will Learn

Upon completing this course, participants will be able to:

- Understand and apply **different Product Owner stances** to address everyday product management challenges.
- Explore **modern complementary product management practices** through discussions, case studies, and hands-on exercises.
- Develop a more comprehensive understanding of **Agile Product Management** to support their continued growth as Product Owners.
- Identify the **different types of stakeholders** represented by Product Owners and learn effective approaches for working with them.

Outline

During this **two-day PSPO-A course**, participants develop a deeper understanding of what it means to deliver value and how to communicate that value both within and outside their organization.

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Through **case study-based activities, practical exercises, and instructor-led discussions**, participants build the entrepreneurial product leadership skills and practices needed to become more effective Product Owners.

The Product Owner role extends beyond the fundamental principles of Agility and the Scrum framework. It requires professionals to adopt different mindsets and behaviors depending on the challenges they face.

Throughout the course, participants explore six important **Product Owner stances** and learn how to move between them effectively.

1. The Customer Representative

- Focus on understanding **customer problems, needs, pain points, and opportunities**
- Adopt the customer's perspective to better understand their experiences and expectations
- **Connect product features with customer outcomes** to deliver meaningful value

2. The Visionary

- Identify and champion the **future direction, goals, and opportunities** of the product
- Effectively communicate the **product vision, strategy, and Product Goal**
- Develop an understanding of **value and pricing models**

3. The Experimenter

- Encourage innovation through **experiments, hypotheses, testing, learning, and data-driven validation**
- Test assumptions and validate the value delivered by the product
- Understand the **Product Owner's responsibilities in a scaled environment**

4. The Decision Maker

- Focus on making **better-informed and more effective decisions**
- Evaluate and navigate conflicting customer feedback

5. The Collaborator

- Build effective **collaboration with stakeholders and the Scrum Team**
- Extend collaboration beyond the Scrum Team to other teams and business functions
- Apply agile approaches to **contracts, finance, budgeting, and governance**

6. The Influencer

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- Guide **stakeholders, customers, and the Scrum Team** toward shared goals
- Apply effective communication and leadership techniques to influence perspectives and encourage change when needed
- Learn how to develop a **stakeholder management strategy**