IIBA® International Strategy & Product Ownership Analysis Training

Duration: **2 Day**

BILGINÇ IT Academy
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Overview

The **IIBA® International Strategy & Product Ownership Analysis Training** equips professionals with the tools and frameworks to bridge the gap between **product ownership** and **strategic business analysis**.
Built on the **IIBA® Product Ownership Analysis (POA)** and **Strategy to Execution Framework**, this program empowers participants to design value-driven product strategies aligned with organizational goals.

Who Should Attend

- Agile Teams & Product Owners
- Agile Coaches & Leaders
- Senior Business Analysts
- Product Managers
- Strategy and Transformation Professionals

What You Will Learn

Participants will:

- Master **IIBA® Product Ownership Analysis (POA)** principles
- Integrate **strategy and execution** through IIBA® S2E Framework
- Create value-oriented product roadmaps
- Apply strategic analysis using **Harvard Case Study** examples

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Outline

Day 1 – Product Ownership Analysis (POA)

- What is Product Ownership Analysis?
- The relationship between PO and POA
- The seven disciplines of Product Ownership
- Aligning products with organizational strategy
- Product Vision, Market Fit, and Value Proposition
- Business Model Canvas & Product Roadmap

Day 2 – Strategy to Execution Framework

- Defining mission, vision, and strategy
- Strategic techniques: MOST, SWOT, PESTLE
- As-Is / To-Be and GAP Analysis
- Defining solution scope and business value
- Product Strategy Canvas and prioritization
- Evaluating strategy execution with KPIs
- **Harvard Case Study:** From Strategy to Delivery

Key Takeaways

- Master IIBA® POA and Strategy to Execution frameworks
- Build strategic and product thinking capabilities
- Manage product backlogs aligned with business value
- Prepare for **IIBA®-CPOA Certification**
- Lead Agile teams through data-driven strategic analysis