

# Make Product Ownership work for you



## **40% of products fail<sup>1</sup> – Strong Product Ownership makes a difference.**

A company that values Product Ownership can reduce wasting efforts in new products and delivery by aligning on product value and Organizing to Deliver, based on what its users really want.

### **Understand Your Users**

Knowing what your users do, need and want is what makes your products inherently successful. This is what distinguishes a great Product Owner from an average one. Knowing your users inside out is the best and most important resource in creating a product that will delight your customers.

### **Make the Right Decisions**

Listing the product's features and requirements is only a part of a Product Owner's job. The key task is to make the right – and hard – decisions. Building successful products is more often about deciding what not to do. Taking these decisions with the right tools and information at hand separates success from failure.

### **Align & Communicate Value**

In order to bring great ideas within an agile organization, everyone must know what is valuable. Throughout the delivery organization, the key messages on the business and customer values should be agreed upon, aligned and properly communicated. Strong Product Owners are great communicators, who ensure everyone is on the same page.

### **Prepare Delivery for Success**

Product Ownership goes beyond just identifying and communicating key features. It plays a vital role in the success of the entire delivery organization. A great Product Owner not only prepares and divides the product increments into deliverable parts but also ensures that implementations achieve their goal and are understood thoroughly.

[1] [Myths about New Product Failure Rates, newproductsuccess.org](https://newproductsuccess.org)



# The journey to great Product Ownership

## 12 Curated Modules

This learning journey is built around 12 curated and purposefully designed modules. From Product Ownership as a Discipline” to “Enabling Value Delivery”, each of these modules is designed to run in about 4 hours. After each module, participants acquire new skills and behaviors they can directly apply in their daily work.

## Guided Practice

We supplement the theory, tools and thinking models acquired through the learning modules with guided practice sessions. All these sessions comprise coaching and supervised application of the learned content. Guided practice sessions are scheduled along with each module to transfer new concepts from theory into real-world implementation.

## On-the-job support & coaching

Our expert coaches accompany all learners with constant support. Continuous individual and group coaching sessions help to deepen discussions and explore the personal development of each learner. Additionally, be it prioritizing backlogs or preparing and running a full design-thinking workshop, all participants are supported during their daily work, as required.



This programme is accredited by the International Consortium for Agile. Participants can claim these certifications to showcase their outstanding skills:



### Agile Product Ownership

You know how to prepare, slice and communicate the needs of users to your team. Even more, you can tell what is valuable and how to support your team in delivering that in the highest quality.



### Enterprise Product Ownership

Beyond the team-level, you can align your product portfolio and strategy to the goals of the business. You showcase skills and methods to align stakeholders and organize multiple product teams around value streams.



# Modules on the Learning Path to becoming a great Product Owner

## Discipline of Product Ownership

Identify how Product Ownership, beyond merely its role but as an entire discipline, empowers businesses for great results.

## Align on Value

Become able to frame the full value context from vision to roadmaps that describe goals and directions through the delivery organization.

## Do the Right Things

Identify how to make informed decisions about building the right thing and learn to make the hard decision of often saying “No, and...”

## The Enterprise Context

Explore how Product Ownership changes when moving from the team-level to the context of a whole enterprise.

## Understanding Stakeholders

Uncover ways to effectively interact and communicate with your stakeholders – making not mere observers but an essential parts of your success.

## Empiric Value Delivery

Define and set up a powerful way of working, that enables continuous discovery by empirical learning during product delivery.

## Defining Value

Understand what is behind the mystery of “Business Value”, how it is uncovered, understood thoroughly and communicated.

## Ideation & Innovation

Learn and explore tools and frameworks that help you incorporate continuous ideation and innovation in the core of product development.

## Enabling Value Delivery

Apply practices that can make you a key asset for the success of your delivery teams by defining and slicing features in a way that breeds success.

## Establish a Value Strategy

Apply tools and methods to define and implement a holistic value strategy that encompasses all aspects of building great products.

## Dealing with Risks & Constraints

Understand that risks and constraints are not limitations, but can be leveraged to breed creativity, innovation and are starters for amazing results.

## Effective Behaviors for PO

Reflect and experiment with the cognitive and behavioural structures that are the difference between a great Product Owner and an average Product Owner.



## Here's why Nagarro is the right partner for your journey.



### **We are experts in building products; we bring this expertise to your doorstep.**

We help our partners to build amazing products, that delight users and drive businesses. In the last 25 years, we have built hundreds of successful products that have changed the market. So, we are not just talking; you can see our experience and our value for yourself.



### **Seeing your lasting success is what matters to us.**

Our greatest delight is in helping you succeed. But not in the short term. We work with you and help you to build structures, skills and behaviors that support you in becoming sustainably successful. We are not in for the quick win. What we want to achieve is long-lasting change, that you can continue to drive on your own. After all, your success is our success.



### **Our coaches are not just coaches.**

Every single one of them is an expert practitioner, who has walked the talk on being a Product Owner in different industries, services and products. Together, we combine the knowledge of 10+ different industries that we supported in 50+ projects on developing amazing products. You can be sure that all our coaches are experts in developing the right skills and behaviors required for your success.





# Ready to create amazing products? Let's join forces!

Request your customized journey from:  
[aqt@nagarro.com](mailto:aqt@nagarro.com)

## **We are shaping the company of tomorrow**

Nagarro is a global digital engineering leader with a full-service offering, including digital product engineering, digital commerce, customer experience, AI and ML-based solutions, cloud, immersive technologies, IoT solutions, and consulting on next-generation ERP.

We help our clients become innovative, digital-first companies through our entrepreneurial and agile mindset, and we deliver on our promise of thinking breakthroughs. We have a broad and long-standing international customer base, primarily in Europe and North America. This includes many global blue-chip companies, leading independent software vendors (ISVs), other market and industry leaders, and public sector clients. Today, we are over 17,000 experts across 32 countries, forming a Nation of Nagarrians, ready to help our customers succeed.  
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