

# Product Owner Primer (PoP) Workshop

Jumpstart your best practices

Offered by: **Joe Schofield**, Scrum Certified Trainer (SCT™)  
and SCRUMstudy Authorized Training Partner

**Joe's latest agile articles:**

[Countering 5 Barriers to Enterprise Agility](#)

[... Measurements in an Agile World](#)

[Impediments to Agile Success](#)

[Inflategate, Mastering Overestimation](#)

[Keep the Baby](#)

**Overview:** Attendees receive a copy of all the slides and exercises.

## Objectives:

- **Introduce** scrum essentials to business partners with a focus on product ownership
- **Review** the 12 agile principles associated with the Agile Manifesto
- **Explore** briefly the history, benefits, & roles of scrum
- **Prepare** the business, business partners, product owners to make more informed choices about using Scrum
- **Introduce** participants to Scrum planning events
- **Describe** personas, epics, stories, & tasks
- **Build** unity in practice and improvement for Scrum
- **Accelerate** an agile mindset, the pathway to enterprise agility

## Candidates for this course include:

- Agile customers and business partners
- Product owners, business analysts, project managers
- Management and leadership who want to increase their understanding of emerging agile usage

## Topics . . .

- History, myths, the Manifesto
- People, teaming, agile roles
- Benefits, using agile with agile, enterprise agile
- Agile planning: Roadmaps, features, personas, & epics
- Agile process components
- Stories, sizing, tasks
- Tracking value: transparency & visibility
- Next steps

**Workshop Leader:** [Joe Schofield](#) is a Scrum Certified Trainer (SCT™) and Authorized Training Partner with SCRUMstudy. In addition to being a certified Scrum Trainer, his SCRUMstudy certifications include: Scrum Master (SMC™), Scrum Product Owner (SPOC™), Scrum Agile Master (SAMC™), and Scrum Developer (SDC™). He is also Scaled Agile Framework SAFe (SA) certified, a CSQA, CSMS and President Emeritus of the [International Function Point Users Group](#). He is an independent software consultant specializing in enterprise agile thinking and transformation. His [bio](#), [publications](#), conference [presentations](#), and affiliations are current on his [website](#).

**Special group rates available** one free registration with four paid in same transaction! [Contact Joe](#) directly for details.

**Workshop Cancellations:** Subject to a minimum enrollment of 5.

**Refunds:** Substitutes are cheerfully accepted in lieu of refunds.

**Additional Workshops or @ Your Site!** [Ready, Scale, Aim](#) (Assessing Scaling Options); [Scaled Scrum Master](#), [Scaled Scrum Product Owner](#), [Scrum Developer Certified](#), [Scrum Master Certified](#), [Product Owner Certified](#), [Transitioning to Agile](#), [Essential Skills for Scrum Success](#), [Product Owner Primer](#) (PoP), scrum team kickoffs, and team check-ups.

[Pick the right workshop for you.](#)

**Questions:** questions can be addressed to [joescho@joejr.com](mailto:joescho@joejr.com)