

# SCRUM PRODUCT OWNER

Learn the art of doing twice the work in half the time at half the cost



## About Marc Ellis Training Academy

Marc Ellis have been specialists in recruiting for the digital and Technology industries for over a decade. We believe and strongly endorse the digital initiatives that all the GCC are undergoing and support businesses & government entities in supplying some of the best skilled workforce in the region.

We have over the years combined expertise and specialist talent pool to allow us to support clients (who come in all sizes) and candidates to ensure we find the perfect match.

Since we know what the market requires, we launched Marc Ellis Training Academy to allow all people within the market in the GCC to be skilled up with the best certifications in the Technology & Digital skillsets.

We collaborate with some of the most talented and gifted trainers to offer fun, interactive and most importantly informative courses to allow people taking part to benefit from it.

**WE OFFER A RANGE OF SPECIALIST COURSES INCLUDING**

**SCRUM MASTER** BY SCRUM INC

**PRODUCT OWNER** BY SCRUM INC

**SCRUM@SCALE** BY SCRUM INC

+ MANY MORE

MARC ELLIS HAS A 100% PASS RATE OF STUDENTS TAKING PART IN OUR COURSES

# Overview of Scrum and the Product Owner Role

**Scrum Methodology:** Scrum is a highly adaptable and collaborative framework used in agile project management. It is designed to enhance team productivity, deliver high-quality products, and foster continuous improvement. Scrum promotes a dynamic and flexible approach to project development, making it particularly effective in rapidly changing environments.

**The Scrum Team:** A Scrum team consists of three primary roles: the Product Owner, the Scrum Master, and the Development Team. Each role plays a crucial part in ensuring the project's success.

**The Product Owner Role:** The Product Owner (PO) is a pivotal figure in the Scrum framework, acting as the bridge between the project's stakeholders and the development team. Their primary responsibility is to maximize the value of the product being developed.

## Key Responsibilities of a Product Owner:

1. Defining the Product Vision
2. Prioritizing the Backlog
3. Collaborating with Stakeholders
4. Setting Goals and Objectives
5. Accepting or Rejecting Work
6. Adaptation and Continuous Improvement

**The Power of the Product Owner:** A skilled Product Owner can make a substantial impact on a project's success. By effectively balancing the needs of customers and stakeholders with the capabilities of the development team, they drive the product towards excellence.

In the dynamic world of Scrum, the Product Owner is a linchpin in delivering products that resonate with users and drive business value. Their ability to guide, prioritize, and adapt is vital in ensuring project success.

## Benefits of Becoming a Certified Scrum Product Owner:

- Enhance your ability to **manage product development** and deliver value to stakeholders.
- Gain a comprehensive understanding of **agile principles and Scrum practices**.
- **Improve collaboration** with cross-functional teams and stakeholders.
- **Increase your marketability** and **career opportunities** as a certified Scrum professional.

## What Will You Learn?

**How Scrum Works:** You'll learn the basics of Scrum, a way of working that helps teams be efficient and deliver good products.

**Your Product Owner Job:** You'll understand your role as a Product Owner, which involves deciding what to work on and making sure the team does the right things.

**Managing Tasks:** You'll figure out how to organize the tasks that need to be done, making them clear and manageable.

**Working with Others:** You'll learn how to talk and work with people who care about your product, like customers and the team that's building it.

**Making Valuable Choices:** You'll discover how to pick what to work on first, focusing on things that make the product better for users and the business.

**Good Communication:** You'll get better at telling everyone what's going on and what's important, helping everyone stay on the same page.

**Handling Problems:** You'll learn how to deal with potential issues and changes, adjusting plans to keep things on track.

# Curriculum and Learning Objectives

Our Scrum Product Owner training program is designed to equip you with the skills and knowledge necessary to excel in the dynamic role of a Scrum Product Owner. Our comprehensive curriculum covers a wide range of topics to ensure a well-rounded understanding of the Scrum framework and the responsibilities of a Product Owner. Throughout the training, you will gain practical insights and hands-on experience that will empower you to drive successful product development using Scrum principles.

## Module 1: Introduction to Scrum

- Understand the Agile mindset and principles.
- Explore the Scrum framework and its key components.
- Learn how Scrum improves collaboration, transparency, and flexibility.

## Module 2: Scrum Roles and Responsibilities

- Dive deep into the roles of Scrum Team members: Product Owner, Scrum Master, and Development Team.
- Discover the unique responsibilities and challenges of the Scrum Product Owner role.

## Module 3: Creating and Managing the Product Backlog

- Master the art of writing clear and effective user stories.
- Prioritize user stories based on value and business impact.
- Learn techniques for refining and continuously updating the product backlog.

## Module 4: Stakeholder Engagement and Communication

- Develop strategies to effectively engage with stakeholders.
- Learn how to manage stakeholder expectations and gather feedback.
- Communicate progress and product vision to different stakeholders.

## **Module 5: Sprint Planning and Execution**

- Understand the Sprint planning process and its purpose.
- Learn how to collaborate with the Development Team to define Sprint goals.
- Monitor progress during the Sprint and make necessary adjustments.

## **Module 6: Product Increment and Release Management**

- Explore the concept of the product increment and its significance.
- Understand the importance of delivering value with each Sprint.
- Learn how to plan and manage releases to deliver maximum business value.

## **Module 7: Agile Estimation and Forecasting**

- Discover techniques for estimating effort and work items.
- Understand how to create reliable forecasts to support decision-making.

## **Module 8: Continuous Improvement and Adaptation**

- Embrace the spirit of continuous improvement within the Scrum framework.
- Learn how to conduct Sprint Reviews and Retrospectives effectively.
- Adapt and optimize your product development process based on feedback.

By the end of our Scrum Product Owner training program, you will have gained a deep understanding of Scrum principles, acquired practical skills to excel as a Product Owner, and be well-prepared to tackle the challenges of modern product development. Our expert trainers will guide you through interactive exercises, real-world examples, and case studies to ensure a transformative learning experience.

## Certification Process

**Prerequisites:** There are no specific prerequisites to enroll in the Scrum Product Owner training program. However, a basic understanding of Scrum principles and practices can be beneficial.

**Training Duration:** The training program consists of 2 days of engaging and interactive learning, designed to ensure a deep understanding of the Scrum framework and the Product Owner's responsibilities.

**Examination:** Following the training, you will have the opportunity to take the CSPO certification exam. The exam assesses your comprehension of Scrum concepts and your ability to apply them to real-world scenarios.

**Passing Criteria:** To achieve the CSPO certification, you need to successfully complete the exam with a passing score. Our training will thoroughly prepare you for the exam by covering all relevant topics and providing practical insights.



# Govind Abkari

## Trainer Profile



Govind is a Senior Management professional with 20 years of experience in Agile Coaching, Solution Architecture, Agile Projects and Program Management. He has been responsible for assisting organisations in their Enterprise Agile adoption journey, developing strategies for Agile adoption in a distributed environment and building Agile teams. Govind has successfully executed multiple Agile consulting assignments for evaluating customers for readiness, developing roadmaps, process definition and deployment whilst successfully helping to transform different technology and business teams from Waterfall to Agile. He has a proven record of delivering large programs and projects in an Agile environment as well as applying different Scaling frameworks like SAFe, Scrum@Scale.

### **Experience Summary**

For the last 4 years; Govind has been working as an Agile Coach in the Middle East region. He has worked with a number of organisations within Aerospace, Law Enforcement, Banking, Retail, Media & Entertainment, Healthcare and Telecom.

Govind's responsibilities were to guide the organisations through transition process from functioning as traditional to an Agile one. He works directly with leaders, existing squads and key scrum team members to adopt and improve Agile methods. He works with the teams on their PI planning, scrum events, creates tools to capture key KPI's and help execute different ceremonies

He has also provided support to different clients to use tools like Jira, Azure Devops etc.

Prior to his experience in Dubai; Govind worked as an Agile Coach for organisations such as TCS, Capgemini Consulting & Cognizant Technology Solutions. His duties consisted of coaching and enabling multiple Scrum Masters on their Agile adoption journey, conducting assessments of different projects on their Agile maturity and to work on the implementation plan to gain maturity

Govind holds a degree within Electronics Engineering. He is a Registered Scrum Trainer from Scrum Inc. and holds other credentials as a CSM, CSPO, SAFe SPC & Engagement Manager



**MARC ELLIS**  
TRAINING ACADEMY

## **FOR BOOKINGS PLEASE CONTACT**

### **The Marc Ellis Academy**

**EMAIL:** [Academy@marc-ellis.com](mailto:Academy@marc-ellis.com)

**MOBILE:** +971 52 614 6481

#### **UK**

MARC ELLIS ONE  
CROYDON  
6TH FLOOR  
LONDON  
CRO OXT  
ACADEMY@MARC-  
ELLIS.COM

#### **UAE**

MARC ELLIS  
14TH FLOOR  
THE BAY GATE  
BUSINESS BAY  
+971 52 614 6481  
ACADEMY@MARC-  
ELLIS.COM

#### **KSA**

Marc Ellis KSA,  
Al Rossais, commercial building,  
6th floor, office 609, Olaya Street,  
Riyadh, KSA,  
PO BOX 2648,  
Kingdom of Saudi Arabia

### **FOLLOW US TO SEE WHAT WE'RE UP TO**

 [www.facebook.com/marcellis](http://www.facebook.com/marcellis)

 [www.instagram.com/marcellis](http://www.instagram.com/marcellis)

 [www.linkedin.com/company/marcellis](http://www.linkedin.com/company/marcellis)

 [www.twitter.com/marcellis](http://www.twitter.com/marcellis)