

Agile Product Ownership (ICP-APO)

Duration: 2 Days

Course Description:

The ICP-APO (ICAgile Certified Professional – Agile Product Ownership) is one of the two certifications in the Product Ownership Track and focuses on building strong, value-driven product ownership skills. This training helps participants understand how to deliver software that truly matters to customers by adopting the right mindset and practical Agile ways of working.

The course covers how to align business and development teams through clear and regular communication. Participants learn hands-on techniques such as writing simple and meaningful requirements, prioritizing work effectively, breaking down ideas step by step, planning product and project timelines, using story mapping, and making informed product decisions that maximize value and customer satisfaction.

Target Audience:

One must attend the ICP-APO certification training to gain competency in aligning backlogs to the product vision and balancing the needs of the business, teams, and customers to maximize the value delivered. This certification validates knowledge to understand customer needs and effectively provide valuable products and services through vital agile practices such as adaptive prioritization and planning. We invite:

- Product owners
- Business Analysts
- Product Managers
- Professionals aspiring to this role
- Product champions
- Agile customers
- Subject matter experts
- Technical architects
- UX designers

Course Objectives:

- Skills and Behavior for Product Ownership
- Understanding your customers better
- Aligning with stakeholders
- Defining and delivering Products on-time
- Product Planning and development
- Launch and land Product

Course Outlines:

- What is Agile product ownership?
- What is value
- Developing relationships
- Value-based decisions
- Facilitate shared understanding
- Customer & stakeholder
- Understand the customer
- Connect to customer's problem
- Understand the shareholder
- Align with shareholders
- Align to product vision
- Identifying measurable outcomes
- The product backlog
- Prioritization technique
- Product planning
- Definition of Done
- Assessing value delivered
- Capturing customer feedback
- Knowing when to stop

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