

# New Generation of Product Owners

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# Agenda

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- Introduction
- Challenges Faced by Products
- Strategy Delivery and Product Thinking
- Break
- Product Backlog
- Product Ownership Effect
- Exercise
- Question

# Introductions

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Joanna Tivig

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- You

- What makes products fail in one word?



Peter Monkhouse

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# Challenges – Products are Failing

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- 80% of new consumer products fail (Christensen)
- 70% to 80% of new grocery store products fail (Blackburn)
- 40% of products fails (Castellion)
- Examples:
  - Kodak
  - Sears
  - Blackberry

# Exercise - Challenges

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At your tables think about the challenges faced by organizations today:

- Think big
- Think about the trends
- Think past, present and future

# Product Development Challenges

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- Diversity and diversification
- Disruptive technology
- New business models



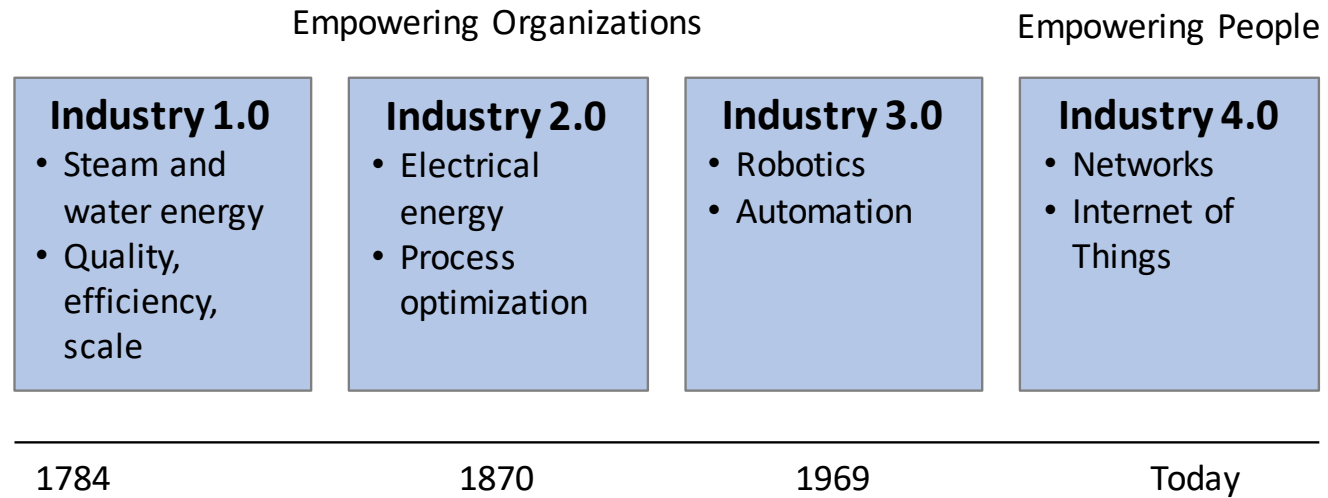
# Why is this Happening?

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- The New Renaissance
- Industrial Age 4.0
- Four-generation workforce
- Human evolution

# Industrial Age 4.0

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# Strategy Delivery Challenges

What challenges do you have?

- Organizations have become complex systems of interconnected parts with too many dependencies and less flexibility

**Culture**

**Change culture to deliver strategy**

**Structure**

**Support product delivery through organizational structure**

**Focus**

**Focus on the strategic goals and objectives**

**Execution**

**Use feedback to deliver products through iterations**

**Change**

**Update your strategy as priorities change**

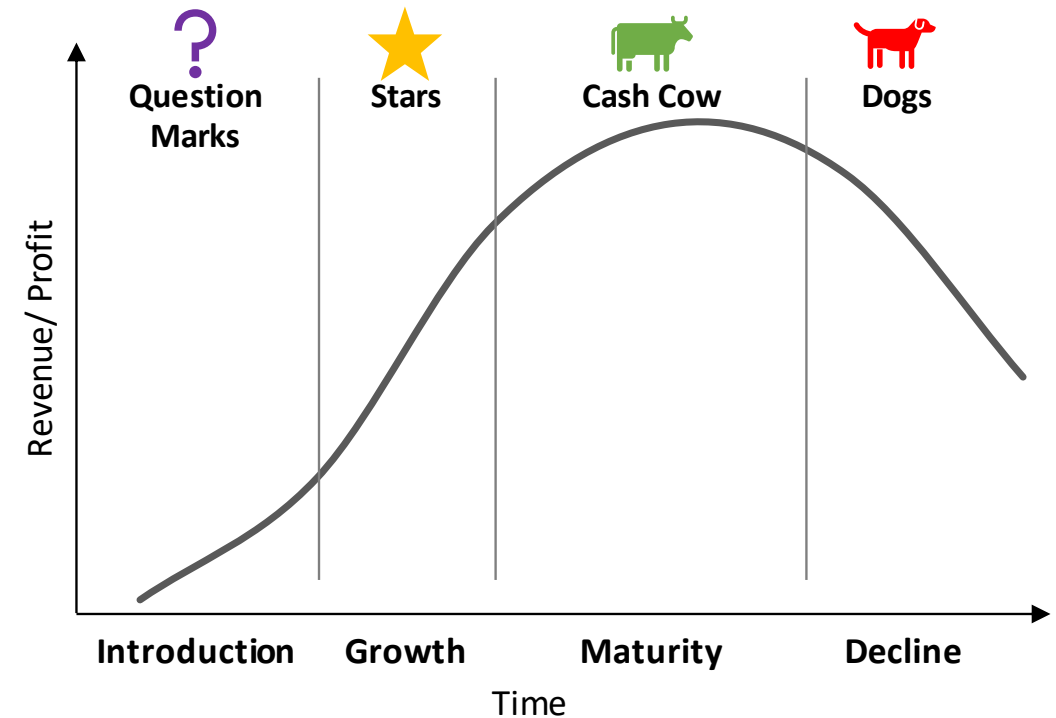
# Product Thinking

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- Product development drives successful strategy executions
- Product thinking means:
  - Focus on outcomes not outputs
- Longer lifetime means extended care for the product being developed
- Ownership becomes fundamental in driving change and growth
- Value is inherent in the product being delivered
- Customer feedback drives changes to the product
- Adaptation and learning create opportunities for growth

# Traditional Product Life Cycle

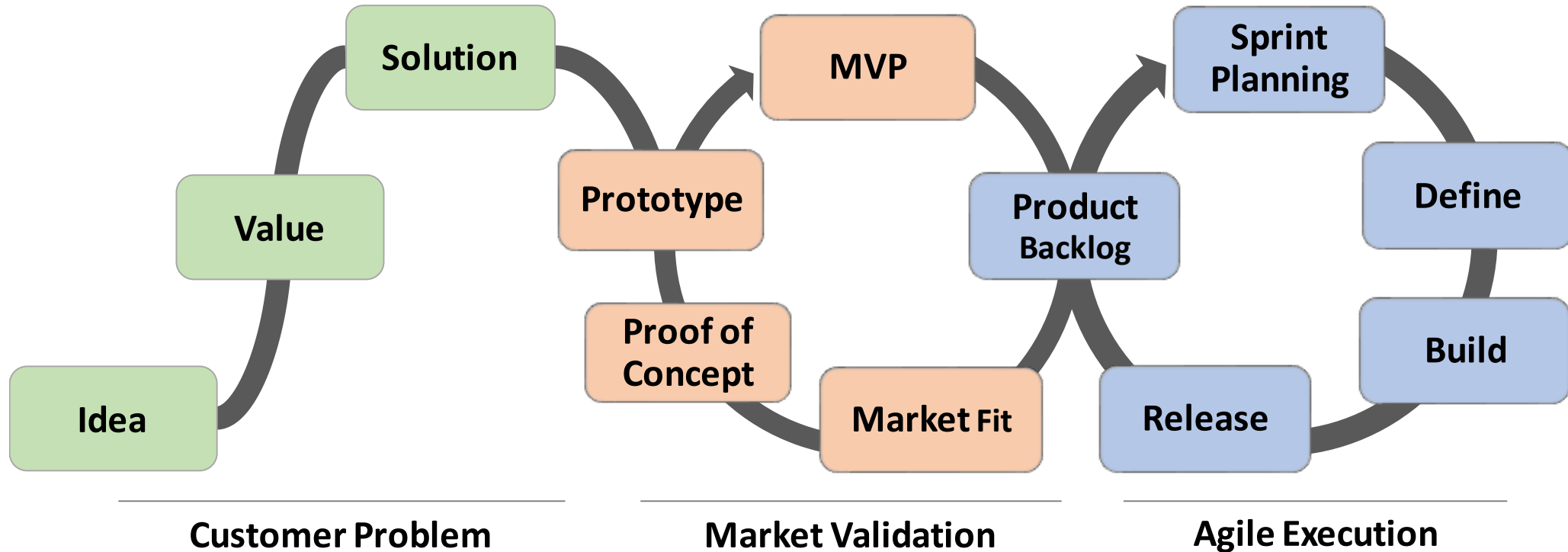
- Linear life-cycle based on predictable outputs
- Life expectancy is shorter with less chance for improvement
- Value achieved later in the life of the product
- *What other challenges does this present?*



# Agile Product Life Cycle

Which life-cycle do you use?

When is value defined in the new cycle?



# Why Agile? Why Now?

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What is the first thing that come to your mind when you hear Agile?

Why do you think Agile has become such a trend?

# Core Characteristics of Agile

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- The law of the small team
  - That is what you have
- The law of the customer
  - Focus is to deliver value to the customer
  - If work is not adding value, why is it being done?
  - For your project who is the customer? What value are you delivering to them?
- The law of the network
  - Work collaboratively towards the common goal of delivering value to your customers
  - Let your interactions help you deliver
  - How can you use the network in this course?

# Agile Four Core Values

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- **Individuals and interactions** over processes and tools
- **Working software** over comprehensive documentation
- **Customer collaboration** over contract negotiation
- **Responding to change** over following a plan

*That is, while there is value in the items on the right, we value the items on the left more*

# Exercise – Benefits of Agile Thinking

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What are the benefits you see in taking an agile approach to product development?

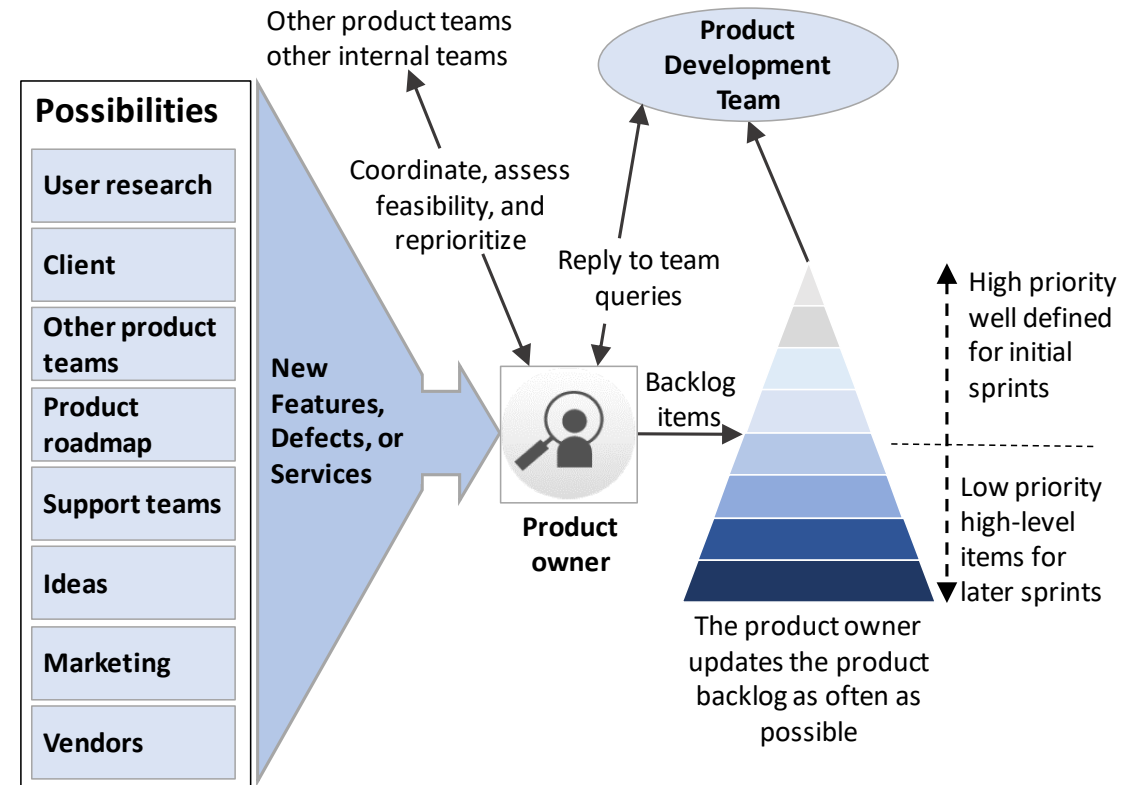


# Break

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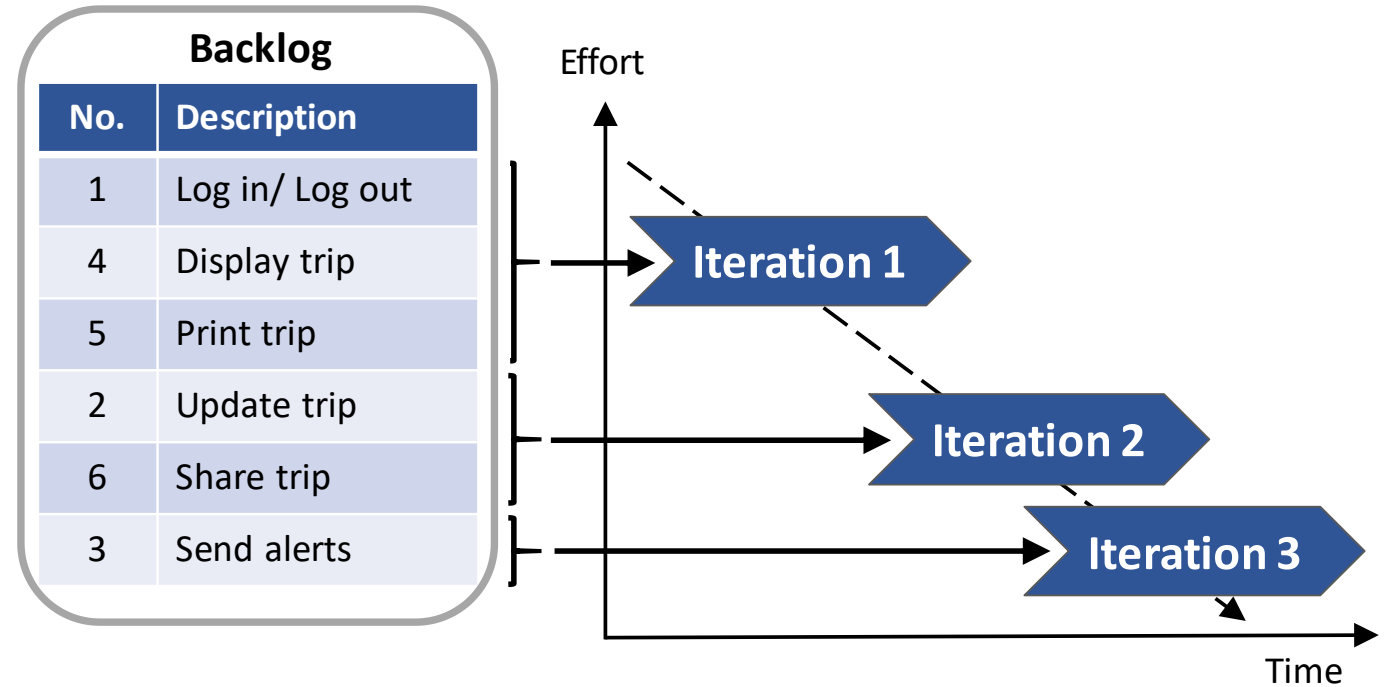
# What is Product Backlog?

- Every project needs a scope
- Every scope needs to be clearly understood by the team
- Prioritizing the scope is the responsibility of the Product Owner based on feedback from stakeholders, including the team



# Product Backlog Planning

- **Features** prioritized based on value they deliver and the effort it takes to do it
- **Goals** that align to customer needs
- **Timelines** for each iteration, especially for the first one



# Why Product Owners are Important?

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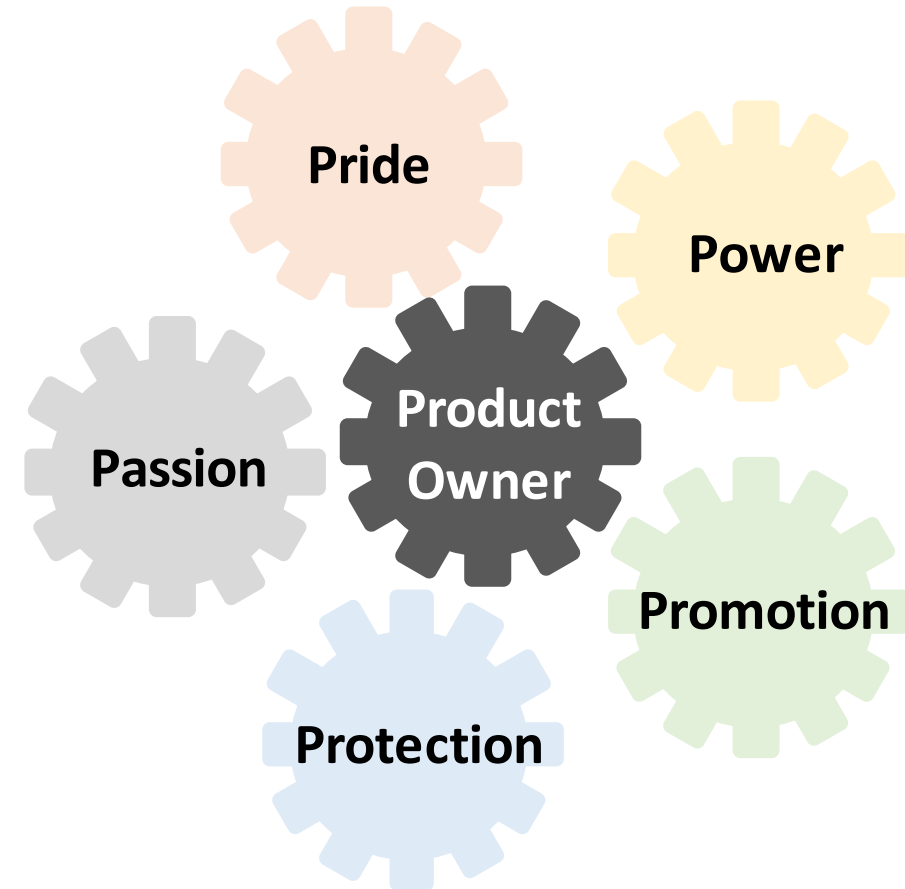
- Put the Focus back on the Product, not on the role (outcome/ purpose vs who)
- Products create product owners, not vice versa
- Product is the 'star' ingredient in any project
- Business Agility is tangible and needs proper execution (not a buzz word)



# The 'Ownership' Effect

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- Product Owners experience the 'ownership' effect to the product they develop, by better retaining or taking care of it.
- By owning a product, Product Owners experience the 5P feelings:
  - Pride
  - Power
  - Promotion
  - Protection
  - Passion



# Exercise – Backlog Planning

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- Develop a product backlog plan in your table with four iterations using the feature list provided
  - Each iteration must have 4 or 5 features
- At each table one person needs to take the role of the Product Owner
- The rest of the table are either team members or stakeholders, for example:
  - Technology
  - User
  - Marketing
  - Finance
  - Operations
  - Legal
  - Event planner
- For this exercise, your product is a one day conference for advance project managers:
  - Conference will be held in about six months
  - You estimate the 100 project managers will attend
  - There needs to be a website for registration and promotion of the event

# Exercise – Feature List

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- Conference
  - Create agenda
  - Select speakers
  - Select keynote speakers
  - Book venue
  - Order food
  - Set price
  - Create program for attendees
  - Sell sponsorship
  - Respond to queries
- Website/ Technology
  - Online registration
  - Create website page
  - Online promotion of conference
  - Create conference App
  - Add profile of speakers
  - Display sponsor logos
  - Provide directions to conference site
  - Payment process
  - Login

# Exercise – Review

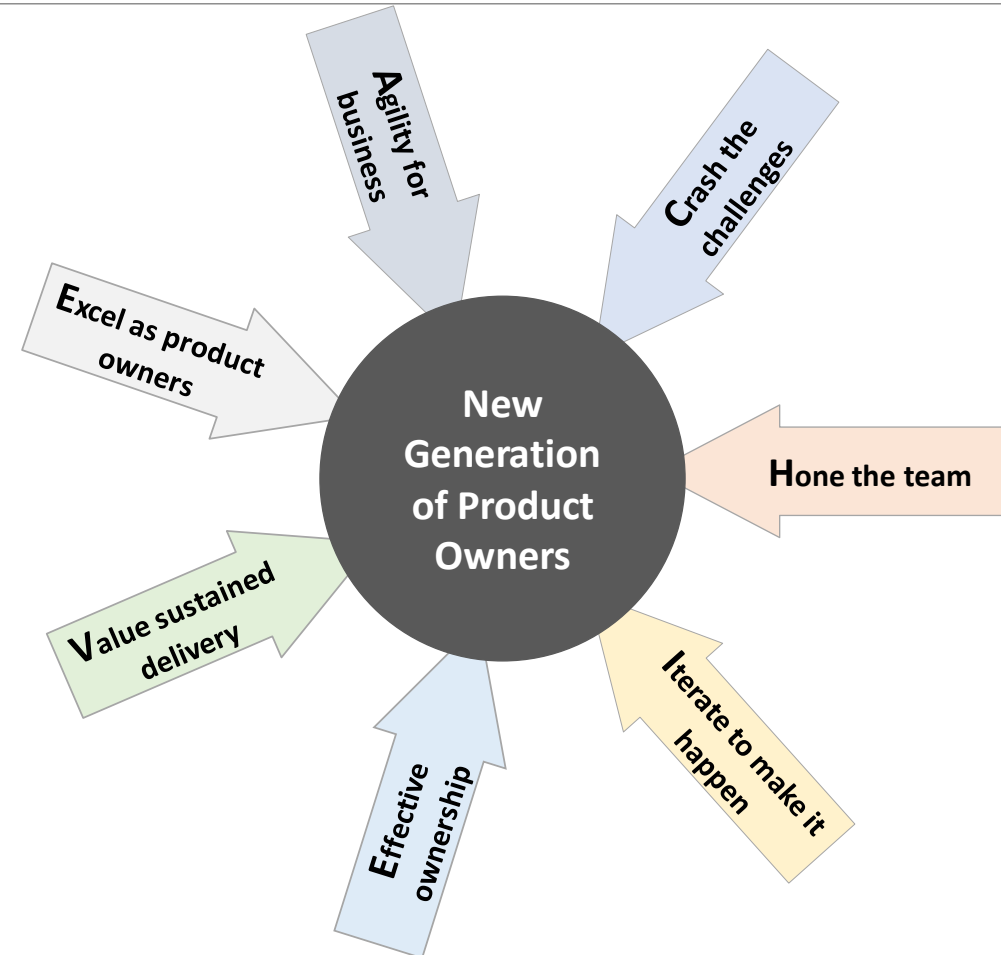
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- Visit at least two other tables and observe:
  - Which features were in the same iteration
  - Which features were in different iteration, why?
- Be ready to share your experience and findings



# New Generation of Product Owners ACHIEVE

- Agility for business – fast, flexible and valuable business proposition
- Crash the challenges – overcome any impediments in business growth
- Hone the team – build the best product team
- Iterate to make it Happen – continuous delivery through minimum increments
- Effective ownership – spirited feelings of care and growth
- Value sustained delivery – focus on value more than results
- Excel as product owners – the new generation of product owners



# Questions

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# Thank you

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