



**AGILE
PRODUCT OPEN
TORONTO**

New Generation of Product Owners

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NOVEMBER 21, 2019

Agenda

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The Journey of Writing a Book

ACHIEVE – The message for Gen P

Challenges with Products in Organizations

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Effective Product Ownership

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Introductions



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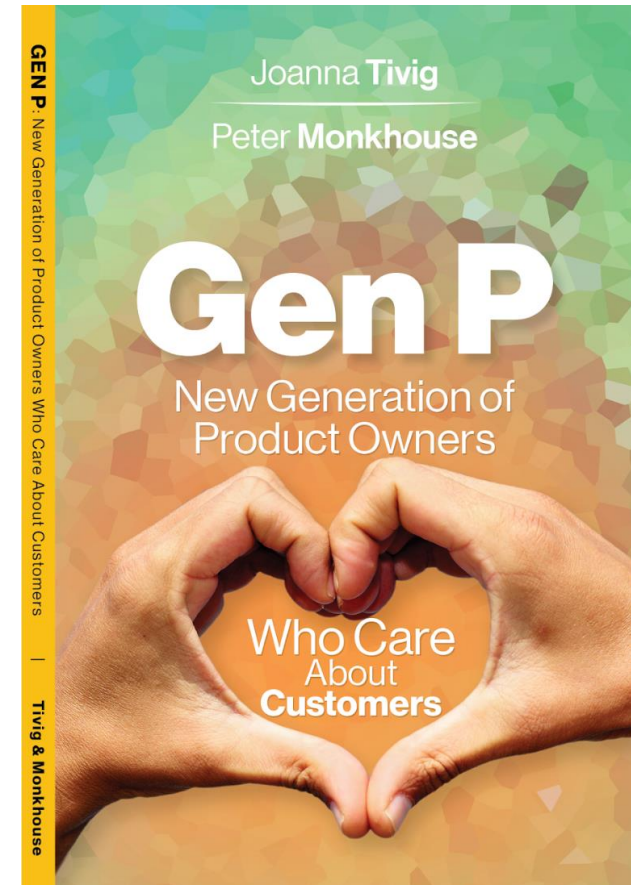


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The Journey of Writing a Book

- It started with an idea...
- Became a concept...
- Grew into a product...
- What is next?

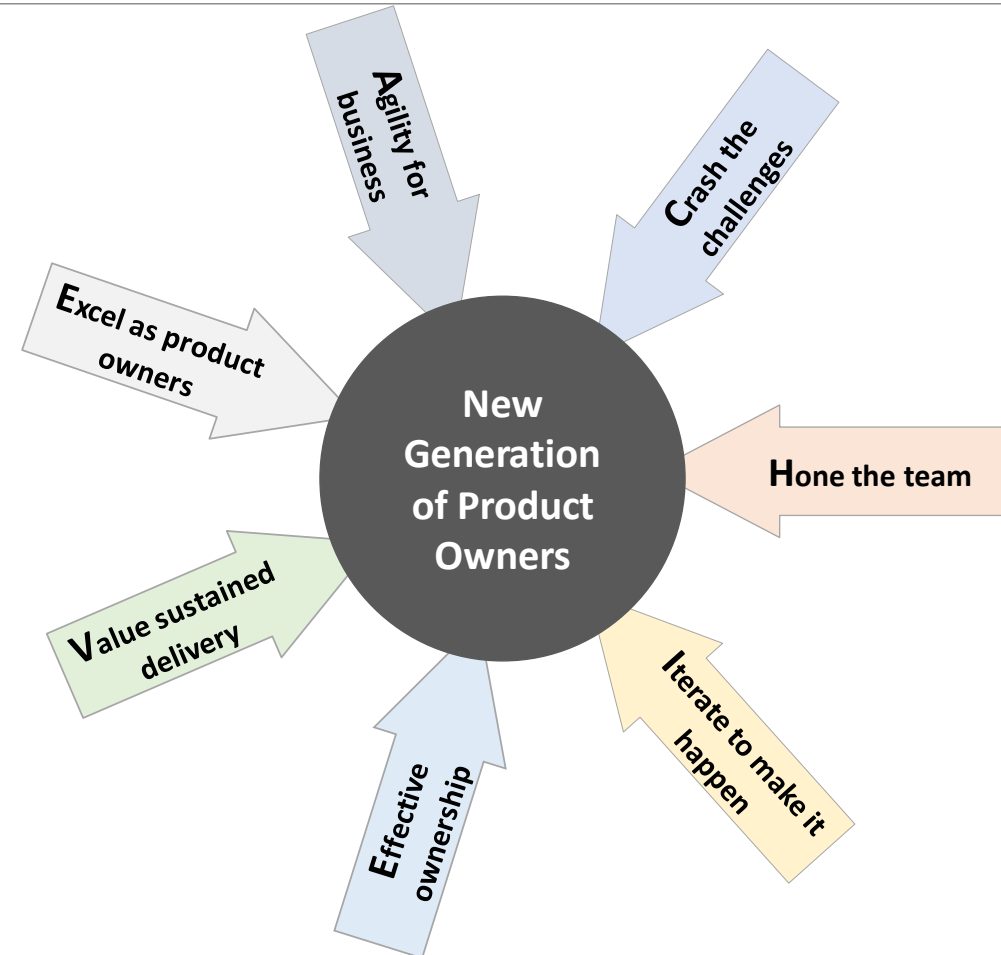


Why Gen P and What is it?

- Because we care about customers
- Because organizations cannot run their businesses without customers
- Because it is beyond execution of project; it's about product life cycles and the way we build products for customers
- For that, we need a new generation of product owners, beyond Scrum, but with an Agile way of thinking and working – focused on value

New Generation of Product Owners ACHIEVE

- **A**gility for business – fast, flexible and valuable business proposition
- **C**rash the challenges – overcome any impediments in business growth
- **H**one the team – build the best product team
- **I**terate to make it Happen – continuous delivery through minimum increments
- **E**ffective ownership – spirited feelings of care and growth
- **V**alue sustained delivery – focus on value more than results
- **E**xcel as product owners – the new generation of product owners



Challenges – Products are Failing

It started with an idea supported by research...

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

Challenges - Discussion

Why do you think products are failing, triggering organizations to fail as well?

A Lesson Through History...What is happening?

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

Product Thinking – A “Must” for Business Agility

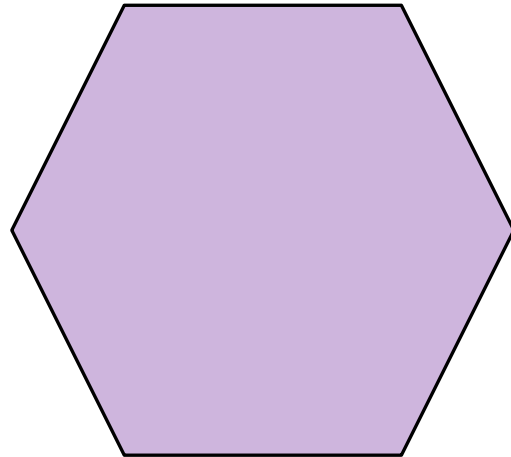
- Product thinking means:
 - Focus on outcomes not outputs
- Longer lifetime means extended care for the product being developed
- Ownership becomes fundamental in driving change and growth
- Value is inherent in the product being delivered
- Customer feedback drives changes to the product
- Adaptation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

Business Agility

Why do you think organizations are struggling with the business agility?

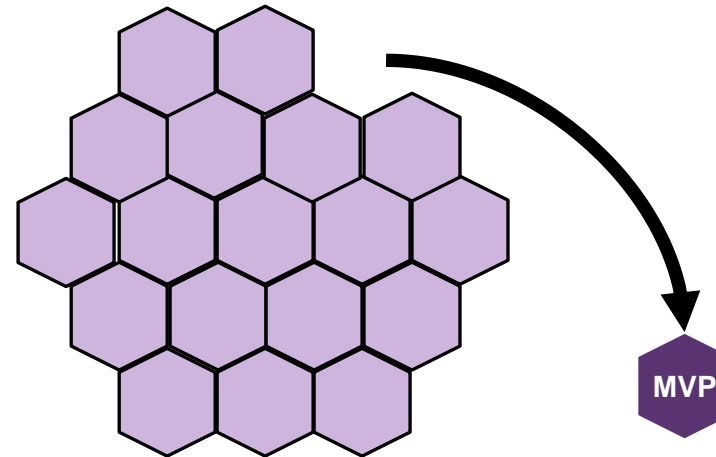
Keep it Simple – Deliver in small chunks!

The Traditional Approach



This product has so many features, I'm not sure I'll be able to deliver it!

The Agile Approach



It's so much better delivering this product in bite-sized pieces

How do we educate organizations to think that delivering in small increments will make more sense for their business?

Why Product Owners are Important?

- 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)



Types of Product Ownership

- We hear about Product Owner Proxy roles
- Ownership can take different forms:
 - Visitor
 - Borrower
 - Renter
 - Owner

Types of Product Ownership (2)

VISITOR

- Works in a different functional department and occasionally drops in
- Provides some guidelines and observations
- Often not available to clear roadblocks or during development

BORROWER

- Available for a short time, a temporary assignment
- Often during product development and then turned over to another product owner

Types of Product Ownership (3)

RENTER

- Longer term relationship with the product than a borrower
- May make small changes, does not address long-term issues
- Seen as a stepping stone to another job

OWNER

- Long term commitment to the product
- Doing what is in the best interest of the product for long-term sustainability
- Display the five characteristics of product ownership: Pride, Power, Promotion, Protection, and Passion

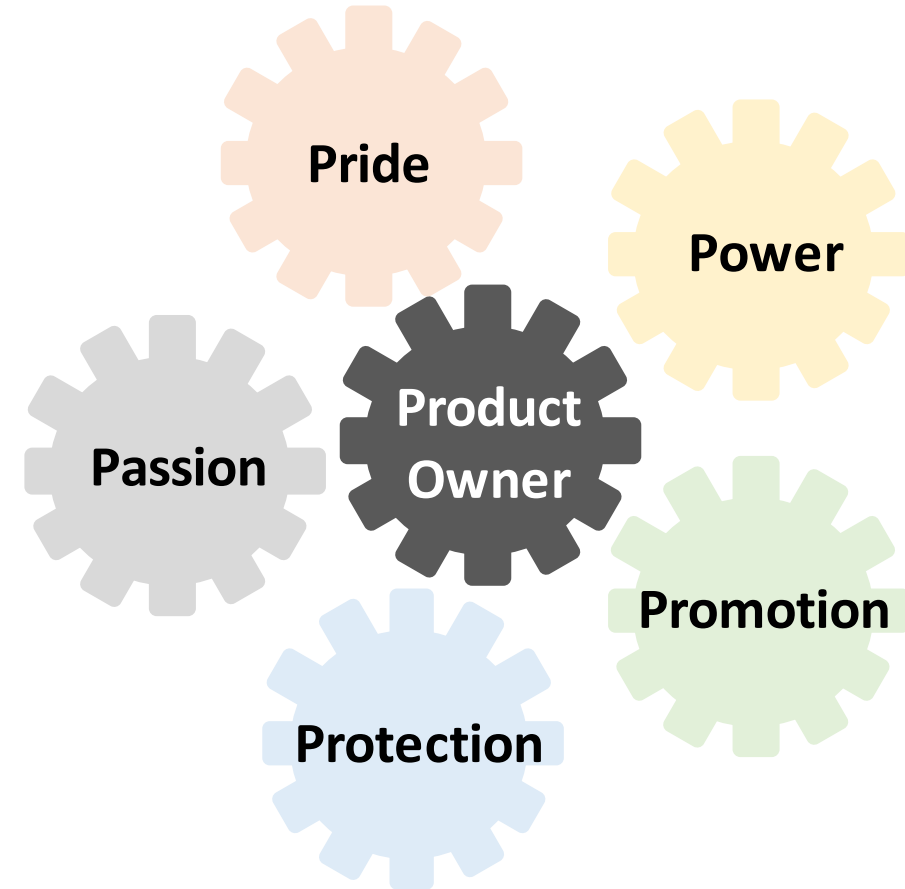
Types of Product Ownership (4)

Before we understand ownership, we should understand what is not ownership. What attitudes and roles can we have towards products?

Attribute	Visitor	Borrower	Renter	Owner
Time	Very short	Short	Medium	Long
Investment	Very low	Very low	Medium	High
Passion	Very low	Low	Medium	High

The 'Ownership' Effect

- 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



Types of Ownership Exercise

- You need to visit a friend about 50 kilometers away in a remote community where there is no access to public transit. For this example, the product is the vehicle you take from your home to visit your friend
- **The vehicle (product) you use for the trip will define the type of product owner (visitor, borrower, renter, owner)**
- At your table, pick one of the types of product owner (each table must have an owner)
 - Pick the type of vehicle you would use based on the type of owner your are
 - Discuss the advantages and disadvantages of each vehicle type linking it back to the type of ownership

Questions?

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Thank you

Pre-orders:

https://www.amazon.com/dp/B08174STWT?ref_=pe_3052080_276849420

