SAFe AGILE PRODUCT MANAGEMENT

Course Code: C107
Duration: 3 days
Credits: 10 PDUs

Course Description

This comprehensive three-day course harnesses the power of Design Thinking to develop innovative solutions with proven SAFe capabilities to execute on those visions. Attendees will learn the right mindset, skills, and tools to create successful products from inception to retirement using Agile techniques.

Attendees will recognize how Continuous Exploration fuels innovation and helps define a product vision, strategy, and roadmap to tap into new markets. Find out how to accelerate the product life cycles to get fast feedback and quickly deliver exceptional products and solutions that delight customers all while aligning with your organization's strategy, portfolio, evolving architecture, and solution intent.

Attending this course includes 1-year membership to the SAFe® Studio platform to access the course workbook, e-learning modules, templated resources, facilitation guides, practice and certification exams and the associated SAFe® Agile Product Manager (APM) certification digital badge upon successful exam passing.

Target Audience

Individuals who will benefit from this course include Agile Coaches, Product Managers/Owners, Business Analysts, Consultants, and those interested in pursuing a SAFe® Agile Product Manager (APM) certification. It is recommended to have attended at least one SAFe course or have a background in Product or Solution management.

Course Objectives

- Use Design Thinking to achieve desirable, feasible, and sustainable outcomes
- Explore market needs, segmentation, sizing and competitive landscape
- Manage value stream economics, including pricing and licensing
- Use empathy to drive design
- Apply product strategy and vision
- Develop and evolve roadmaps
- Execute and deliver value using SAFe
- Explore innovation in the value stream

Course Outline

Day 1:
- Analyzing your Role as a Product Manager in the Lean Enterprise
- Continuously Exploring Markets and Users
- Driving Strategy with Market Segmentation

Day 2:
- Using Empathy to Drive Design
- Defining Product Strategy and Vision
- Creating Roadmaps to Build Solutions

Day 3:
- Delivering Value
- Managing Value Stream Economics
- Creating Innovation in the Value Stream

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