

Enterprise Product Ownership (ICP-EPO)

2 Days Classroom Session | 3 Days Live Online

Overview

It's a VUCA world out there! The world around us is changing at an ever-increasing pace. It is full of volatility, uncertainty, complexity, and ambiguity. In that sort of world, how do you decide which initiatives will deliver organizational value?

Velocity Knowledge's Enterprise Product Ownership course looks at how to maximize value across the organization – and it is more than just dollars and cents! Enterprise Product Owners, Product Owners, Product Managers, Business Analysts, and other Value Managers need to look at the overall business value across a variety of proposals to answer questions such as: which initiatives to select, how much to spend, and when to stop. They have to look at the bigger picture to ensure their initiatives are aligned with company strategy and articulate value at the organization level. The course will go into specific tools and techniques to help you keep initiatives on the value track.

The course takes us through the Product Ownership as a team sport, not just for an individual. Through a combination of exercises, case studies, and lecture, we will better understand how to lead an organization towards value outcomes aligned with enterprise goals.

We will also look at the different faces of value and how our own mindsets may be preventing us from reaching our potential.

ICP-EPO. The ICP-EPO is one of two Continuing Learning Certifications (CLCs) on the Value Management Track. The certification focuses on the behaviors and skills necessary to transform an output-based enterprise into an impact and outcome-driven enterprise. It also looks at eliminating silos to organize initiatives around value-delivery. The learning objectives highlight techniques and practices to help define value in alignment with corporate vision and strategy, to engage stakeholders at broad levels, and to measure customer value at scale. Participants who complete this certification will be exposed to case studies of value-based organizations and learn leading-edge thinking to apply at their companies.

The Enterprise Product Ownership course gives you the tools and techniques to manage value generation at a broader level. It provides the essential, value-based skills needed to lead organizations towards greater agility.

- Product Ownership as a Team Sport
- Product Ownership in Context with Other Roles
- Understanding Vision and Strategy
- Defining Strategic Outcomes
- Selecting Initiatives and Scope
- Model and Mentor Value-Based Thinking
- Defining Enterprise Value
- Value Context Around Initiatives



- Building for Discovery vs. Building for Delivery
- Enterprise-Wide Stakeholder Analysis

Who should attend

Anyone who strives to lead teams towards greater efficiency and achieve tangible results will benefit from these essential analysis skills. This includes:

- Enterprise Product Owners
- Product Owners
- Product Managers
- Product Leadership
- Value Managers
- Anyone on their path to becoming a Value Manager
- Portfolio Managers
- Program Managers
- Project Managers
- Agile Customers
- Business Analysts
- Anyone who makes decisions about the selection of initiatives to fund
- Anyone wanting certification in ICAgile Enterprise Value Management (ICP-EVM)
- Anyone wanting to become an ICAgile Certified Expert in Value Management

This course will help you build your value-based approaches to maximize business value with practices and techniques.