

Professional Product Owner The Leveraging Scrum As

Innovation Through Understandingsm The toughest part of innovation? Accurately predicting what customers want, need, and will pay for. Even if you ask them, they often can't explain what they want. Now, there's a breakthrough solution: Innovation Games. Drawing on his software product strategy and product management consulting experience, Luke Hohmann has created twelve games that help you uncover your customers' true, hidden needs and desires. You'll learn what each game will accomplish, why it works, and how to play it with customers. Then, Hohmann shows how to integrate the results into your product development processes, helping you focus your efforts, reduce your costs, accelerate time to market, and deliver the right solutions, right from the start. Learn how your customers define success Discover what customers don't like about your offerings Uncover unspoken needs and breakthrough opportunities Understand where your offerings fit into your customers' operations Clarify exactly how and when customers will use your product or service Deliver the right new features, and make better strategy decisions Increase empathy for the customers' experience within your organization Improve the effectiveness of the sales and service organizations Identify your most effective marketing messages and sellable features Innovation Games will be indispensable for anyone who wants to drive more successful, customer-focused product development: product and R&D managers, CTOs and development leaders, marketers, and senior business executives alike.

"Agile Excellence for Product Managers" is a plain-speaking guide on how to work with Agile development teams to achieve phenomenal product success. It covers the why and how of agile development (including Scrum, XP, and Lean,) the role of product management, release planning, and more.

Metaphors from our day-to-day life can throw new perspectives when juxtaposed with professional or personal experiences. What seemingly looks like a mundane chore can give great insights with interesting and innovative improvisations. The author, a committed technologist, makes this brave and successful attempt to explain retrospectives using contexts from day-to-day life with suitable graphic representations for ease of understanding. The book focuses on 'retrospectives' as a platform for teams as well as individuals to reflect and improve. She strongly advocates that, regardless of the industry, teams need to have an experimental mindset to continuously learn and adapt. Thus, reflecting on diversified areas such as work-life balance, goals, team collaboration, product development, process, technology, delivery, or targets is an ongoing process that happens either explicitly or implicitly. The book highlights the need for teams and individuals to come out of their comfort zones and think out-of-the box, while staying in sync with their individual and organization's goals. Illustrations shown in the book can be customized according to organizational or individual aspirations.

In the new world of work, agility is a business imperative. From small tech start-ups or large traditional companies, organizations need to be fast, flexible and digitally empowered to succeed. However, too many companies are stuck with siloed, compliance-driven HR processes that work in opposition to the business rather than supporting it. This results in the view that HR is slow and out of touch. However,

Agile HR shows that this doesn't need to be the case. It is a practical guide written specifically for people professionals on how the HR function can develop agile processes and practices that save time, boost performance and support overall business goals. Covering every aspect of the HR function from people processes, ways of working and HR services to organization design, operating models and HR teams, Agile HR is an essential guide for all HR practitioners wanting to make their HR practices agile and drive business performance but don't know where to start. As well as guidance on how to deal with resistance, manage a backlog and deal with constraints, there is also invaluable guidance on how HR can prioritize effectively and assess which activities to pursue, which to develop, which to rework and which to abandon in order to achieve continuous business improvement. Supported by case studies from organizations who have seen the benefits of an agile approach to HR including Sky Betting & Gaming and MUJI, this is critical reading for all HR professionals in organizations of any size needing to adopt fast, flexible and evolving agile approaches to effectively compete in the new world of work.

Creating Breakthrough Products Through Collaborative Play

Passing the Professional Scrum(TM) Master and Product Owner Exams on Your First Try.

Powerful metaphors for effective retrospectives

Lean UX

Leveraging Scrum As a Competitive Advantage

The Professional Scrum Team

Scrum - A Pocket Guide

A Practical Guide to the Most Popular Agile Process

This pocket guide to Scrum is the one book for everyone who wants to learn or re-learn about Scrum. The book describes the framework as it was designed and intended, with a strong focus on the purpose to the rules and adding an historical perspective to Scrum and the Agile movement. As the balance of society keeps shifting from industrial labor to digital work, complexity and unpredictability keep increasing. The need for agility through Scrum increases equally, in and beyond software and product development. This 3rd edition of Scrum - A Pocket Guide, while introducing some changes in terminology, more than ever offers the clarity and insights on Scrum that many organizations need, more than ever. It will help people and their organizations properly shape their Scrum, regardless of their domain or business. Scrum – A Pocket Guide is an extraordinarily competent book. It flows with insight, understanding, and perception. This should be the de facto standard handout for all looking for a complete, yet clear overview of Scrum without being bothered by irrelevancies. (Ken Schwaber, Scrum co-creator) The author, Gunther Verheyen, is a seasoned Scrum practitioner (2003). He has been employing Scrum since 2003. He was partner to Ken Schwaber and Director of the Professional Scrum series at Scrum.org. He is the founder of Ullizee-Inc and engages with people and organizations as an independent Scrum Caretaker on a journey of humanizing the workplace with Scrum.

A Scrum Master's work is never done. The Development team needs your support, the Product Owner is often lost in the complexities of agile product management, and your managers and stakeholders need to know what will be done, by when, and for how much. Learn how experienced Scrum Masters balance the demands of these three

levels of servant leadership while removing organizational impediments and helping Scrum Teams deliver real world value. Discover how to visualize your work, resolve impediments, and empower your teams to self-organize and deliver using the Scrum Values, Agile Principles, and advanced coaching and facilitation techniques. A Scrum Master needs to know when their team is in trouble and understand how to help them get back on the path to delivery. Become a better Scrum master so you can find the problems holding your teams back. Has your Daily Scrum turned in to a meeting? Does your team struggle with creating user stories? Are stakeholders disengaged during Sprint Review? These issues are common. Learn to use empiricism as your guide and help your teams create great products. Scrum is so much more than a checklist of practices to follow, yet that's exactly how many organizations practice it. Bring life back to your Scrum events by using advanced facilitation techniques to leverage the full intelligence of your team. Improve your retrospectives with new formats and exercises. Ask powerful questions that spark introspection and improvement. Get support and buy-in from management. Use Scrum as a competitive advantage for your organization. Create a definition of done that improves quality and fix failing sprints. Take the next step on your journey as a Scrum master. Transform your Scrum practices to help your teams enjoy their work again as they deliver high quality products that bring value to the world. What You Need: A moderate level of experience using the Scrum Framework. One of the hardest challenges in anyone's career is transitioning from being a employee responsible solely for one's own work to a manager responsible for others' performance. New managers face the stress of giving up control while needing to drive results through others. Many of the more than 80 million members of the Millennial generation are facing the challenge of managing others without a guide to success specifically tailored to them. The Young Professional's Guide to Managing fills this void with a mix of relevant tips and stories, and a connection to rich online resources. It is an essential guide for all new managers and emerging leaders, providing important insights, including: How to successfully transition to being a manager, from the very first day The 10 skills all young professionals must develop to thrive as STAR managers Managing people of different generations How to hire, develop, and lead teams to incredible results Advanced strategies for young managers, including how to fire underperforming employees and how to squash office politics. Gain all of the techniques, teachings, tools, and methodologies required to be an effective first-time product manager. The overarching goal of this book is to help you understand the product manager role, give you concrete examples of what a product manager does, and build the foundational skill-set that will gear you towards a career in product management. To be an effective PM in the tech industry, you need to have a basic understanding of technology. In this book you'll get your feet wet by exploring the skills a PM needs in their toolset and cover enough ground to make you feel comfortable in a technical discussion. A PM is not expected to have the same level of depth or knowledge as a software engineer, but knowing enough to continue the conversation can be a benefit in your career in product management. A complete product manager will have a 360-degree understanding of user experience and how to craft beautiful products that are easy-to-use, with the end user in mind. You'll continue your journey with a walk through basic UX principles and even go through the process of building a simple set of UI frames for a mock app. Aside from the technical and

design expertise, a PM needs to master the social aspects of the role. Acting as a bridge between engineering, marketing, and other teams can be difficult, and this book will dive into the business and soft skills of product management. After reading Product Management Essentials you will be one of a select few technically-capable PMs who can interface with management, stakeholders, customers, and the engineering team. What You Will Learn Gain the traits of a successful PM from industry PMs, VCs, and other professionals See the day-to-day responsibilities of a PM and how the role differs across tech companies Absorb the technical knowledge necessary to interface with engineers and estimate timelines Design basic mocks, high-fidelity wireframes, and fully polished user interfaces Create core documents and handle business interactions Who This Book Is For Individuals who are eyeing a transition into a PM role or have just entered a PM role at a new organization for the first time. They currently hold positions as a software engineer, marketing manager, UX designer, or data analyst and want to move away from a feature-focused view to a high-level strategic view of the product vision.

The Nexus Framework for Scaling Scrum

The Young Professional's Guide to Managing

Agile Project Management with Scrum

The Professional Scrum Master (PSM I) Guide

Winfluence

How to talk to customers & learn if your business is a good idea when everyone is lying to you

From Good to Great Servant-Leadership

Reframing Influencer Marketing to Reignite Your Brand

The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little . As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right . Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better.

Implement modern and industry-proven Scrum techniques to achieve business agility and prove your credentials by passing the PSM I certification exam Key Features Use Scrum to manage complex projects and deliver real value to your customers Explore essential concepts and understand how the Scrum framework and Agile help maximize value and manage risks Discover expert tips and work with practice questions and real-world examples to pass the PSM certification exam Book Description Agile methodologies allow companies to maximize value and deal effectively with risks, which is why most IT companies adopt Agile in their workflows. Scrum is an Agile framework used to manage

and execute projects with small teams. The Professional Scrum Master (PSM I) Guide will help you to explore the Scrum framework's rules and theories for Agile project management and develop skills that will enable you to become an indispensable resource for any organization. You'll learn essential techniques and practices such as estimation, planning, and forecasting that will help you to apply Scrum successfully and complete complex projects with ease. The book also demonstrates how to conduct Scrum events, create Scrum artifacts, and tackle issues faced during the Scrum life cycle, among other practices. Finally, you will focus on various aspects of the PSM I certification course and discover expert advice, tips, and quizzes to prepare yourself for the exam. By the end of the book, you will have gained fundamental knowledge of the Scrum framework, covered a range of topics related to the PSM I exam, and learned best practices, tips, and techniques to pass the exam confidently. What you will learn

- Get to grips with Agile development and Scrum
- Understand the roles and responsibilities within the Scrum team
- Discover how to conduct Scrum events and create Scrum artifacts
- Find out how to estimate tasks and track progress
- Discover techniques for planning and forecasting
- Find out how to deal with issues faced during the Scrum life cycle

Who this book is for This book is for professionals who want to build a strong foundation in Scrum practices and development. Project managers, product owners, product managers across various industries, sectors, and departments, software architects, developers, coders, and testers looking to achieve PSM certification will also find this book helpful.

The First Guide to Scrum-Based Agile Product Management In Agile Product Management with Scrum, leading Scrum consultant Roman Pichler uses real-world examples to demonstrate how product owners can create successful products with Scrum. He describes a broad range of agile product management practices, including making agile product discovery work, taking advantage of emergent requirements, creating the minimal marketable product, leveraging early customer feedback, and working closely with the development team. Benefitting from Pichler's extensive experience, you'll learn how Scrum product ownership differs from traditional product management and how to avoid and overcome the common challenges that Scrum product owners face. Coverage includes

- Understanding the product owner's role: what product owners do, how they do it, and the surprising implications
- Envisioning the product: creating a compelling product vision to galvanize and guide the team and stakeholders
- Grooming the product backlog: managing the product backlog effectively even for the most complex products
- Planning the release: bringing clarity to scheduling, budgeting, and functionality decisions
- Collaborating in sprint meetings: understanding the product owner's role in sprint meetings, including the dos and don'ts
- Transitioning into product ownership: succeeding as a product owner and establishing the role in the enterprise

This book is an indispensable resource for anyone who works as a product owner, or expects

to do so, as well as executives and coaches interested in establishing agile product management.

User experience (UX) design has traditionally been a deliverables-based practice, with wireframes, site maps, flow diagrams, and mockups. But in today's web-driven reality, orchestrating the entire design from the get-go no longer works. This hands-on book demonstrates Lean UX, a deeply collaborative and cross-functional process that lets you strip away heavy deliverables in favor of building shared understanding with the rest of the product team. Lean UX is the evolution of product design; refined through the real-world experiences of companies large and small, these practices and principles help you maintain daily, continuous engagement with your teammates, rather than work in isolation. This book shows you how to use Lean UX on your own projects. Get a tactical understanding of Lean UX—and how it changes the way teams work together

Frame a vision of the problem you're solving and focus your team on the right outcomes

Bring the designer's tool kit to the rest of your product team

Break down the silos created by job titles and learn to trust your teammates

Improve the quality and productivity of your teams, and focus on validated experiences as opposed to deliverables/documents

Learn how Lean UX integrates with Agile UX

Practical Solutions to Common Scrum Problems

Succeeding with Agile

Successfully practice Scrum in real-world projects and achieve PSM I certification with confidence

Leveraging Scrum as a Competitive Advantage

Discover the Whole Story, Build the Right Product

A Guide to Creating Winning Products with Agile Development Teams

Agile Product Management with Scrum

Fixing Your Scrum

This pocket guide is the one book to read for everyone who wants to learn about Scrum. The book covers all roles, rules and the main principles underpinning Scrum, and is based on the Scrum Guide Edition 2013. A broader context to this fundamental description of Scrum is given by describing the past and the future of Scrum. The author, Gunther Verheyen, has created a concise, yet complete and passionate reference about Scrum. The book demonstrates his core view that Scrum is about a journey, a journey of discovery and fun. He designed the book to be a helpful guide on that journey. Ken Schwaber, Scrum co-creator says that this book currently is the best available description of Scrum around. The book combines some rare characteristics:

- It describes Scrum in its entirety, yet places it in a broader context (of past and future).
- The author focuses on the subject, Scrum, in a way that it truly supports the reader. The book has a language and style in line with the philosophy of Scrum.
- The book shows the playfulness of Scrum. David Starr and Ralph Jocham, Professional Scrum trainers and early agile adopters, say that this is

the ultimate book to be advised as follow-up book to the students they teach Scrum to and to teams and managers of organizations that they coach Scrum to.

This is a comprehensive guide to Scrum for all (team members, managers, and executives). If you want to use Scrum to develop innovative products and services that delight your customers, this is the complete, single-source reference you've been searching for. This book provides a common understanding of Scrum, a shared vocabulary that can be used in applying it, and practical knowledge for deriving maximum value from it.

Proven, 100% Practical Guidance for Making Scrum and Agile Work in Any Organization This is the definitive, realistic, actionable guide to starting fast with Scrum and agile—and then succeeding over the long haul. Leading agile consultant and practitioner Mike Cohn presents detailed recommendations, powerful tips, and real-world case studies drawn from his unparalleled experience helping hundreds of software organizations make Scrum and agile work. Succeeding with Agile is for pragmatic software professionals who want real answers to the most difficult challenges they face in implementing Scrum. Cohn covers every facet of the transition: getting started, helping individuals transition to new roles, structuring teams, scaling up, working with a distributed team, and finally, implementing effective metrics and continuous improvement. Throughout, Cohn presents “Things to Try Now” sections based on his most successful advice. Complementary “Objection” sections reproduce typical conversations with those resisting change and offer practical guidance for addressing their concerns. Coverage includes Practical ways to get started immediately—and “get good” fast Overcoming individual resistance to the changes Scrum requires Staffing Scrum projects and building effective teams Establishing “improvement communities” of people who are passionate about driving change Choosing which agile technical practices to use or experiment with Leading self-organizing teams Making the most of Scrum sprints, planning, and quality techniques Scaling Scrum to distributed, multiteam projects Using Scrum on projects with complex sequential processes or challenging compliance and governance requirements Understanding Scrum’s impact on HR, facilities, and project management Whether you've completed a few sprints or multiple agile projects and whatever your role—manager, developer, coach, ScrumMaster, product owner, analyst, team lead, or project lead—this book will help you succeed with your very next project. Then, it will help you go much further: It will help you transform your entire development organization.

This book will help you become a better product leader. Benefitting from Roman Pichler's extensive experience, you will learn how to align stakeholders and guide development teams even in challenging circumstances, avoid common leadership mistakes, and grow as a leader. Written in an engaging and easily accessible style, How to Lead in Product Management offers a wealth of practical tips and strategies. Through helpful examples, the book illustrates how you can directly apply the techniques to your work. Coverage includes: * Choosing the

right leadership style * Cultivating empathy, building trust, and influencing others * Increasing your authority and empowering others * Directing stakeholders and development teams through common goals * Making decisions that people will support and follow through * Successfully resolving disputes and conflicts even with senior stakeholders * Listening deeply to discover and address hidden needs and interests * Practising mindfulness and embracing a growth mindset to develop as a leader

Praise for How to Lead in Product Management: "Roman has done it again, delivering a practical book for the product management community that appeals to both heart and mind. How to Lead in Product Management is packed with concise, direct, and practical advice that addresses the deeper, personal aspects of the product leadership. Roman's book shares wisdom on topics including goals, healthy interactions with stakeholders, handling conflict, effective conversations, decision-making, having a growth mindset, and self-care. It is a must read for both new and experienced product people." ~Ellen Gottesdiener, Product Coach at EBG Consulting "Being a great product manager is tough. It requires domain knowledge, industry knowledge, technical skills, but also the skills to lead and inspire a team. Roman Pichler's How to Lead in Product Management is the best book I've read for equipping product managers to lead their teams." ~Mike Cohn, Author of Succeeding with Agile, Agile Estimating and Planning, and User Stories Applied "This is the book that has been missing for product people. Roman has created another masterpiece, a fast read with lots of value. It's a must read for every aspiring product manager." ~Magnus Billgren, CEO of Tolpagorni Product Management "How Lead in Product Management is for everyone who manages a product or drives important business decisions. Roman lays out the key challenges of product leadership and shows us ways of thoughtfully working with team members, stakeholders, partners, and the inevitable conflicts." ~Rich Mironov, CEO of Mironov Consulting and "Smokejumper" Head of Product

The Definitive Guide to PSM I and PSPO I

The Professional Scrum Product Owner

Agile Leadership Toolkit

Agile HR

Creating Products that Customers Love (Adobe Reader)

All-In-one Guide for Professional Scrum Master (PSM 1) Certificate Assessment Preparation

From Good to Great Product Ownership

The Professional Product Owner

Practical, Step-by-Step Scrum Techniques for Improving Processes,

Actions, and Outcomes The widespread adoption and success of Scrum can be attributed in large part to its perceived intuitiveness and

simplicity. But when new Scrum practitioners attempt to apply Scrum

theory and high-level approaches in actual projects, they often find

it surprisingly difficult. In Scrum Shortcuts without Cutting Corners,

Scrum expert Ilan Goldstein helps you translate the Scrum framework

into reality to meet the Scrum challenges your formal training never

warned you about. Drawing on his extensive agile experience in a wide

range of projects and environments, Goldstein presents thirty proven, flexible shortcuts for optimizing Scrum processes, actions, and outcomes. Each shortcut walks you through applying a Scrum approach to achieve a tangible output. These easy-to-digest, actionable patterns address a broad range of topics including getting started, quality and metrics, team members and roles, managing stakeholders, estimation, continuous improvement and much more. Whatever your role, Scrum Shortcuts without Cutting Corners will help you take your Scrum skills to the next level and achieve better results in any project you participate in.

Scrum is the most successful framework for agile product development and much has been written about how to follow the Scrum process but the key to success is in the leadership skills of the product owner. Product Mastery explores the traits of the best product owners offering an insight into the difference between good and great product ownership and explaining how the best product owners are DRIVEN to be successful. In a follow up to the hugely successful Scrum Mastery, Geoff Watts shares more enlightening case studies on how to be: Decisive with incomplete information. Ruthless about maximizing value and minimizing risk. Informed about your product's domain. Versatile in your leadership style. Empowering of project stakeholders. Negotiable while you pursue your vision. This is essential reading for anyone involved in an agile product development effort. Geoff Watts has been a thought leader in the agile development space for many years and his books, training and coaching have helped thousands of teams across the world deliver better products more effectively. Geoff is the author of Scrum Mastery: From Good to Great Servant-Leadership and The Coach's Casebook: Mastering The Twelve Traits That Trap Us, a winner of the 2016 International Book Awards. "Product Mastery is a great book to read if you want to understand how a great Product Owner works. Whether you are hiring a Product Owner or want to be a great Product Owner, the insights that Geoff Watts shares in this book should be your guide." --Jeff Sutherland, Co-Creator of Scrum and author of Scrum: The Art of Doing Twice The Work in Half the Time "Geoff has done a great job at distilling the soft skills product owners need to succeed. His new book is packed with practical advice to advance your skills and become a truly great product owner." - Roman Pichler, Author of Strategize and Agile Product Management with Scrum.

User story mapping is a valuable tool for software development, once you understand why and how to use it. This insightful book examines how this often misunderstood technique can help your team stay focused on users and their needs without getting lost in the enthusiasm for individual product features. Author Jeff Patton shows you how changeable story maps enable your team to hold better conversations about the project throughout the development process. Your team will learn to come away with a shared understanding of what you're attempting to build and why. Get a high-level view of story mapping, with an exercise to learn key concepts quickly Understand how stories really work, and how they come to life in Agile and Lean projects Dive

into a story's lifecycle, starting with opportunities and moving deeper into discovery Prepare your stories, pay attention while they're built, and learn from those you convert to working software The rules and practices for Scrum—a simple process for managing complex projects—are few, straightforward, and easy to learn. But Scrum's simplicity itself—its lack of prescription—can be disarming, and new practitioners often find themselves reverting to old project management habits and tools and yielding lesser results. In this illuminating series of case studies, Scrum co-creator and evangelist Ken Schwaber identifies the real-world lessons—the successes and failures—culled from his years of experience coaching companies in agile project management. Through them, you'll understand how to use Scrum to solve complex problems and drive better results—delivering more valuable software faster. Gain the foundation in Scrum theory—and practice—you need to: Rein in even the most complex, unwieldy projects Effectively manage unknown or changing product requirements Simplify the chain of command with self-managing development teams Receive clearer specifications—and feedback—from customers Greatly reduce project planning time and required tools Build—and release—products in 30-day cycles so clients get deliverables earlier Avoid missteps by regularly inspecting, reporting on, and fine-tuning projects Support multiple teams working on a large-scale project from many geographic locations Maximize return on investment!

Scrum Narrative and PSM Exam Guide

Retrospectives for everyone

A Guide for Product Managers, Business Analysts, and Entrepreneurs

User Story Mapping

Agile Excellence for Product Managers

The Art of Agile Product Ownership

Gen P: New Generation of Product Owners Who Care About Customers

Deliver Value in a Changing World of Work

The role of the Product Owner is more crucial than ever. But it's about much more than mechanics: it's about taking accountability and refocusing on value as the primary objective of all you do. In *The Professional Product Owner*, two leading experts in successful Scrum product ownership show exactly how to do this. You'll learn how to identify where value can be found, measure it, and maximise it throughout your entire product lifecycle. Drawing on their combined 40+ years of experience in using agile and Scrum in product management, Don McGreal and Ralph Jocham guide you through all facets of envisioning, emerging, and maturing a product using the Scrum framework. McGreal and Jocham discuss strategy, showing how to connect Vision, Value, and Validation in ROI-focused agile product management. They lay out Scrum best-practices for managing complexity and continuously delivering value, and they define the concrete practices and tools you can use to manage Product Backlogs and release plans, all with the goal of making you a more successful Product Owner.

Throughout, the authors share revealing personal experiences that

illuminate obstacles to success and show how they can be overcome. Define success from the "outside in," using external customer-driven measurements to guide development and maximise value Fill the "product management vacuum" by bringing empowerment and entrepreneurship to the Product Owner's role Align everyone behind a shared model of how to create, deliver, and capture value Use Evidence-Based Management (EBMgt) to invest in the right places, make smarter decisions, and reduce risk Effectively apply Scrum's Product Owner role, artefacts, and events Populate and manage Product Backlogs, and use just-in-time specifications Plan and manage releases, improve transparency, and reduce technical debt Scale your product, not your Scrum Use Scrum to inject autonomy, mastery, and purpose into your product team's work Improve and Accelerate Software Delivery for Large, Distributed, Complex Projects The Nexus Framework is the simplest, most effective approach to applying Scrum at scale across multiple teams, sites, and time zones. Created by Scrum.org—the pioneering Scrum training and certification organization founded by Scrum co-creator Ken Schwaber—Nexus draws on decades of experience to address the unique challenges teams face in coming together, sharing work, and managing and minimizing dependencies. The Nexus™ Framework for Scaling Scrum is a concise book that shows how Nexus helps teams to deliver a complex, multi-platform, software-based product in short, frequent cycles, without sacrificing consistency or quality, and without adding unnecessary complexity or straying from Scrum's core principles. Using an extended case study, the authors illustrate how Nexus helps teams solve common scaling challenges like reducing cross-team dependencies, preserving team self-organization and transparency, and ensuring accountability. Understand the challenges of delivering working, integrated product increments with multiple teams, and how Nexus addresses them Form a Nexus around a new or existing product and learn how that Nexus sets goals and plans its work Run Sprints within a Nexus, provide transparency into progress, conduct effective Nexus Sprint reviews, and use Nexus Sprint Retrospectives to continuously improve Overcome the distributed team collaboration challenges

Do you want to make your products successful? Need to adapt to an ever-changing marketplace? Want to learn about how to make your products successful? Need to re-invent the way you develop products? This is the first book that focuses on product owners in all industries for all teams, beyond the Scrum framework: Stop wasting time and money on features that customers do not want Deliver value to your customers through valuable features Start getting satisfied and engaged customers Create SMART product teams that care about customers Create an agile product culture in your organization Using their experiences Joanna Tivig and Peter

Monkhouse outline the skills, behaviors, and solutions for the new generation of product owners who care about customers, by creating products that deliver value. These product owners are focused on ACHIEVE: Agility in business Crashing the challenges Honing the team Iterating and adapting Effective ownership Value delivery Excellence Ready to learn how to join Gen P, the new generation of project owners? Scroll up and add this book to your cart.

Scrum, as a new way of product development, delivers high value. Authentic knowledge body of Scrum is Scrum Guide. It is too dense to absorb without context and correlations. This book reveals Scrum as defined in 'The Scrum Guide 2016' with context and correlations using Active Learning technique. It is all-in-one guide for Professional Scrum Master (PSM 1) aspirants, with comprehensive Scrum material, tips, and 250+ practice questions.

Product Management Essentials

Mastering Professional Scrum

DEVELOPING PRODUCTS IN THE AGILE WAY

Scrum Mastery

Agile Estimating and Planning

Product Mastery

The Great ScrumMaster

How to Set Direction while Embracing Uncertainty

A good product roadmap is one of the most important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy. This practical guide teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and requests. With it, you'll learn to communicate how your products will make your customers and organization successful. Whether you're a product manager, product owner, business analyst, program manager, project manager, scrum master, lead developer, designer, development manager, entrepreneur, or business owner, this book will show you how to: Articulate an inspiring vision and goals for your product Prioritize ruthlessly and scientifically Protect against pursuing seemingly good ideas without evaluation and prioritization Ensure alignment with stakeholders Inspire loyalty and over-delivery from your team Get your sales team working with you instead of against you Bring a user and buyer-centric approach to planning and decision-making Anticipate opportunities and stay ahead of the game Publish a comprehensive roadmap without overcommitting

This pocket guide to Scrum is the one book for everyone who wants to learn or re-learn about Scrum. The book describes the framework as it was designed and intended, with a strong focus on the purpose to the rules and

adding an historical perspective to Scrum and the Agile movement. Several elements that were described in the first edition of *Scrum - A Pocket Guide* (2013) were later added to the official Scrum Guide. The most noticeable ones are the Scrum Values (2016) and the description of the 3 questions of the Daily Scrum as a good, yet optional practice (2017). As the balance of society keeps shifting from industrial labor to digital work, complexity and unpredictability keep increasing. The need for agility through Scrum increases equally, in and beyond software and product development. This 2nd edition of *Scrum - A Pocket Guide* offers the clarity and insights on Scrum that many organizations need, today and in the foreseeable future. *Scrum – A Pocket Guide* is an extraordinarily competent book. It flows with insight, understanding, and perception. This should be the de facto standard handout for all looking for a complete, yet clear overview of Scrum without being bothered by irrelevancies. (Ken Schwaber, Scrum co-creator) The author, Gunther Verheyen, is a seasoned Scrum practitioner (2003). Throughout his standing career as a consultant, Gunther has employed Scrum in diverse circumstances. He was partner to Ken Schwaber and Director of the Professional Scrum series at Scrum.org. He is the founder of Ullizee-Inc and engages with people and organizations as an independent Scrum Caretaker.

“Our job as Scrum professionals is to continually improve our ability to use Scrum to deliver products and services that help customers achieve valuable outcomes. This book will help you to improve your ability to apply Scrum.” –From the Foreword by Ken Schwaber, co-author of *Scrum Mastering Professional Scrum* is for anyone who wants to deliver increased value by using Scrum more effectively. Leading Scrum practitioners Stephanie Ockerman and Simon Reindl draw on years of Scrum training and coaching to help you return to first principles and apply Scrum with the professionalism required to achieve its transformative potential. The authors aim to help you focus on proven Scrum approaches for improving quality, getting and using fast feedback, and becoming more adaptable, instead of “going through the motions” and settling for only modest improvements. Whether you’re a Scrum Master, Development Team member, or Product Owner, you’ll find practical advice for facing challenges with transparency and courage, overcoming a wide array of common challenges, and continually improving your Scrum practice. Realistically assess your current Scrum practice, and identify areas for improvement Recognize what a great Scrum Team looks like and get there Focus on “Done”—not “sort-of-Done” or “almost-Done” Measure and optimize the value delivered by every Product Increment Improve the way you plan, develop, and grow Clear away wider organizational impediments to agility and professionalism Overcome common misconceptions that stand in the way of progress Register your book for convenient access to

downloads, updates, and/or corrections as they become available. See inside book for details.

Winfluence by award-winning digital strategist Jason Falls, is THE authoritative book about influencer marketing from the perspective of businesses and brands. An invaluable guidebook for marketing managers, small business owners, marketing consultants and agencies alike, the book explains how influencers came to be, how they came to be so powerful, why so many brands are counting on influencer marketing for business success and how anyone who is not, now can. This book not only explains the who, what, when, where, and why of influencer marketing but then adds the how—more specifically and predictably than other books can hope for. It offers detailed guidelines, case studies, cutting-edge ideas, how-tos for measuring success, and more to help any business owner, marketer, agency account person, or digital strategist see and seize the opportunity to drive business results. Through a series of narrative stories, interviews, and case studies, the book illustrates how to take what many people consider good influencer marketing to a new level of success from a long-tail perspective—not short-term, one-off executions.

Leveraging Public Relations Expertise for Personal and Client Success
Innovation Games

Software Development Using Scrum

How to Lead in Product Management: Practices to Align Stakeholders, Guide Development Teams, and Create Value Together

Scrum – A Pocket Guide – 3rd edition

A Practitioners Guide to Overcoming Challenges and Maximizing the Benefits of Agility

Continuously Delivering an Integrated Product with Multiple Scrum Teams

Applying Lean Principles to Improve User Experience

*Every product owner faces a complex and unique set of challenges within their team. This provides each individual the opportunity to fill the role with different ambitions, skills, and insights. Your product ownership journey can take a variety of paths, and *The Art of Agile Product Ownership* is here to be your guide. Author Allan Kelly, who delivers Agile training courses to major companies, pulls from his experience to help you discover what it takes to be a successful product owner. You will learn how you need to define your role within a team and how you can best incorporate ownership with strategy. With the Agile method, time is the key factor, and after using the lessons from this book you will confidently be able to synthesize features, functionality, and scope against delivery. You will find out how other team members such as the UX designer and business analyst can support and enhance your role as product owner, and how every type of company structure can adapt for optimal agility. *The Art of Agile Product Ownership* is a beacon for current product owners, programmers who are ready to take the next step towards ownership, and analysts transitioning into the product space. This book helps you determine for yourself the best way to fill the product owner role so that you utilize your unique combination of skills. Product ownership is central*

to a successful Agile team, and after reading this book, you will be more than ready for the challenge. What You Will Learn Explores activities the product owner needs to do in order to write good and valuable user stories Identifies skills product owners can learn from product managers and business analysts Demonstrates how to make decisions based on business and customer demand rather than technical needs and feasibility Who This Book Is For This is a book for anyone becoming a product owner: developers and programmers, who, after some years at the code-face, are ready to step up to the next stage to own the product that they have been coding. Business Analysts and Product Managers who see themselves transitioning into the a product owner role will find value in this book in understanding their new role and how the work is the same and how it is different

The Scrum Framework comprises eleven rules based on empirical process control. These rules can easily be described and understood, but they can be extremely challenging for teams to implement. The Professional Scrum Team helps real-world teams bring Scrum rules to life in their everyday work. Leading Scrum.org consultants and trainers Peter Götz and Uwe M. Schirmer bring together proven practices based on their real-life experience working in (and with) real Scrum teams. They show how Scrum teams can optimize their performance as teams, and how each participant can work more successfully as a Scrum team member. The authors introduce a team as it starts out with Scrum, and follows that team as it gains experience and functions with increasing effectiveness. First, you'll watch the team discover that its legacy approach to developing complex software doesn't work, seek a better way, and discover Scrum. Next, you'll watch the team take its first steps with Scrum and gain hard-won practical experience. In Part II, you'll watch as it finds better ways to discuss and describe requirements to optimize stakeholder collaboration, so developers can create the right product. Then, in Part III, you'll turn to development team practices and agile tools, discovering ways to continually improve quality and deliver functionality in ever-shorter cycles.

The Professional Product Owner's Guide to Maximizing Value with Scrum "This book presents a method of communicating our desires, cogently, coherently, and with a minimum of fuss and bother." —Ken Schwaber, Chairman & Founder, Scrum.org The role of the Product Owner is more crucial than ever. But it's about much more than mechanics: it's about taking accountability and refocusing on value as the primary objective of all you do. In The Professional Product Owner, two leading experts in successful Scrum product ownership show exactly how to do this. You'll learn how to identify where value can be found, measure it, and maximize it throughout your entire product lifecycle. Drawing on their combined 40+ years of experience in using agile and Scrum in product management, Don McGreal and Ralph Jocham guide you through all facets of envisioning, emerging, and maturing a product using the Scrum framework. McGreal and Jocham discuss strategy, showing how to connect Vision, Value, and Validation in ROI-focused agile product management. They lay out Scrum best-practices for managing complexity and continuously delivering value, and they define the concrete practices and tools you can use to manage Product Backlogs and release plans, all with the goal of making you a more successful Product Owner. Throughout, the authors share revealing personal experiences that illuminate obstacles to success and show how they can be overcome. Define success from the "outside in," using external customer-driven measurements to guide development and maximize

value Bring empowerment and entrepreneurship to the Product Owner's role, and align everyone behind a shared business model Use Evidence-Based Management (EBMgt) to invest in the right places, make smarter decisions, and reduce risk Effectively apply Scrum's Product Owner role, artifacts, and events Populate and manage Product Backlogs, and use just-in-time specifications Plan and manage releases, improve transparency, and reduce technical debt Scale your product, not your Scrum Use Scrum to inject autonomy, mastery, and purpose into your product team's work Whatever your role in product management or agile development, this guide will help you deliver products that offer more value, more rapidly, and more often. Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details. The brain of a Scrum Team is the Product Owner. Product Owners maximize the value of the product and optimize the work of the Development Team. It is essential for the professionals playing this role to standardize their knowledge of product ownership and benchmark their learning. This book is a clear and concise guide to those preparing for Scrum.org Professional Scrum Product Owner 1 (PSPO 1) assessment certification. The book covers the thorough scope of assessment areas and provides more than 120 practice questions.

The Mom Test

Building, Guiding and Motivating Your Team to Achieve Awesome Results

Scrum - A Pocket Guide - 2nd edition

A Smart Travel Companion

Tools and Techniques for Becoming an Effective Technical Product Manager

The Communications Consultant's Foundation

Learning to Thrive with Self-Managing Teams

BECOMING AN AWESOME PRODUCT OWNER

For all professionals and students who want to improve their prospects in business, this book prepares and positions them to build dream careers, giving them the education and guidance required to develop vital soft skills, and work remotely and independently. After establishing a foundation for solid professional communications on a personal level, it quickly opens doors to business insights and opportunities that are exciting, inspiring, and highly sustainable. Immersing readers into the key realms of business success and exploring the full spectrum of essential communications practices, they gain knowledge and trade skills of immense value, including:

- The basics of positive, proactive, strategic communications for individuals and organizations**
- What it means to be a PR expert in the creative industry and to do great work**
- An introduction to essential business imperatives, with high-level instruction on creativity, strategy, leadership, management, marketing, and much more**
- Customer service and all it entails**
- Extensive exploration of the PR toolset and its application in real-world marketing scenarios**

This book brings home all instruction with sophisticated questions and challenges, ensuring readers have every opportunity to comprehend and grow, step by step.

Practical, Proven Tools for Leading and Empowering High-Performing

Agile Teams A leader is like a farmer, who doesn't grow crops by pulling them but instead creates the perfect environment for the crops to grow and thrive. If you lead in organizations that have adopted

agile methods, you know it's crucial to create the right environment for your agile teams. Traditional tools such as Gantt charts, detailed plans, and internal KPIs aren't adequate for complex and fast-changing markets, but merely trusting employees and teams to self-manage is insufficient as well. In *Agile Leadership Toolkit*, longtime agile leader Peter Koning provides a practical and invaluable steering wheel for agile leaders and their teams. Drawing on his extensive experience helping leaders drive more value from agile, Koning offers a comprehensive toolkit for continuously improving your environment, including structures, metrics, meeting techniques, and governance for creating thriving teams that build disruptive products and services. Koning thoughtfully explains how to lead agile teams at large scale and how team members fit into both the team and the wider organization. Architect environments that help teams learn, grow, and flourish for the long term Get timely feedback everyone can use to improve Co-create goals focused on the customer, not the internal organization Help teams brainstorm and visualize the value of their work to the customer Facilitate team ownership and accelerate team learning Support culture change, and design healthier team habits Make bigger changes faster This actionable guide is for leaders at all levels—whether you're supervising your first agile team, responsible for multiple teams, or lead the entire company. Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

The basics of being a ScrumMaster are fairly straightforward: At face value all a ScrumMaster needs to do is facilitate the Scrum process and remove impediments. But being a great ScrumMaster, one who truly embodies the principles of servant-leadership and helps nurture a high-performing team, is much harder and more elusive. In this second edition of his groundbreaking book, Geoff shares an updated collection of stories and practical guidance, drawn from twenty years of coaching Scrum teams that will guide you on your path to greatness. In this book you will learn: The skills and characteristics of great ScrumMasters How to generate, maintain and increase engagement from the team How to increase the effectiveness of the Scrum meetings, such as retrospectives and daily scrums. How to foster a more creative and collaborative team How to increase the performance of the team How to know when you are a successful ScrumMaster Scrum Mastery is for practicing ScrumMasters who want to develop themselves into a great servant-leader capable of taking their teams beyond simple process compliance. Mike Cohn, in his foreword for the book, said: "Most books rehash well-trod territory and I don't finish them any wiser. I am positive I will be referring back to this book for many years" Roman Pichler said: "I am thoroughly impressed with how comprehensive and well-written the book is. It will be indispensable for many people" *Becoming an Awesome Product Owner* is a book for Agile Product Owners, Product Managers, Product Leaders, Scrum Masters and anyone else trying to find answers in the confusing world of Agile. The book will answer questions like; I want to be a Product Owner, what do I need to do? What certification should I get? I am a Product Owner, but am I

doing things the right way? What is product vision? And the list goes on. Agile is an effective and productive way of working and good Product Owners are in demand. This book goes beyond basic Agile training as it illustrates practical, hands-on product development from start to finish. This is a book not only for those who want to be exceptional Product Owners, but also for leaders, Agile coaches, Scrum Masters and business owners keen to implement the Agile methodology in their workplaces.

Guide to Pass PSPO 1 Certification

Scrum Shortcuts without Cutting Corners

Product Roadmaps Relaunches

The Phenomenal Product Manager

Agile Tactics, Tools, & Tips

#ScrumMasterWay

Essential Scrum

If you want to pass both the Professional Scrum Master(TM) I exam and the Professional Scrum Product Owner(TM) exam on your first try, this is the only book you will need to read! In only 50 pages, you will learn all that is necessary to understand Scrum, the Scrum Master position, the Product Owner position and to pass both exams. Rather than explaining Scrum through lengthy anecdotes, this book boils down the wisdom of Scrum into short, compact statements that are clear and easy to understand. It guides you through the key knowledge of the 2020 Scrum Guide and provides you with questions that allow you to check your understanding and prepare you for your real exams. Author Moritz Knueppel has been working as a Scrum Master and Agile Coach for several years, as an employee and a freelancer, in start-ups and 10,000 employee corporations. Over the past years, he has delivered hundreds of hours of Scrum training sessions and has taught and coached people for every level of the PSM exams. He is one of only a handful of people in the world to have completed every single Scrum.org certification, including PSM III and PSPO III.

Lawley teaches project managers how to work more effectively with their teams, how to influence, how to get the most important work done in less time, and how to manage and accelerate one's career.

Agile Estimating and Planning is the definitive, practical guide to estimating and planning agile projects. In this book, Agile Alliance cofounder Mike Cohn discusses the philosophy of agile estimating and planning and shows you exactly how to get the job done, with real-world examples and case studies. Concepts are clearly illustrated and readers are guided, step by step, toward how to answer the following questions: What will we build? How big will it be? When must it be done? How much can I really complete by then? You will first learn what makes a good plan-and then what makes it agile. Using the techniques in Agile Estimating and Planning , you can stay agile from start to finish, saving time, conserving resources, and accomplishing more. Highlights include: Why conventional

prescriptive planning fails and why agile planning works How to estimate feature size using story points and ideal days—and when to use each How and when to re-estimate How to prioritize features using both financial and nonfinancial approaches How to split large features into smaller, more manageable ones How to plan iterations and predict your team's initial rate of progress How to schedule projects that have unusually high uncertainty or schedule-related risk How to estimate projects that will be worked on by multiple teams Agile Estimating and Planning supports any agile, semiagile, or iterative process, including Scrum, XP, Feature-Driven Development, Crystal, Adaptive Software Development, DSDM, Unified Process, and many more. It will be an indispensable resource for every development manager, team leader, and team member.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. The Fast, Focused, Practical Guide to Excellence with Scrum The Great ScrumMaster: #ScrumMasterWay is your complete guide to becoming an exceptionally effective ScrumMaster and using Scrum to dramatically improve team and organizational performance. Easy to digest and highly visual, you can read it in a weekend...and use it for an entire career. Drawing on 15 years of pioneering experience implementing Agile and Scrum and helping others do so, Zuzana Šochová guides you step by step through all key facets of success as a ScrumMaster in any context. Šochová reviews the ScrumMaster's responsibilities, introduces her powerful State of Mind model and #ScrumMasterWay approach, and teaches crucial metaskills that every ScrumMaster needs. Learn how to build more effective teams, manage change in Agile environments, and take full advantage of the immensely powerful ScrumMaster toolbox. Throughout, Šochová illuminates each concept with practical, proven examples that show how to move from idea to successful execution. Understand the ScrumMaster's key role in creating high-performance self-organizing teams Master all components of the ScrumMaster State of Mind: teaching/mentoring, removing impediments, facilitation, and coaching Operate effectively as a ScrumMaster at all levels: team, relationships, and the entire system Sharpen key ScrumMaster cognitive strategies and core competencies Build great teams, and improve teams that are currently dysfunctional Drive deeper change in a safer environment with better support for those affected Make the most of Shu Ha Ri, System Rule, Root Cause Analysis, Impact Mapping, and other ScrumMaster tools Whether you're a long-time Certified ScrumMaster (CSM) or participating in your first Scrum project, this guide will help you leverage world-class insight in all you do and get the outstanding results you're looking for. Register your product at informit.com/register for convenient access to downloads, updates, and corrections as they become available