



Agile Discovery Workshop



- Learn to act as an effective product lead/owner for agile teams
- Explore ways to capture and communicate initial product visions and charters using tools like the lean canvas and validation board
- Discover ways to define customer segments with personas
- Learn to cast problems as testable experiments and find problem/customer fit
- Define solutions as testable experiments and find customer/solution fit
- Understand how to write user stories to capture product feature needs
- Learn to progressively refine a product backlog
- Create story maps for coherent release planning
- Plan, review and retrospect about a Sprint
- Define customer cohorts and funnels and track appropriate metrics
- Adapt these practices for enterprise and B2B environments

This Boot Camp-style workshop provides product managers, analysts, designers and entrepreneurs with a deep immersion into lean and agile innovation and product management principles, processes and tools.

Participants will experience an essential toolkit blending aspects of several leading methods, including Scrum, the Lean Startup, and Lean UX, learning essential concepts and putting them into practice. This course utilizes leading tools like the lean canvas, validation board, story mapping and more to equip product managers with real-world techniques that they can put into practice immediately.

Revolving around a core case study, which can be based either on hypothetical or real-world

project ideas, participants get to try techniques directly. These exercises are buffered by brief training modules and direct assistance by class facilitators, for a vigorous, well-balanced and carefully paced experience. Exercises, movies, demonstrations, facilitated discussions, case studies, tool and template examples and more are interwoven throughout to illustrate the principles being taught in a comprehensive fashion interactively tailored to the class's needs, based on real world experience, not ivory-tower theory.

Who Should Attend

Product and line managers, project managers, business analysts, designers, entrepreneurs, and anyone interested in learning more about Lean and Agile approaches to innovation.

Bonus Features

- 14.0 PDUs toward PMI Certification
- 14.0 hours that can be applied for the PMI-ACP Certification

Course Outline:

Intro to Agile Product Management
Scrum & Agility
The Product Owner Defined

The Lean-Agile Experience
Brainstorm Ideas to Solve
Set up your Team
Describe potential target customers
Design an experiment

The Lean-Agile Experience (continued)

S1 – [In]Validating our Problem
S2 – Crafting our Initial Pitch
S3 – Testing our Pitch
S4 – Preparing to Present
Present your pitch and process

Agility in the Enterprise

Class Schedule:

Sign-In/Registration 7:30 - 8:30 a.m.

Morning Session 8:30 a.m. - 12:00 p.m.

Lunch 12:00 - 1:00 p.m.

Afternoon Session 1:00 - 5:00 p.m.

Times represent the typical daily schedule. Please confirm your schedule at registration.

Course Fee Includes:

- Tuition
- ICAgile certification fee
- Course notebook
- Letter of completion

No Results
