Topics Agile Product Management

Analyzing Your Role as a PM in the Lean Enterprise
- Describe Product Management's role and responsibilities
- Identify Product Management stakeholders and collaborators
- Explain Design Thinking for Product Management

Continuously Exploring Markets and Users
- Explain market research in the context of Continuous Exploration
- Discover the right hypothesis and ask the right questions
- Apply data-driven practices to answer questions
- Plan your research
- Use Innovation Games® for Customer understanding

Driving Strategy with Market Segmentation
- Explain market segmentation, Jobs To Be Done
- Create market segments through market research
- Determine market segment value
- Assess market segment fit

Using Empathy to Drive Design
- Describe the purpose and use of personas
- Create and use personas
- Improve Customer experience through empathy

Defining Product Strategy and Vision
- Explain the strategic purpose of your product
- Create a compelling product Vision
- Design value propositions and business models: Business Model Canvas
- Design the Customer journey: Customer Journey Maps
- Design the whole product and Solution Context
- Design platform, API, and data strategy

Creating Roadmaps to Build Solutions
- Define Solution Intent
- Forecast Roadmaps that link strategy to tactics: Solution Roadmap, PI Roadmap, Supported Versions Roadmap, Market Rhythms and Market Events
- Organize Features for balanced Solutions
- Refine Features into Stories and Story maps

Delivering Value
- Visualize development flow using a Program Kanban
- Estimate and forecast the backlog
- Prioritize the Program Backlog with WSJF
- Create alignment with PI Planning
- Execute the PI

Managing Value Stream Economics

- Analyze Customer value
- Choose type of value exchange: seven types of value exchange
- Establish costing and pricing
- Create a sustainable economic model
- Interpret in-licensing models
- Design out-licensing models
- Model financial performance and return on investment (ROI)

Creating Innovation in the Value Stream

- Describe Value Stream and product innovation
- Use Metrics to guide improvements: vanity metrics, NPS, AARRR metrics
- Manage innovations through Epics
- Fund sustainable innovation
- Apply rapid experimentation
- Evaluate hypothesis outcomes: Pivot, stop, or continue

Becoming a Certified Agile Product Manager

- SAFe Community Platform
- APM exam and certification