PRODUCT OWNER

STAKEHOLDER ENGAGEMENT

TIME MANAGEMENT

PLANNING

TEAM COLLABORATION

DECISION MAKING

PRODUCT MARKET FIT
PLANNING

- It’s updated each sprint
- It’s visible and understood by everyone
- Your release plan is based on team estimates and velocity

Release Plan

- You work on it daily
- It’s less than 100 items
- It is THE list

Product Backlog

- Your team delivers within 10% of their commitment
- You can predict dates 3 months in advance
- You trust that the team is delivering optimally

Predictable
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Predictable
TEAM COLLABORATION

Quality
- You don't have quality problems
- Your customers get new features regularly
- It's easy to delivery features to market

Requirements
- You negotiate scope to meet commitments
- You communicate who, why and what not how
- Your team understands what they need to build

Acceptance Tests
- You collaborate to create acceptance tests
- Acceptance tests are automated appropriately
- You aren't surprised by what your team delivers
DEcision Making

- Your backlog is prioritized
- You never change priority mid-sprint
- You say NO to requests to maintain a reasonable cycle time

- You only do things with high ROI
- You know the ROI of everything on your backlog
- You validate your ROI assumptions against actual data

- You only do things that align with your strategy
- Your decisions can be traced back to strategic goals
- You know what you need to do to deliver on strategy
PRODUCT MARKET FIT

- You know who all your competitors are
- You know where you stand with competitors
- Competitive news reaches you first

- You know who your users are and meet them
- You collect metrics on how your product is used
- You know what your users want

- You know what the leading trends are
- You have plans to address these trends
- Your product sets the trends in your market
STAKEHOLDER ENGAGEMENT

- Vision
  - Your vision is understood by all
  - It is inspiring
  - It guides your decision making

- Roadmap
  - It is visible to all
  - It is achievable and believable
  - Your roadmap is updated at least every 3 months

- Status
  - Stakeholders know what’s happening
  - People believe the commitments you make to them
  - You can say no without damaging relationships
**TIME MANAGEMENT**

- Crises are few and far between
- You never do the headless chicken dance
- Most of your time is spent helping things go right

**Proactive**

- You can delegate appropriately
- You clearly communicate expectations
- You only attend meetings you are required in

**Delegation**

- You use the law of two feet
- You spent time inspecting and adapting
- You use techniques to maximize your productivity