



Agile
Mastery
Institute

CLASSROOM | COACHING | COMMUNITY



Product Mastery Pathway

Our Mission

Our mission is to restore the industry's respect for agile certifications and for the people with those certifications to feel capable and confident to have a real impact in their role.



Our Mission

We will do this by raising the bar of agile training and eventually establishing holistic, multi-faceted, long-term support as the norm for meaningful role-based certification.



Our Manifesto

We are uncovering better ways of developing agile professionals.
Through this work we have come to value:

Experienced Guides over professional trainers

A continuous learning pathway over a one-off course

Group exploration over individual reflection

Guided navigation over a solo journey

Our Pathway Approach

- Live synchronous training covering every aspect of the role
- 6 months or more of coaching covering real-life challenges
- Deeper live training to expand the skills of the role
- Asynchronous support including books, videos, smartphone app
- Community forum with dedicated private space
- Certified credentials along the journey

Product Mastery Skills

Decisive

Willing and able to make decisions with incomplete information, and allow others to make decisions.

Ruthless

Maintaining a relentless drive to maximise value and minimise risk while focusing on the vision.

Informed

Cultivating a voracious appetite to know the most possible about your product's domain.

Versatile

Responding to changing circumstances, in terms of product development and leadership style

Empowering

Creating a shared ownership amongst all stakeholders and bringing them along on the journey

Negotiable

Having faith in one's vision whilst being open to feedback and change

Learning Objectives



Decisive

- Understand the common causes of procrastination
- Apply cost of delay to a set of features
- Analyze the concept of option or set-based decision-making
- Evaluate the benefits and drawbacks of delaying decisions
- Understand the need for experimentation in a complex domain

Ruthless

- Become comfortable with prioritizing ruthlessly
- Incorporate multiple factors in the definition of value
- Analyse the psychological factors affecting prioritization
- Develop different ways to refuse stakeholder's requests
- Reduce the hold that stakeholders can wield over you

Informed

- Explain and mitigate cognitive biases of product development
- Differentiate the contexts appropriate for analysis and experimentation
- Run experiments to test hypotheses quickly and safely
- Create rituals to become more informed quicker

Versatile

- Understand different forms of leadership
- Develop self-awareness of their leadership preferences
- Understand the meaning and importance of coherent leadership
- Develop their coaching leadership approach
- Provide effective, constructive, non-judgmental feedback

Empowering

- Develop a healthy balance of time with and away from the team
- Understand degrees of self-management
- Enhance your ability to delegate effectively
- Differentiate between levels of trust
- Create an effective guiding representation of users/customers

Negotiable

- Understand and make "good mistakes"
- Understand how to use Scrum to maximize value or minimize risk
- Mitigate the consequences of maladaptive perfectionism
- Visualize the product backlog in alternative ways

Learning Objectives



Decisive

- Understand how Impostor Syndrome can affect your decision-making
- Understand how to use your time most effectively with stakeholders
- Analyze contextual suitability for decisiveness, delegation and collaboration
- Create a communications plan for effective stakeholder management
- Develop a plan to bring your Impostor Syndrome into a healthy balance

Ruthless

- Understand when to gamble and when to walk away
- Understand the psychology underpinning our ability to say "no"
- Explain the consequences of saying "yes" too much
- Differentiate between betting and gambling as a Product Owner
- Develop more of a bettor's mindset

Informed

- Understand you are not expected to know everything
- Recognize the benefits of listening well as a Product Owner
- Apply a structured approach to asking good questions
- Develop your sense of the unvoiced concerns

Versatile

- Understand the options for working with fixed dates
- Understand the options for working with fixed scopes
- Understand the difficulty of estimating in complex environments
- Apply a method of forecasting in complex environments
- Create a plan to change the narrative around fixed constraints

Empowering

- Understand the power of a common narrative for a Product Owner
- Analyze the aspects of powerful story-telling
- Critique your messaging and communications for impact
- Create powerful stories to inspire and empower
- Develop your ability to present your ideas and stories

Negotiable

- Recognize your people-pleasing triggers when negotiating
- Apply techniques to negotiate with less friction
- Apply an assertive and empathic approach to negotiation
- Differentiate between a good compromise and a bad one

Testimonial

“The time that you invest in the Pathway is definitely worth it. So many hours of training are wasted by leaving a classroom and not even picking up the book. This brings the every day back to the learning.”



Tracey Stephens
Head of Product, Arco



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