SCRUM ALLIANCE®
CERTIFIED SCRUM PROFESSIONAL®- PRODUCT OWNER (CSP®-PO)
Learning Objectives

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by the Scrum Alliance CSP® Learning Objectives Committee

INTRODUCTION

Purpose

This document describes the Learning Objectives (LOs) that must be covered in a CSP-PO offering. These Learning Objectives take the following into consideration:

- Every implementation of Scrum is different.
- Teams and organizations apply Scrum within their context, but the fundamental framework always remains the same.

Scope

Scrum Alliance has adopted the *Scrum Guide, The Definitive Guide to Scrum: The Rules of the Game*, co-authored and updated (most recently in 2017) by the co-creators of the Scrum framework, as the guiding curriculum for this offering. CSP-PO candidates are expected to build a body of knowledge of the Scrum framework, including its roles, events, and artifacts. Incorporating Scrum principles and practices takes diligence, patience, and a commitment to continuous improvement. Scrum is a framework, not a prescriptive methodology.

Participants in a CSP-PO offering should expect that each Learning Objective identified in this document will be covered. The CSP-PO Learning Objectives fall into the following categories:

1. **Product Owner Core Competencies**
2. **Implementing Purpose and Strategy**
3. **Advanced Interactions with Customers and Users**
4. **Complex Product Assumption Validation**
5. **Advanced Product Backlog Management**

Individual Path to CSP^SM Educators may choose to teach ancillary topics. Ancillary topics presented in a CSP-PO offering must be clearly indicated as such.

LEARNING OBJECTIVES

A note about Bloom's Taxonomy:

While some Learning Objectives appear to tell a trainer or coach how to teach, that is not the intent. Bloom's-style Learning Objectives describe what the learner can do upon completing the class.

Instead of including the words, please mentally start each Learning Objective with the following phrase: **"Upon successful validation of the CSP-PO Learning Objectives, the learner will be able to … "**

This Bloom's style of Learning Objectives consists of six levels of learning:

- **Knowledge**
- **Comprehension**
- **Application**
- **Analysis**
- **Synthesis**
- **Evaluation**

The levels progress from lower order to higher order thinking skills, Knowledge(💡) through Evaluation(✓). The level of each learning objective can be identified using the image designations above.

1. Product Owner Core Competencies

Product Owner as Product Champion

1.1. appraise how different organizational designs and structures might impact how a person is selected to be a Product Owner and discuss the ramifications of those choices.

1.2. reflect on the mindset and actions to be successful as a Product Owner.

1.3. propose strategies to fill in missing skills or capabilities the team needs to create successful products.

Advanced Stakeholder Discussion

1.4. assess a facilitated session with stakeholders, providing two examples of how to improve a similar session.

1.5. demonstrate how to facilitate when two stakeholders have different opinions about a topic.

1.6. compare at least two techniques for gathering, communicating, and leveraging information from internal and external stakeholders.

Launching Scrum Teams

⚙ 1.7. explain at least three reasons why the start of a new Scrum Team should be handled differently from a traditional project kickoff or charter.

⬍ 1.8. demonstrate the Product Owner's responsibility to define expectations for quality when the team forms.

⋏ 1.9. plan the launch of multiple Scrum Teams working on the same product.

Product Ownership with Multiple Teams

⬍ 1.10. demonstrate at least two methods to support Product Backlog management across multiple teams.

⚙ 1.11. describe how at least two large-scale participatory meeting formats might be adapted to scale Scrum events.

⋏ 1.12. organize and facilitate a collaborative session to perform prioritization at scale.

⚙ 1.13. describe at least three benefits and drawbacks of feature teams and component teams.

Training

⬍ 1.14. teach a topic related to Product Ownership.

2. Implementing Purpose And Strategy

Market-Driven Product Strategy Practices

✓ 2.1. compare and contrast at least three business models for a product.

⋏ 2.2. develop a business model for a product idea.

⋏ 2.3. construct a competitive analysis.

▥ 2.4. calculate the opportunity size of a product or feature.

⬍ 2.5. demonstrate a visual management method to discover product attributes and identify at least two opportunities to improve the product.

Complex Product Planning and Forecasting

✓ 2.6. compare at least two techniques to develop a product plan or forecast.

💡 2.7. define at least three components of a strategic, multi-team product plan or forecast.

⋏ 2.8. develop a release strategy.

💡 2.9. define at least three measurable product launch goals.

⚙ 2.10. discuss at least five elements of a product launch plan and how to approach in the context of Scrum.

Product Economics

⬍ 2.11. apply at least two methods to determine the profitability of a product.

▥ 2.12. calculate the expected outcome or economic results of a product release given fixed and variable costs and forecasted return.

💡 **Knowledge**   ⚙ **Comprehension**   ⬍ **Application**   ▥ **Analysis**   ⋏ **Synthesis**   ✓ **Evaluation**

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⚙ 2.13. explain an iterative and incremental investment model for product development.

⚓ 2.14. demonstrate at least three ways how return on investment can be improved.

📊 2.15. calculate the cost of delay for a product feature.

✓ 2.16. compare at least two approaches to fund Agile product development.

3. Advanced Interactions With Customers And Users

Advanced Customer Research and Product Discovery

⅄ 3.1. prepare a plan for customer development.

⚓ 3.2. demonstrate at least one approach to integrate customer development into product development.

✓ 3.3. evaluate the fitness of at least three techniques for customer research on product discovery.

4. Complex Product Assumption Validation

✓ 4.1. select, run, and report on an experiment for a product assumption hypothesis.

⅄ 4.2. revise a plan to validate product assumptions based on the results of previous experiments.

5. Advanced Product Backlog Management

Differentiating Outcome and Output

✓ 5.1. assess how teams and/or organizations emphasize outcomes over output.

Defining Value

✓ 5.2. weigh the relative importance of at least three different value types and defend which would be preferred for a given product idea at a given point in its lifecycle.

Ordering Items

✓ 5.3. compare the benefits of at least three techniques to inform Product Backlog ordering, and apply one.

✓ 5.4. defend the order of a Product Backlog with one or more stakeholders.

Refining Items to Deliver Customer Value Quickly

📊 5.5. analyze a team's use of Product Backlog refinement.

✓ 5.6. assess the ability to engage customers or users to refine the Product Backlog and recognize at least three ways to improve.

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PROGRAM TEAMS

Strengthening our Certifications:

Path to CSP^{SM}

- Karim Harbott
- Erika Massie
- Carlton Nettleton
- Lisa Reeder
- Jason Tanner
- Andreas Schliep

Supported by Scrum Alliance Staff:

- Shannon Larsen
- Cody Wanberg