

# What the Heck is a Product Owner?

**SPEAKER:**

*Valerio Zanini*

**April 5, 2022 at 11am MT (1pm ET)**



**Webinars  
for Aspiring  
Change Makers**



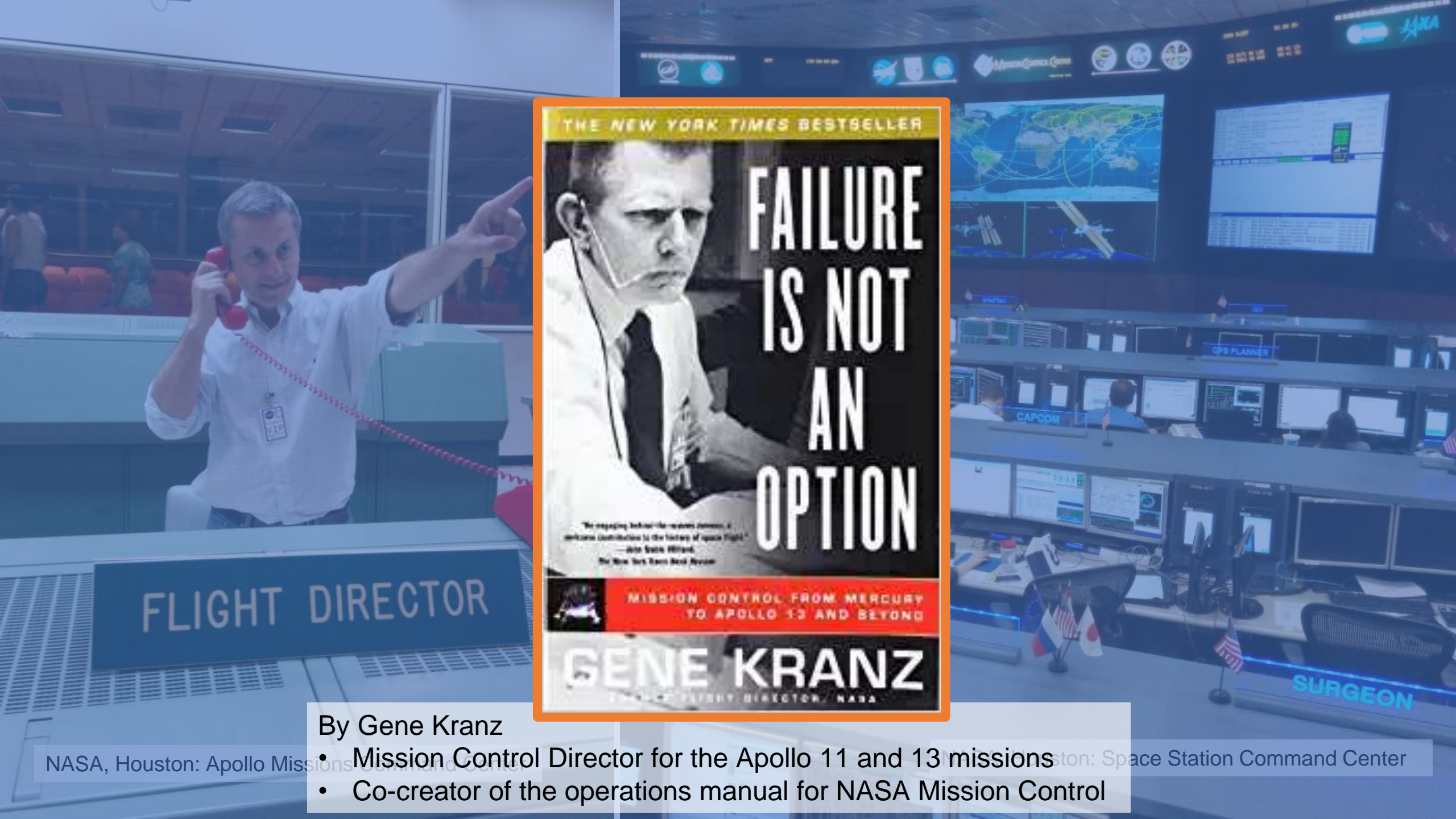


NASA, Houston: Apollo Missions Command Center



NASA, Houston: Space Station Command Center





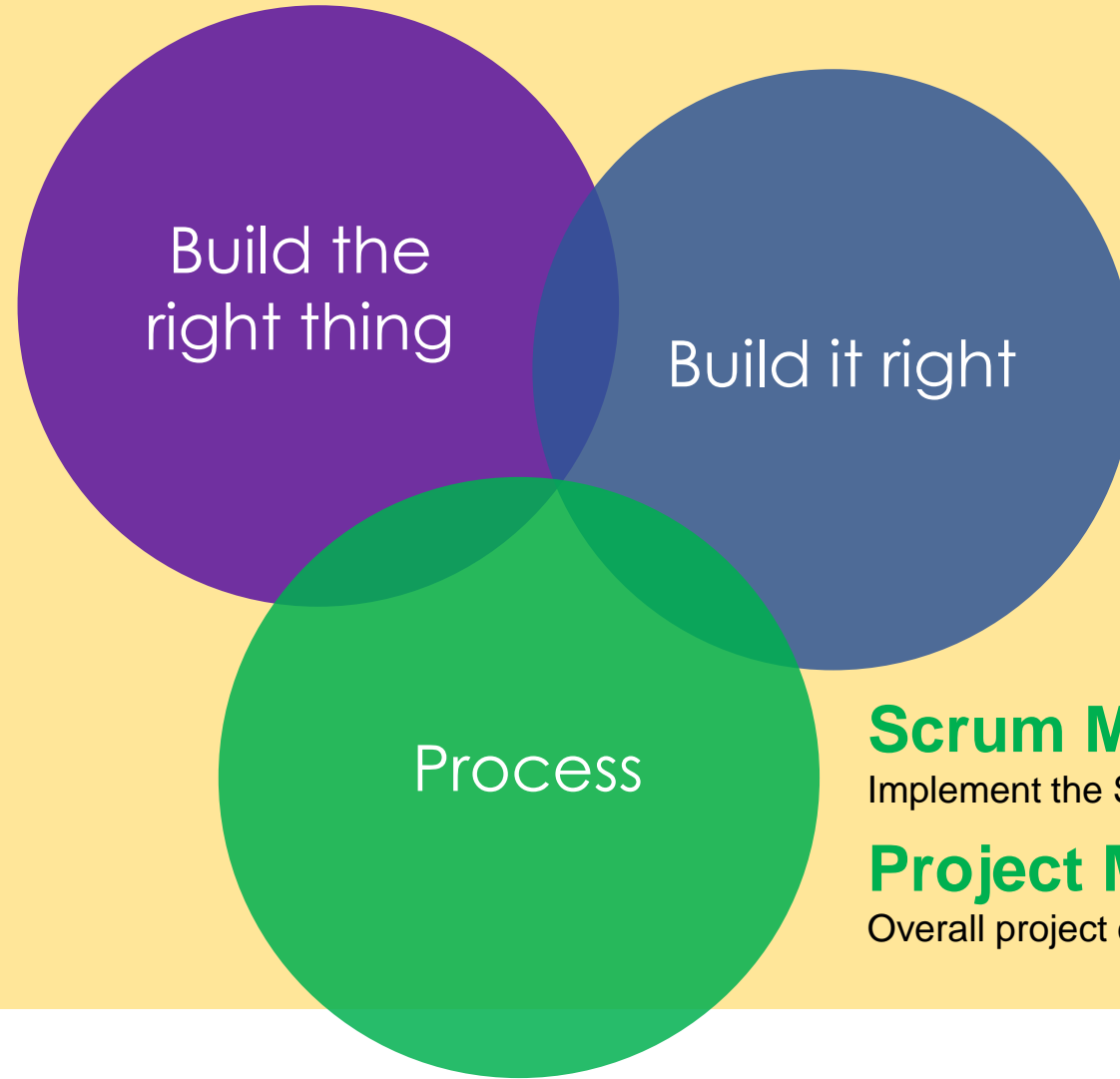
By Gene Kranz

- Mission Control Director for the Apollo 11 and 13 missions
- Co-creator of the operations manual for NASA Mission Control

NASA, Houston: Apollo Missions

Station: Space Station Command Center

*Why?*



**Development Team**

Quality, predictability, technical feasibility, technical practices

**Scrum Master**

Implement the Scrum workflow

**Project Manager**

Overall project coordination

## Product Owner

Deliver outcomes and maximize the value of the work

Build the right thing

Build it right

Process

## Development Team

Quality, predictability, technical feasibility, technical practices

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Implement the Scrum workflow

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# What is the “Right Product”?

The amazing  
Commodore VIC-20



Photo:  
Terry Stewart  
Youtube  
Jan 4, 2013



# What is the “Right Product”?



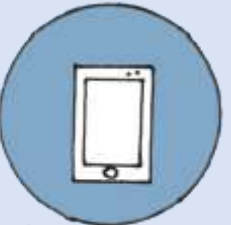
## Valuable

It delivers an outcome/solves a need



## Usable

Customers can use it, it's effective, and it provides satisfaction



## Feasible

We have the know-how to build it and it fits with our corporate strategy



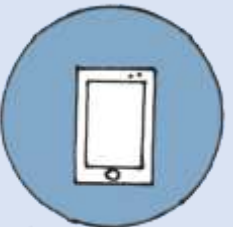
# The Product Owner's HBT dimensions



Valuable



Usable



Feasible



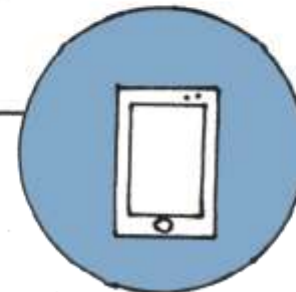
**Business**



**Human**



**Technology**





# Responsibilities of a Product Owner



**7** main responsibilities  
of a **Product Owner**

# Responsibilities of a Product Owner



**Shepherds the product Discovery through Delivery in rapid iterations (Sprints) to ensure we are building the right thing**

Interacts with customers to understand customer needs and convert them into possible solutions

Is responsible for working with business stakeholders and partners to understand business goals and market opportunities

Leads customer validation activities and defines the Product Vision for a new product

Manages, refines and prioritizes the product backlog

Provides context to the Developers about what to do and why it matters

Is responsible for releasing a product into the marketplace, measuring performance, and ultimately ensuring the success of the product

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OPEN

How can you possibly do all  
of that?

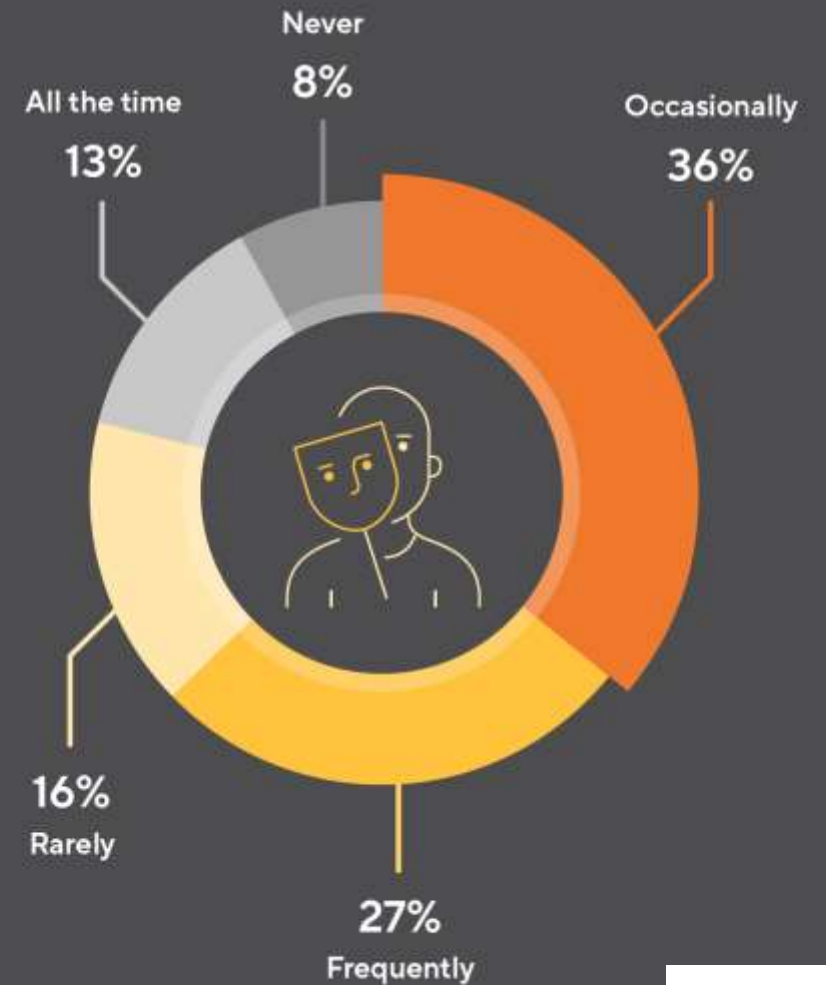




40% of product people say they frequently or all the time experience imposter syndrome



Have you ever experienced imposter syndrome as a product professional?





**So, what can you do to  
become a great Product  
Owner?**



#1

Focus on outcomes,  
not on outputs



Product Owners often focus too much on tactical execution



Keep the focus on the big vision, and ask “Why?”



Photo: <https://www.freepik.com>



Outputs

VS

Outcomes



**The value you deliver**

Changes to human behavior,  
problems solved, value delivery

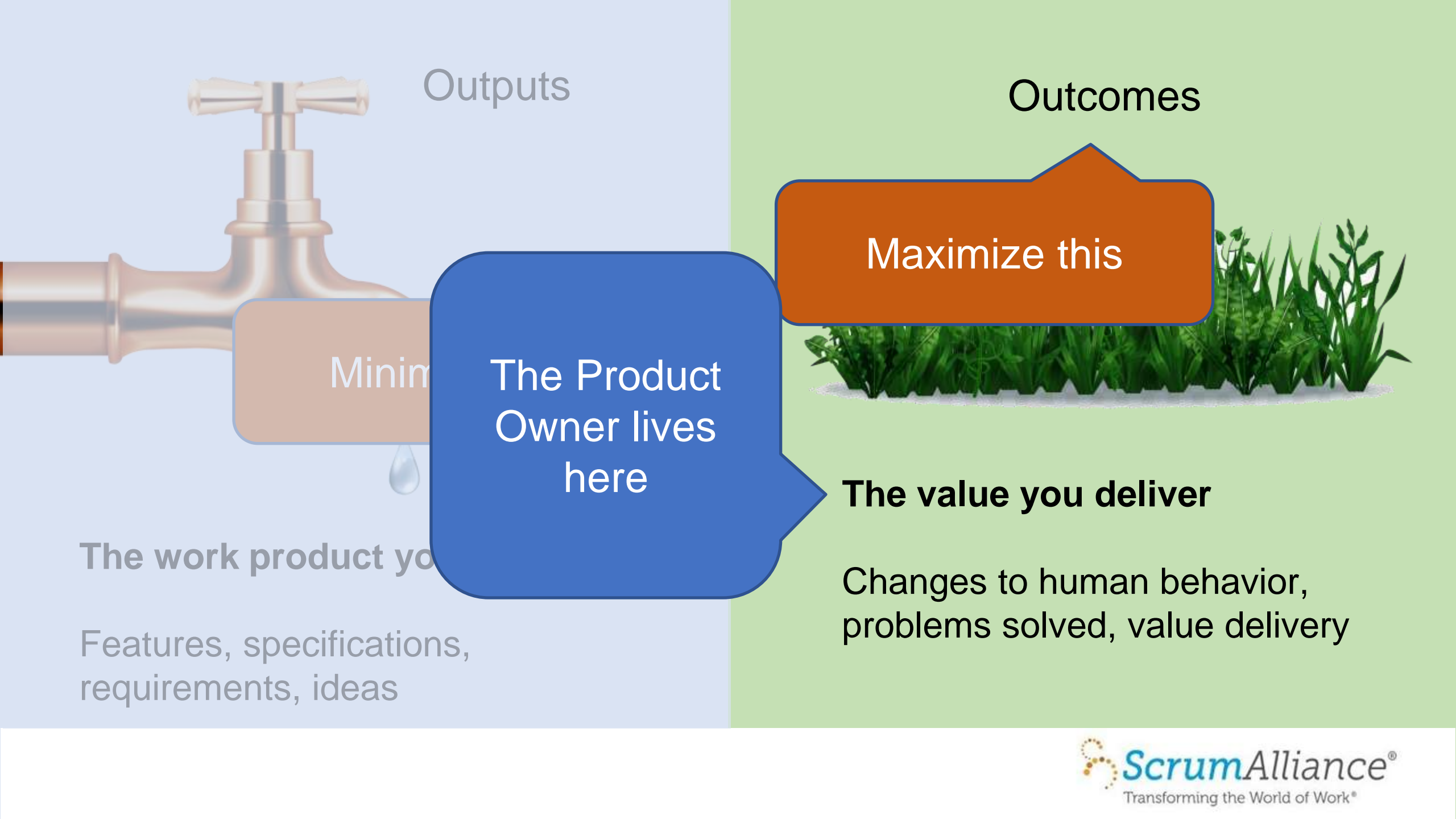
**The work product you produce**

Features, specifications,  
requirements, ideas



## Outputs

## Outcomes



Minimize

The Product Owner lives here

Maximize this

The work product you

Features, specifications, requirements, ideas

**The value you deliver**

Changes to human behavior, problems solved, value delivery



#2  
Become a “Tiramisu”  
Product Owner

# Become a “Tiramisu” Product Owner







**Coffee  
(Espresso)**



**Ladyfingers  
(Savoardi)**

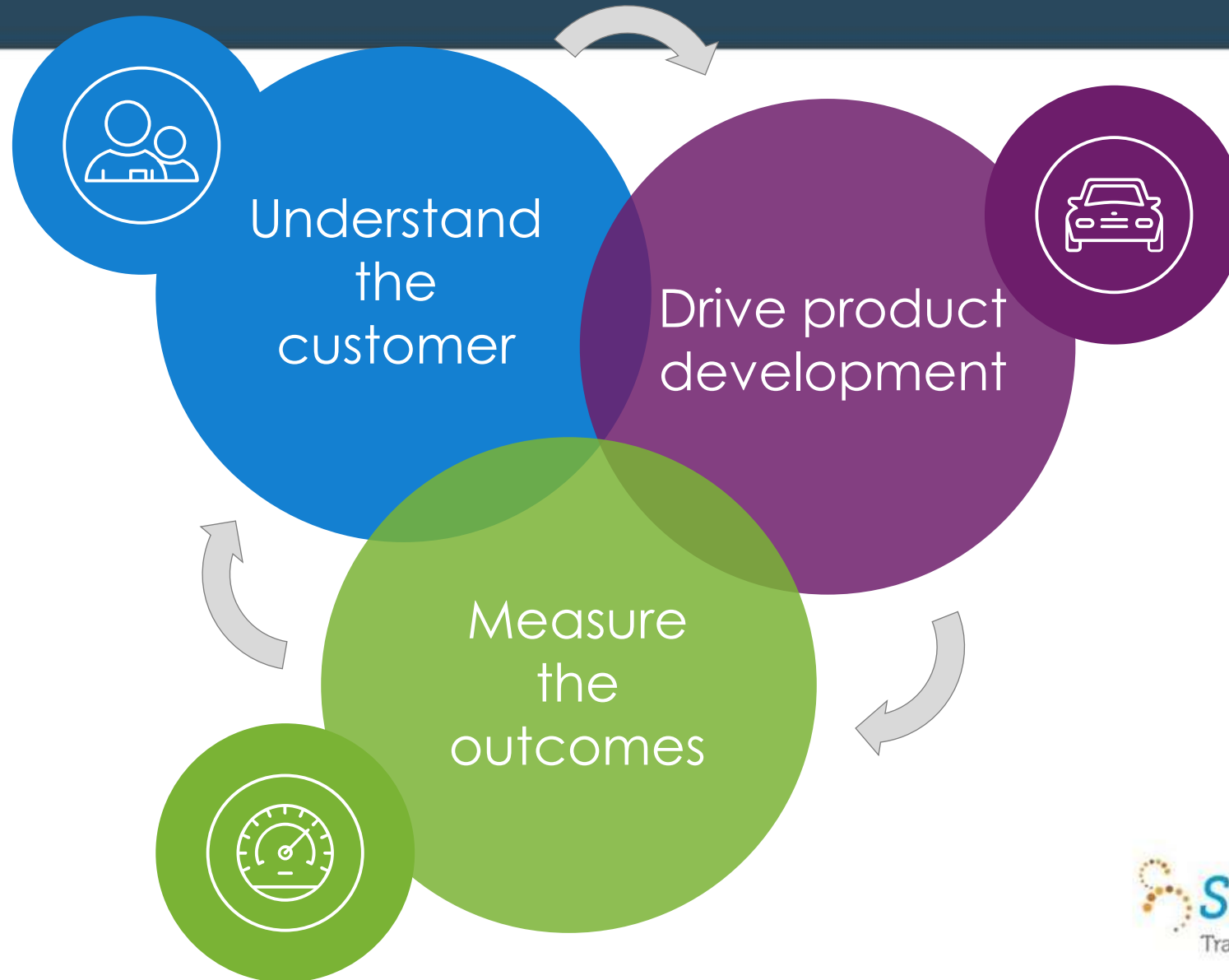


**Mascarpone cheese**





# Continually reassess “is this the Right Product”?





#3  
Develop “domain  
knowledge” and  
Product  
Management  
expertise

# Develop “product-domain knowledge”

## Product-domain skills:

You know who your **customers** are, how your **market** operates, the dynamics of your **industry**.

Also, you understand the vision for your product and how it connects strategically to what your organization is trying to achieve. Usually, this knowledge is specific to a single product or an industry, and if you were to change jobs, you may have to re-learn in the new environment.

Business domain  
knowledge

Product strategy  
knowledge

Market  
knowledge

# Develop Product Management expertise

## Product Management skills:

You know how to approach **planning**, **prioritizing**, and **building** a product regardless of the specifics of the business or industry in which you operate. These skills are product management skills that can be applied to any type of product you may be working on.

For example, techniques to prioritize a Product Backlog, how to perform Discovery with end-users, the ability to create a roadmap, how to define and measure metrics that matters.

## Certified Scrum Product Owner (CSPO)





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Book available on Amazon and other retail stores

<https://www.amazon.com/Deliver-Great-Products-That-Customers/dp/0998985422>



It's an exciting moment to become a Product Owner

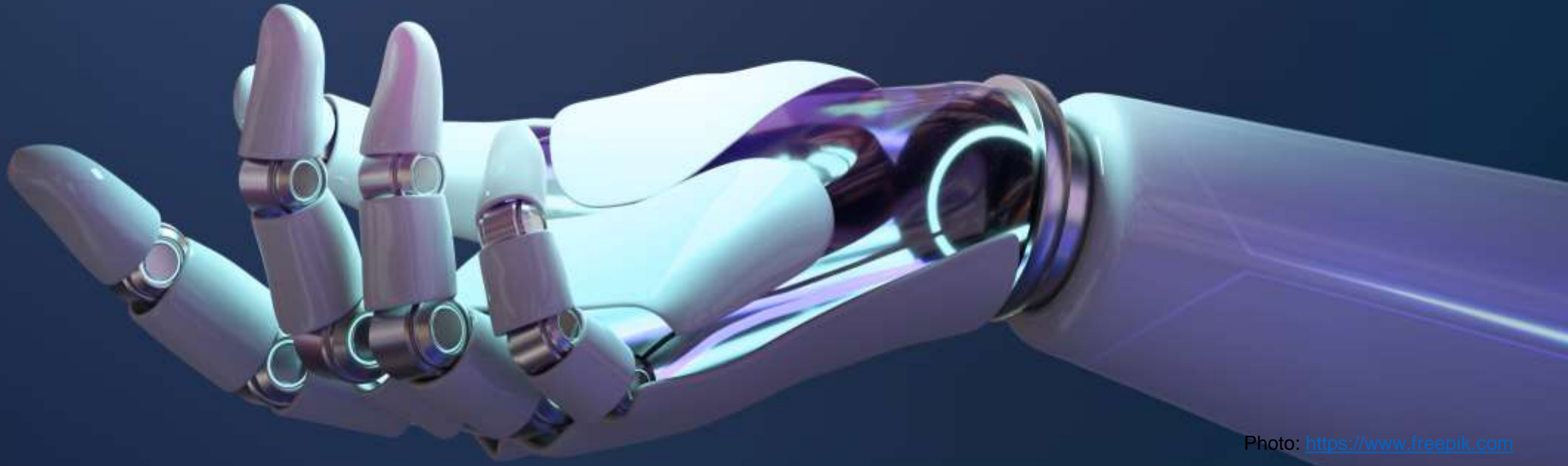


Photo: <https://www.freepik.com>



# It's an exciting moment to become a Product Owner

## The pace of technology adoption is expected to accelerate in some areas.

The adoption of cloud computing, big data and e-commerce remain high priorities for business leaders. Also, a significant rise in interest for encryption, non-humanoid robots and artificial intelligence.

## The jobs of tomorrow will outpace the jobs of today destroyed.

By 2025, +12 million jobs will emerge that are more adapted to the new division of labor between humans, machines and algorithms, roles at the forefront of the data and AI economy, as well as new roles in engineering, cloud computing and **product development**.

## The future of work has already arrived for a large majority of the digital white-collar workforce.

84% of employers are set to rapidly digitalize working processes, including a significant expansion of remote work—with the potential to move 44% of their workforce to operate remotely.

## The large majority of employers recognize the value of human capital investment.

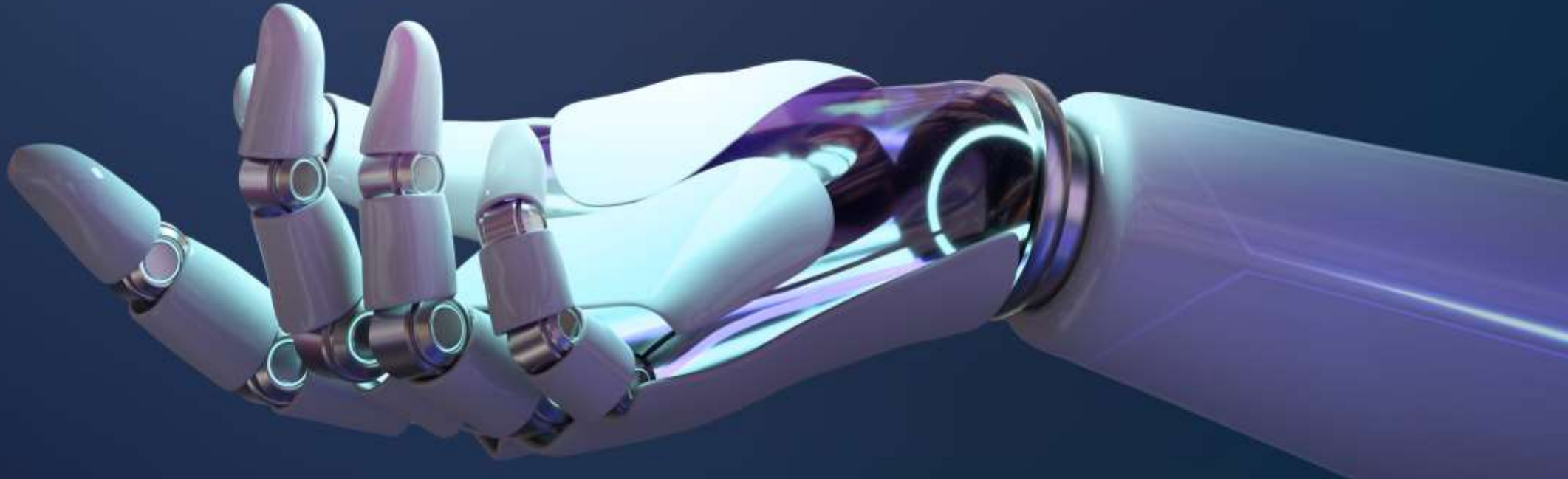
An average of 66% of employers surveyed expect to get a return on investment in upskilling and reskilling within one year. On average, employers expect to offer reskilling and upskilling to about 70% of employees by 2025.



It's an exciting moment to become a Product Owner

The pace of disruption, technology adoption, and new business models means companies need to decide what's "the right product" to build

Product Management becomes a competitive advantage





**Product Owner jobs in the USA (March 2022): 117,259 (Linkedin)**

**Capital One: 483 Product Owner jobs in Washington, DC**

**Amazon: 860 Product Owner jobs in Washington, DC**

**JP Morgan Chase: 130 Product Owner jobs in Washington, DC**

**Verizon: 91 Product Owner jobs in Washington, DC**

**Glassdoor: Salary range for Product Owner jobs in Washington, DC  
\$65,000 to \$234,000 – Median \$102,670**

*Thank you*

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Scrum Alliance



Spark Engine



*“The book for Product Owners”*

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Amazon, Kindle,  
Barns and Nobles,  
Leanpub



<https://www.amazon.com/Deliver-Great-Products-That-Customers/dp/0998985422>