Product Mastery Pathway

Helping individuals, teams and organisations solve complex problems simply

The Pathway Mission

The mission of the pathway is to increase the industry's respect, value of and faith in agile certifications, and for the people with those certifications to feel capable, confident and to have a real impact in their role.

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

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Our Manifesto

We are uncovering better ways of developing Agile Professionals.
Through this work we have come to value:-

A continuous learning pathway over a one-off course
Group exploration over individual reflection
Guided navigation over a solo journey
An immersive adventure over personal comfort

Multi-Modal Learning

Live synchronous training covering every aspect of the role (Explorer)

6 months or more of coaching covering real-life challenges (Navigator)

In-depth live training to expand the skills of the role (Adventurer)

Asynchronous support including books, videos, smartphone app

Community forum with dedicated private space

Certified credentials along the journey

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The Pathway Approach

2-day Explorer Workshop

In the first workshop you will meet your fellow learning cohort and 'explore' every aspect of what it takes to be a great Product Owner working through every aspect of Geoff Watts DRIVEN model.

- Decisive
- Ruthless
- Informed
- Versatile
- Empowering
- Negotiable

5 monthly Navigator Sessions

After the first workshop you will return to your team(s) and begin to apply what you have learned, however, you will not be alone. You will support and be supported by your learning cohort.

Through five monthly group supervision sessions, and your own unique commitments to one another, you will 'navigate' the specific challenges you face day to day.

2-day Adventurer Workshop

After six months of hands-on practice and group supervision you will return for another two-day workshop where you will be provided with more, and deeper, theory and guided practice to prepare you for your future 'adventures' as a great Product Owner.

- Evolve your decision-making strategy to effectively lead and manage your stakeholders
- Know the difference between good and bad mistakes
- Run good experiments to inform product development
- Tackle your cognitive biases
- Ask better questions
- Flex your product leadership style to the context
- Inspire passion, creativity and engagement for your product

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

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Explorer Learning Objectives

Decisive
Understand the common causes of procrastination
Apply cost of delay to a set of features
Analyse 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

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

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

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

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

Negotiable
Understand and make "good mistakes"
Understand how to use Scrum to maximise value or minimise risk
Mitigate the consequences of maladaptive perfectionism
Visualise the product backlog in alternative ways

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Adventurer Learning Objectives

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

Versatile
Understand the options for working with fixed dates
Understand the options for working with fixed scope
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

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 bettors's mindset

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

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

Negotiable
Recognise 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

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Beyond the Pathway

After leaving the course, not only will you have developed great behaviours and a supportive network of Product Owners, you will also receive:-

• A unique model to display your certifications

• A copy of Geoff Watts book Product Mastery

• Values and Persuasion Pack decks of cards

• Lifetime access to the learning cohort platform

• A digital bundle of cards on the Agile Coaching Cards smartphone app

• Lifetime access to the eCourse of pre-recorded Product Mastery videos from Geoff allowing you to revisit any aspect of your training at any time…forever!

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Contact Us

You can find out more about the Product Mastery Pathway and book you place in an upcoming cohort at **www.enigmacas.com**

Alternatively, you can e-mail **info@enigmacas.com** to make an enquiry and find out more about multi-ticket discounts or private in-house courses

Don't forget to follow our social media channels for Agile and Scrum related content and the latest information on our upcoming courses.

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