

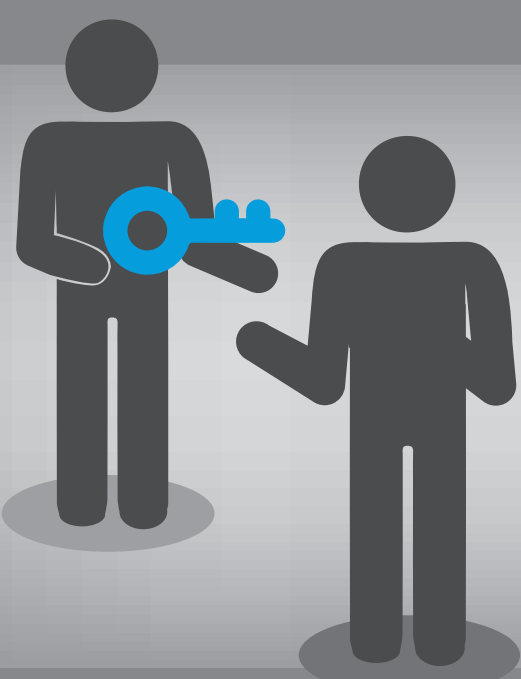


SUCCESSFUL TRAITS FOR EFFECTIVE PRODUCT OWNERSHIP

Key to realizing benefits from agile is strong customer representation through empowered Product Ownership! **Is your team set-up with these critical capabilities?**

1 EMPOWERMENT

The Product Owner can give clear direction that accurately reflects the true "voice of the customer", and can give clear priority calls that enable overall value to be maximised.



2 OWNERSHIP

The Product Owner truly understands and owns the product requirements and acceptance criteria so that they can correctly steer the evolution of the product.

3 AVAILABILITY

The Product Owner is highly available to the team so that questions about needs and requirements can be instantly asked and answered immediately and authoritatively to avoid development delays.



4 VISION

The Product Owner needs to be able to articulate and communicate a succinct and compelling vision that encapsulates the essentials of the true business objectives, benefits and solution strategy.

5 VALUE

The Product Owner clearly articulates and communicates the value so that decision making at every level is informed by and acts to maximise the overall return-on-investment.

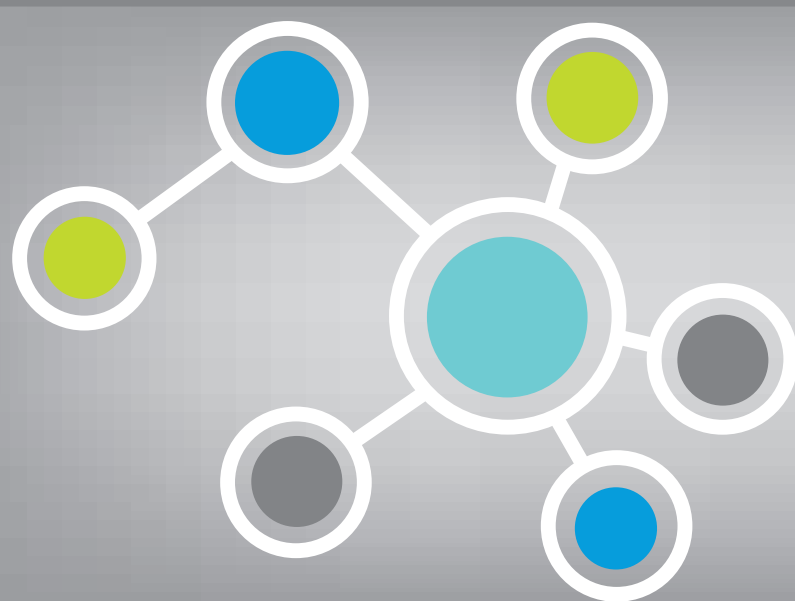


6 FEEDBACK

Show the evolving product to as many stakeholders as possible to get as much feedback as possible to converge on the best possible business solution.

7 QUALITY

Quality is about "fitness for purpose" and the Product Owner is key to ensure that this is considered appropriately from the beginning and that quality is built into the product from the ground up.

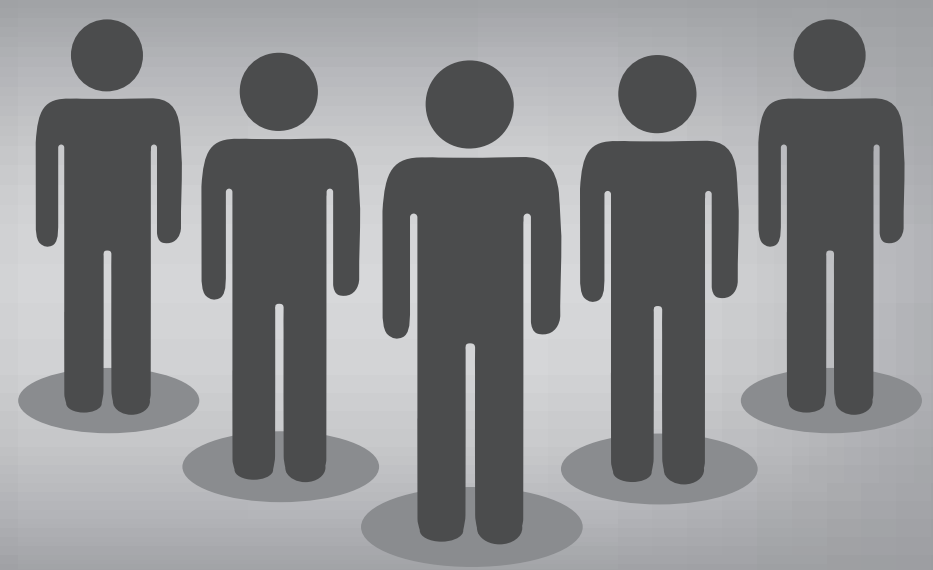


8 NETWORKING

The Product Owner acts as the living centre of the stakeholder network, ensuring that all key voices are heard and that all key needs are considered.

9 TEAMING

The Product Owner and the development team succeed or fail together, and it is key that they work together collaboratively as one team, each respecting and relying on each the other's expertise.



10 RECOGNITION

To be successful in the long term, the Product Owner role needs to be recognised, rewarded and invested in by the organization.