

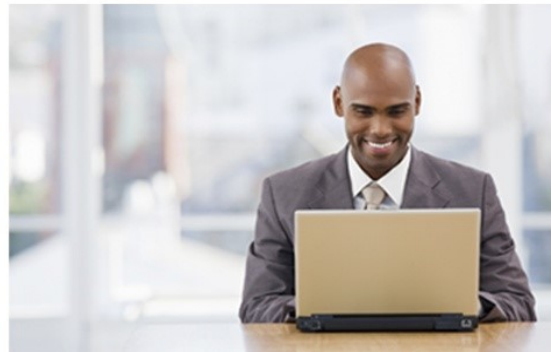
Evolving the Project Manager to Product Manager (Owner)



Crosswind
Learning



**For DFW-ASEE
by
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Introduction

Tony Johnson: Has over 30 years of experience in industries such as telecommunications, financial, consulting, hardware, software development, education and manufacturing.

He has been a trainer and curriculum developer in technology, electronic commerce, project management, business analysis and agile practices.

He is the CEO & Founder of Crosswind Learning, the PMI Dallas 2018 Company of the Year. Tony Johnson is a past member of the Chapter's education committee. Mr. Johnson has been the keynote speaker in speaking engagements at PMI® & IIBA® Chapters worldwide.

He is the author of over 39 books and hundreds of products for the CBAP, CCBA, PMP, CAPM, PMI-ACP and PgMP, PfMP, PMISP, PMI-RMP and PMI-PBA Exams including manuals, audio CDs, exam simulation CDs, flashcards, placemats and PMTV online training. Tony has a Bachelors degree in Business Administration & Finance and a MBA in Operations & Strategic Management from the Dallas Baptist University.



First Things First: Reality

- **Traditional PMBOK Guide based PM to Scrum**
- **DOES NOT have a point to point conversion**

Summary Statement

- **Project Management Mentality**
 - **(Doing the work right)**

VS

- **Product Owner Mentality**
 - **(Doing the right work)**

Project Management Mentality

- **Common Priorities for the PM**
 - **Schedule and finite details**
 - **Deliverables**
 - **Finish it! (Temporary)**
 - **Static requirements**
 - **Change Management**

Responsibilities that change from PM to SM

- **Commonly adopted by the Scrum master**
 - **Running the schedule (Sprint)**
 - **Managing the how (work gets done)**
 - **Removing road blocks**

Product Owner Mentality

- **Common Priorities for the PO**
 - **Voice of the customer**
 - **Features focus (including details)**
 - **Prioritization (of features)**
 - **Adding value**
 - **Ongoing (not temporary)**

Product Owner Role

- **Can include the following skillsets**
 - **Business Analyst**
 - **Portfolio Manager**

Business Analyst

- **Identifying Stakeholders**
- **Being the voice of the customer**
- **Collecting requirements**
- **Packaging requirements
(Backlog & Sprint Backlog)**
- **Validation of product increment**

Portfolio Manager

- **Market analysis**
- **Competitive analysis**
- **Product line management**
- **Portfolio balancing**
- **Making all the pieces fit together at the right time**

In Closing

- **PM/SM Mentality**
 - **(Doing the work right)**

VS

- **Product Owner (PO) Mentality**
 - **(Doing the right work)**

Wrapping Up!

Thank you!



Wrapping Up!

Any Questions?

About Crosswind Learning

Crosswind Learning: The PMI Dallas 2018 Company of the year, founded in 1998, Crosswind Project Management, Inc. (DBA Crosswind Learning) specializes in providing organizations with products and services to optimize their project management initiatives. Crosswind applies its project management training techniques and methodologies in over 72 countries around the world. Through Project Management Professional (PMP)[®] certification and the application of agile, project and program management knowledge and skills, Crosswind seeks to grow and expand the profession of project management. Crosswind products and services have become a trusted source to improving organization's bottom line.

For inquiries, contact us at info@crosswindpm.com or call 214-764-1338 extension 1.

