



3.5+ Monate

## **Certified Product & Project Manager**

Agile Product Management and Project Management for the Digital World

**XDi**

# Certified Product & Project Manager



## DESCRIPTION

### What to expect

Digitalisation is changing all of our lives – and it is changing the way products, services and business models are developed. The VUCA world is characterised by complexity, dynamics and uncertainty. Companies are confronted with constantly evolving technologies, ever-changing customer needs and disruptively changing market conditions. In this training you will learn suitable methods and tools to develop new products, services and business models and to bring innovations successfully to the market.

### What you will learn

In the course to become a certified Product & Project Manager, you will learn suitable methods to develop new products, services and business models and to successfully bring innovations to the market. You will focus on the market, product analysis and potential customers, deal with business models and the financing of these and gain a deep insight into stakeholder management and product life cycle management. You will go through various development phases from market and target group analysis to the development of a roadmap, product and go-to-market strategy, from hypothesis generation to an MVP – Minimum Viable Product to the prototype-tested product. You will deal intensively with agile methods such as Scrum, Kanban and Lean Startup. You will get to know and apply proven approaches such as design thinking, user experience design, value proposition design and jobs to be done. You will develop a product vision, create user stories and user story maps and thus practically apply your acquired knowledge in realistic scenarios.

### Who should participate

- **Job seekers** who want to increase their chances on the labor market or qualify for a new job.
- **Career changers** who want to reorient themselves, improve their job prospects or advance their career.
- **Career starters** who have completed their school education or vocational training, want to position themselves for the future and successfully start their professional life, or want to pursue a course of study.
- **People** who work or want to work in **companies, consultancies** and **agencies** on the **strategy, conception** and **development** of **products, services** and **business models**.
- **People** who are or want to be in the environment of **product** and **project management, product design** and **design management, user experience** and **design thinking** as well as **agile web and software development**.
- People who want to specialize in **agile product and project management** and acquire solid practical knowledge.

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## CURRICULUM

## Module 1 - Product & Project Management Basics

### Product Development Basics

#### Digital transformation

Digital transformation, VUKA world, disruptive innovations, Gartner hype cycle, Cynefin framework, Stacey matrix, product life cycle, project management, magic triangle, project phases, Shu-Ha-Ri principle, lean management, agile frameworks, agile manifesto, distinction between classic and agile project management.

*Practice: Design of a disruptive business model, creation of a project profile, elaboration of challenges and opportunities of an agile project culture each with presentation and feedback with mentor.*

### New frameworks for production

#### Scrum

History, Scrum process, Product and Sprint Backlog, Sprint planning, review and retrospective, Roles of Product Owner, Scrum Master and Developer.

*Practice: Developing an OKR model with goals and measures, presentation and feedback with mentor.*

#### OKR-Method

OKR Formula & Examples, Values of OKR, OKR Master, OKR Levels, OKR Process, OKR Artefact, OKR meets Scrum, OKR Tracking.

*Practice: Developing an OKR model with goals and measures, presentation and feedback with mentor.*

#### Kanban

Origin, visualisation of work, limitation of the amount of work started, control of the workflow, process rules.

*Practice: Creating a Kanban workflow with WIP limit, presentation and feedback with mentor.*

#### Lean Startup

Origin, Build-Measure-Learn cycle, MVP (Minimum Viable Product), Pivoting, Validation Board, Lean Startup as innovation process, MMP (Minimum Marketable Product).

*Practice: Planning an MVP, presentation and feedback with mentor.*

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## CURRICULUM

### Module 2 - Customers, Products & Markets

#### User & Task Analysis

Agile User Research, Interviews, Personas & Empathy Maps, Customer Journeys & Experience Maps, User Scenarios & Use Cases.

*Practice: Customer-centred perspective taking (expectations & pains), creation of an empathy map and persona, design of a customer lifecycle, development of a customer journey, design of a user scenario, each with presentation and feedback with mentor.*

#### Product analysis & testing

Heuristische Evaluation, Usability Testing, Smoke Test, Analytik & Smart Data.

*Practice: Creating a questionnaire and conducting an interview, conducting a live usability test, collecting ideas for analytics data based on the persona via Google Analytics, each with presentation and feedback with mentor.*

#### Market observation

Competitive analysis, benchmarking, identification of key criteria (incl. key features) for competitive offers, market segmentation, value & value proposition, product positioning, brand analysis, validation techniques incl. observation and problem interviews, trend analyses.

*Practice: Carrying out a competition SWOT analysis, influencer competition analysis and trend analysis, each with presentation and feedback with mentor.*

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## CURRICULUM

### Module 3 - Business Models & Requirement Engineering

#### Business Model

Product vision, selection and prioritisation of the business objective, business model description and validation incl. revenue sources, cost factors, business innovation / business vision, business model design, business model canvas, value proposition design / value proposition canvas, Kano model.

*Practice: Development of a product vision based on the Product Vision Canvas Board, development of a business model based on the Business Model Canvas, development of a KANO model, each with presentation and feedback with mentor.*

#### Pricing & Financial Modeling

Basics of financial planning and business case creation, financial model for a specific target group, description of different pricing approaches for a new product.

*Practice: Working out the advantages and disadvantages of different pricing models (free, freemium, subscription...), presentation and feedback with a mentor.*

#### Requirement Engineering

Features, Story Maps, User Stories & Acceptance criteria.

*Practice: Creation of a user story with acceptance criteria and a user story map, presentation and feedback with mentor.*

#### Effort estimate

Relative Estimation, Storypoints, Planning Poker, T-Shirt Method, Magic Estimation.

*Practice: Agile estimation with Planning Poker, presentation and feedback with mentor.*

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## CURRICULUM

### Module 4 - Customer Experience Design

#### Design & Design Management

Design as a success factor, design as a sales driver, user experience, exceptional design, design management, UX design (user-centred design), business design, UX strategy.

#### Design Thinking & User Experience

Ideation, Co-Creation, Creativity techniques, Brainstorming, Double Diamond, Design Sprint, Interaction Design, Ecosystems, Responsive Design, Contextual Design, Wireframes & Sketches, Information architecture, Design Patterns, User Interface Design.

*Practice: Development of a design thinking challenge (formulation of a problem), identification of extreme users, development of “jobs to be done”, agenda of a design thinking workshop, creation of a style guide, creation of wireframes, implementation of a usability test, in each case with presentation and feedback with mentor.*



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## CURRICULUM

### Module 5 - Product Roadmap & Agile Leadership

#### Produktstrategie & Roadmap

Corporate goals and visions, “bird-in-hand” principle, digital transformation, digital business models.

*Practice: Questioning backlog with the problems from everyday work Presentation, feedback and discussion of the new roles in product management.*

#### Product Roadmap &- Lifecycle

Product roadmap incl. goals, metrics, key performance indicators (KPIs) and key features, value proposition, return on invest (ROI), UX strategy, go-to-market strategy, lifecycle phases and product performance, impact on product goals, pricing and marketing strategy, key events incl. market launch, product/market fit, end of sales.

*Practice: Questioning backlog with the problems from everyday work Presentation, feedback and discussion of the new roles in product management.*

#### Agile Leadership

Lateral leadership, roles in agile frameworks, Leadership & Management 3.0, New Work, building a team, assigning roles and responsibilities, defining goals and release planning, culture mapping, RACI matrix, Power Interest Grid, stakeholder communication, stakeholder interviews, personality analyses (MBTI, DISG, ...).

*Practice: Questioning backlog with the problems from everyday work Presentation, feedback and discussion of the new roles in product management.*

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## NUMBERS & FACTS

Language: English

Max. Participants: 8

Time: 3,5+ months

Scope: 450 Hours / 600 lessons

Expense: 10-40h per week

Price: € 5.880,00

Cancellation: Cancellation free of charge up to 14 days before start

Satisfaction Guarantee: up to 14 days after the start without risk.

## CERTIFICATE

For completing the seminar participants receive the certificate „*Certified Product & Project Manager*“ by the XDi – Experience Design Institut.

## INCLUDED SERVICES

- International recognized certificate
- Practice with mentor
- Own project with portfolio
- Personalized mentoring
- 10 hours of video material
- High-quality training documents in digital form
- Numerous templates for daily work
- Loads of best practices and online resources
- Community for exchange and discussions with other participants
- Links, literature and tool-tips



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## MENTOR



### **Wojta Prandell**

Certified Scrum Product Owner

Wojta is a certified Product Owner (PSPO) and works for one of the largest German e-commerce companies (Otto Group). He is co-responsible for the further development of a multi-client e-commerce store platform, which is tailored to customer needs. He analyzes business requirements and is responsible for the development and support of new features and functions. Develops a vision for the final product, to this end must monitor all developments in the market. Researching, observing and analyzing the end customers and the market is therefore an important part of his daily work.

## MENTOR



### **Moritz Joppien**

Agile Coaching, Project Management, Product Development

I coach teams and organizations to deliver better products faster. I believe in their power and ability to change. A meaningful alignment and a feedback-driven value stream are prerequisites for delivering valuable products. To achieve this, I focus on the team, the product, the organization, and their consistent alignment with the customer. In my role as an Agile Coach/Scrum Master, I see myself as a coach, consultant and sparring partner who empathizes with the product, the team and the organization in order to find pragmatic solutions.

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## MENTOR



### Ulf Greiner

Freelance Product Manager, Consultant and Agile Coach

Product management has been his profession for two decades. Ulf has been fortunate to work with great people in various international organizations. He is a strategic thinker and an open communicator. His focus is on innovative products and new technologies. He has experience with both physical and digital products. He very much enjoys working with multicultural and cross-functional product teams. Coaching and developing them is a special personal enrichment for him. Ulf is a believer in continuous, personal development as well as agile methods. Attitude, transparency, trust and autonomy are important values that guide his actions.

## YOUR BENEFITS

- First-class instructors with a strong practical knowledge and extensive experience in the international context.
- Didactically prepared and creatively implemented learning content.
- Practically applied and solid theoretical knowledge
- Use the latest results of brain-research.
- Integrated coaching and mental training methods.
- Umfangreiche Seminarunterlagen mit vielen weiteren Tipps, Tricks & Links.
- Personal, informal handling.
- Recognized as educational leave.

## OUR ADDED VALUE

The XDi works with new and interactive education programs based on current findings in brain research. Our credo is „learning by doing“ – our participants learn the application of relevant methods and techniques using practicals exercises in small groups.

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## CERTIFICATIONS



## REVIEWS



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## TESTIMONIALS

„Thanks to XDi, I was able to familiarize myself with the topic of Agile Leadership and I am glad that I chose the Certified Product & Project Manager training. The curriculum is well-balanced, doesn't overwhelm you and is fun to learn. The supplementary mentoring rounds it all off with lots of tips from the field. That was my personal highlight. Anyone who wants to reorient themselves and is interested in the topic of new work is in good hands here.“

- **Düring Rainer**

„I found my training as a „Certified Product & Project Manager“ interesting and valuable. The case study I had to work on was practical and suitable for building up my own individual portfolio. The excellent support from my mentors Moritz Joppien and Christopher Leineweber strongly supported and ensured the successful completion of the training. Many thanks for that!“

- **Inna Ivanova**

## REFERENCES

More references and feedback on [www.xd-i.com/referenzen](http://www.xd-i.com/referenzen)

otto group



Handelsblatt

AKTION  
MENSCH

DAIMLER

BOSS  
HUGO BOSS

Douglas

CHECK24

adidas  
GROUP

Allianz

## MEMBERSHIPS



INTERACTION DESIGN  
FOUNDATION

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