The BA Slipping into the World of a Product Owner

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The BA Slipping into the World of the Product Owner

A bit of history of the Business Analyst

Why and how one can move from a BA role to a PO role

The Product Owner role in more detail

A Bit of History of the Business Analyst

A Bit of History of the BA?

Business Analyst

- Traditionally associated with Waterfall projects, BRDs, FSDs, large business requirements documents

- Bridged the gap between business and technical teams

- Not mentioned on a Scrum team

- Now finding a place in the Agile world

Product Owner – A Different Perspective

- Product Owner - different perspective or mindset in an Agile environment

- a well-defined problem and clear requirements - adds value to the business

- Moving from project centric to product centric

- Some organizations using Scrum – eliminate the BA role and transition to the PO role

Why and How to Move from a BA role to a PO role
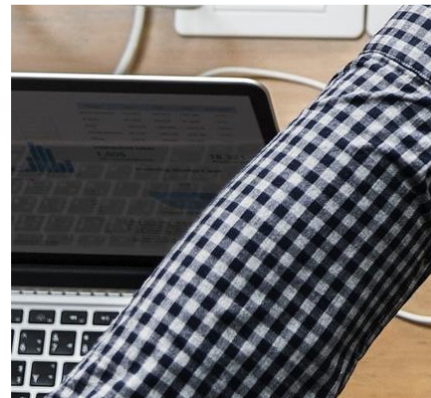
Why Move from a BA Role to a PO Role

BA – limited scope of a product

PO –more holistic view of a product

BA – a SME on a product knowledge area

PO- does not define solutions

BA – tactical; team focused; develop solutions

PO – strategy; owns product roadmap

How to Transition from a BA to PO Role

Ask a few questions

- What activities do you currently do that are not needed as in a Product Owner role?

- What type of mindset do you need to think and act like a Product Owner?

- What steps do you take to close any gaps to allow you to see the big picture?

- What areas of the product do you need to learn, and how do you plan to learn those?

How to Transition from a BA to PO Role

Ask a few questions

• What artifacts do I need to learn how to create?

• How do I build relationships with customers, stakeholders, or other product owners?
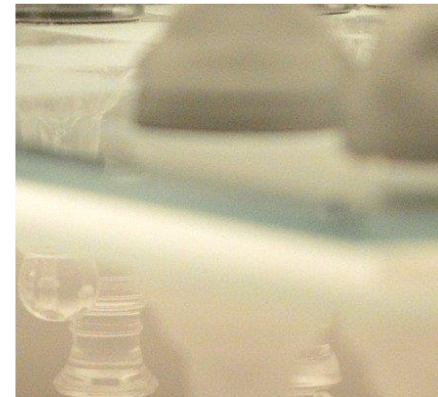
• What skills would I continue to leverage?
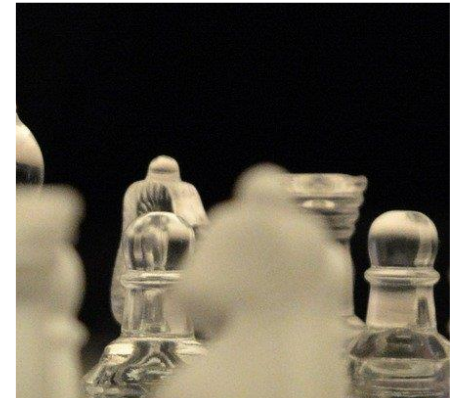
CCAR – Connect, Concepts, Apply, Reflect

Connect	with the right people
Concepts	to learn
Apply	what you learn
Reflect	on what you have learned

The Product Owner Role in more Detail
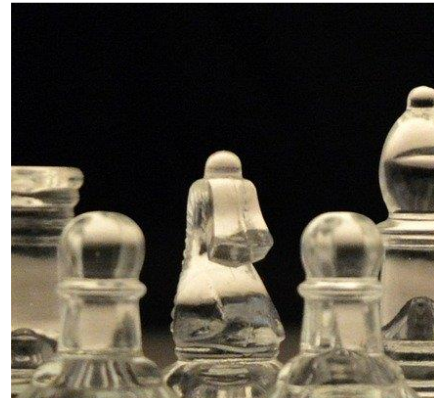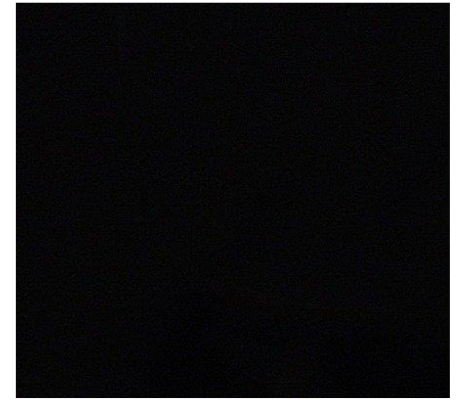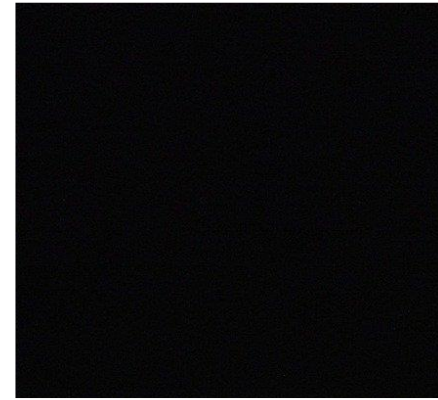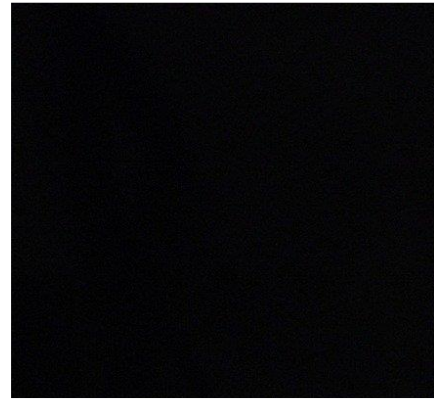
The Product Owner Role in more Detail

To build a Minimum Viable Product

Owns the Product Vision

Create stable and steady customer value

Provides a framework, tools and techniques

Discovery and Delivery Roadmap (strategy)

- **Create a roadmap** that easily and effectively articulates the flow of timelines

- **Define expectations** of when to deliver the product

- **Convey priorities** to your team

- Regularly demonstrate progress. **Be transparent**.

Agile Planning Horizons

Management   **Product Owner**   **Development**

Organization Mission & Vison
Organizations work hard to develop a vision that is aligned with their mission. Use the Mission & Vision to drive strategic goals & objectives.
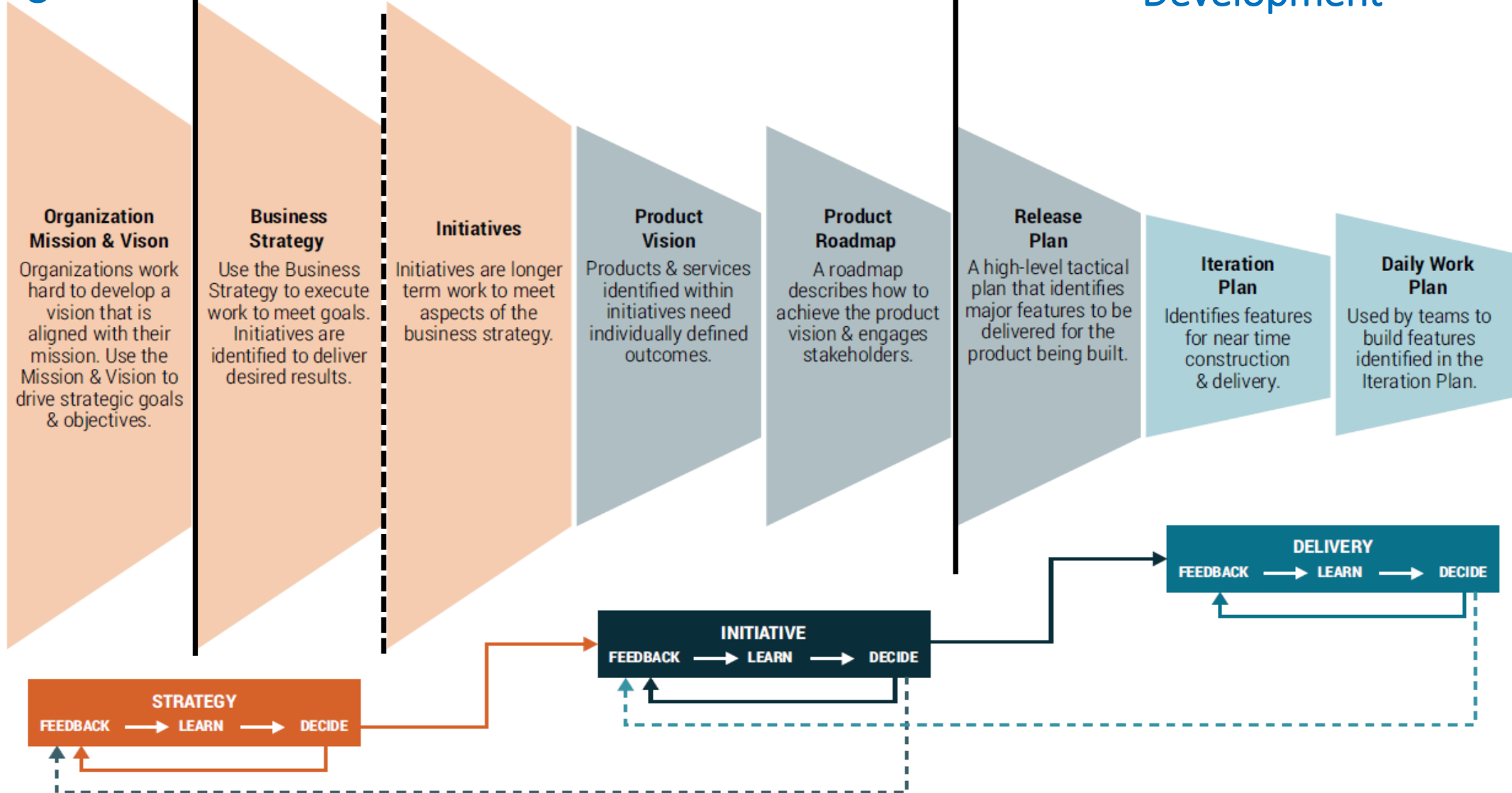
Business Strategy
Use the Business Strategy to execute work to meet goals. Initiatives are identified to deliver desired results.

Initiatives
Initiatives are longer term work to meet aspects of the business strategy.

Product Vision
Products & services identified within initiatives need individually defined outcomes.

Product Roadmap
A roadmap describes how to achieve the product vision & engages stakeholders.

Release Plan
A high-level tactical plan that identifies major features to be delivered for the product being built.

Iteration Plan
Identifies features for near time construction & delivery.

Daily Work Plan
Used by teams to build features identified in the Iteration Plan.

DELIVERY
FEEDBACK → LEARN → DECIDE

INITIATIVE
FEEDBACK → LEARN → DECIDE

STRATEGY
FEEDBACK → LEARN → DECIDE

Product Backlog

- The repository for requirements in a Scrum team

- Manage the backlog to maximize value

- Well defined acceptance criteria – refine prioritization

- On a discovery journey

Business and Customer Oriented

- **Central point of contact** to clarify questions

- Use **domain knowledge** – to maximize product value

- Use **epics and user stories**

- **Emergent requirements** – not known in advance

Challenges, Focal Point, Skills and Competencies, Communication

- **Challenges** - dependencies between product features, budget constraints, time constraints, justifying KPI metrics

- **Focal Point during meetings** – build the right thing vs build the thing right

- **Skills and competencies** - understand market analysis/strategy, product roadmap, release planning and tracking

- **Communication** – and a dose of passion; deliver early and often; frequent feedback loop

NO SENSE IN BEING PESSIMISTIC IT WOULDN'T WORK ANYWAY
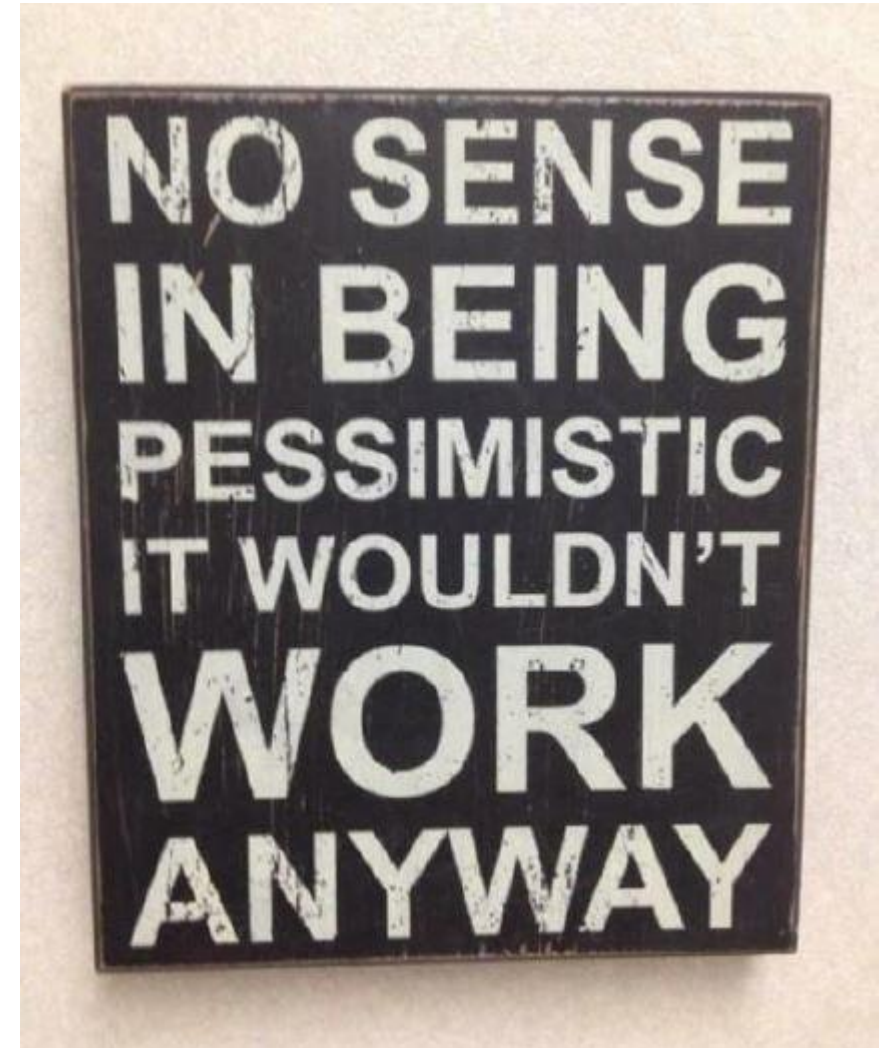
Driving the Product, The PO and the BA

- **PO** – driving the product

- **PO** – should have direct access to the BA

- Story writing is a collective effort

- **BA -** can find product gaps, perform traceability and impact analyses; ask the right questions

- **PO** - leads the effort, helping to reduce uncertainty and ambiguity

Conclusion

Product Owner

- a decision owner

- requires a combination of skills, tools and techniques

- one of the most important roles on a software team

- Know when and how to act - key to productive product outcomes

Contact and Services

- Aivaz Consulting
  - https://aivazconsulting.com/

  - https://www.linkedin.com/in/marcus-udokang

- The Inquisitive Analyst Show
  - YouTube: http://bit.ly/theinquisitiveanalyst
  - Podcast: https://anchor.fm/the-inquisitive-analyst

- The Lewis Institute
  - The Lewis Institute provides an Enterprise Project Management Program that does more than just train PMs. It helps support them from the CEO level on down. These courses help certify Project Leaders and prepare them to pass the PMP exam.
  - https://lewisinstituteinc.com/
  - Project Leader Courses (60% discount): https://lewisinstitute.kartra.com/page/Wif255