



BOOST YOUR PRODUCT SKILLS

IN THE PRODUCT &
INNOVATION GYM

ONLY
€1499,-

THE **PRODUCT** **GYM** MEMBERSHIP BENEFITS:

-  5x 4-hour fun and rewarding workouts per year from 13:00 - 17:00
-  A community of practice across different organizations
-  Professional personal trainers and product guru's present during the workouts
-  Access to the online community of Product superheroes
-  Access to exclusive content related to the workout topics
-  Optional: dinner and networking opportunities after each workout

LOOKING FOR WAYS TO **MAXIMIZE** **YOUR VALUE?**

Like in real-life you need more than a two-day training program to get and stay in shape! In the same way that physical fitness requires real motivation and recurring workouts at the gym, product owner mastery requires regularly flexing and training of your "innovation muscles." And like in real-life, workouts are more fun when you can do them with others. The Product & Innovation Gym gives you the high-energy, bite-size workout you need to maximize learning beyond the basics of Scrum in a fun, knowledge-sharing environment.

SCAN TO
**LEARN
MORE**



DISCOVER SOME OF THE WORKOUTS

Value creation, prioritization and delivering real results. The most important job of a product owner is maximizing value. Practice different techniques for how to decide with your stakeholders what is valuable, how to prioritize your product backlog, and ensure you are delivering actual results contributing to your goals.

Creating vision, strategy, and roadmap. Learn and practice various approaches to create a vision statement and how to pitch it quickly and efficiently. Learn how to make sure your vision, strategy, and roadmap are precise and complete, yet evoke emotion that can guide your team and stakeholders.

Stakeholder Engagement. Managing your stakeholders is one of the most demanding parts of your job as a PO. Practice different ways to handle stakeholders. Map and categorize them. Improve your ability to say NO! in a friendly way while still keeping stakeholders engaged.

Product Leadership. Being the mini-CEO is easier said than done. Practice your leadership skills and experience what it takes to be truly responsible for the success of your product and team.

Prototyping Techniques. Hands-on simulation of a fictional product. Practice applying story mapping, personas and design thinking in fast iterative cycles to develop and prototype a new product idea.

Design thinking and Lean Startup. Go beyond the basics of Agile and Scrum and learn how to build new and innovative products using other methodologies. Practice how to discover product/market fit and test hypotheses to ensure you're building the right thing.


Data-driven innovation and product development. What data should a product owner track to make sure his product is heading in the right direction? What are your actionable metrics rather than vanity metrics that look nice but give little to go on?

...and many more depending on the needs of the group. See for the full list of possible topics:

www.xebia.com/product-gym

PRACTICAL INFORMATION

 **Xebia Amsterdam**
OR
Xebia Hilversum

 Start at: 13:00
Ends at: 17:00

 For the actual dates, check out:
Xebia.com/product-gym