SAFe® PROVIDED BY SCALED AGILE | COURSES

Agile Product Management

Using Design Thinking to create valuable products in the Lean Enterprise

Discover and apply the mindset, skills, and tools you need to create successful products and solutions that are desirable, viable, feasible, and sustainable.

The Agile Product Management course harnesses the power of Design Thinking to develop innovative solutions with proven SAFe capabilities to execute on those visions. Learn the right mindset, skills, and tools to create successful products—from inception to retirement—using Agile techniques. Recognize how Continuous Exploration fuels innovation and helps you define a vision, strategy, and roadmap to tap into new markets. Find out how to accelerate the product life cycle to get fast feedback and quickly deliver exceptional products and solutions that delight customers—all while aligning with your organization's strategy, portfolio, evolving architecture, and solution intent.

With SAFe® Agile Product Manager (APM) 6.0 certification



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meta-agility.com.mx

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Who will benefit?

- Product Management teams
- Product marketing managers, project managers, Product Owners
- VP of Product Management, Business Owners, Business Analysts
- User experience and customer experience professionals
- Product leaders collaborating with Product Management, architects, subject matter experts, and business line managers

Topics covered

- Analyzing your Role as a Product Manager in the Lean Enterprise
- Continuously Exploring Markets and Users
- Driving Strategy with Market Segmentation
- Using Empathy to Drive Design
- Defining Product Strategy and Vision
- Creating Roadmaps to Build Solutions
- Delivering Value
- Managing Value Stream Economics
- Creating Innovation in the Value Stream

What you'll learn

After completing the class, you should be able to:

- Use Design Thinking to achieve desirable, feasible, and sustainable outcomes
- Explore market needs, segmentation, sizing, and competitive landscape
- Manage value stream economics, including pricing and licensing
- Use empathy to drive design
- Apply product strategy and vision
- Develop and evolve roadmaps
- Execute and deliver value using SAFe
- Explore innovation in the value stream

> There are many courses available to help build a product the right way, but this course helps the Product Manager build the right product."
>
> — **Eshwar Jakkula,** SPC and Enterprise Coach

Prerequisites

You should be familiar with Agile principles and practices and have attended at least one SAFe course prior to attending. A background in product or solution management is highly recommended.

What you get

Class registration includes:

- Attendee workbook
- Eligibility to take the SAFe® Agile Product Manager (APM) 6.0 certification exam
- One–year membership to SAFe Studio
- Course certificate of completion

Attendees must attend all three days of the course in order to qualify for the exam.

Professional Development Units (PDUs) and Scrum Education Units (SEUs)

- Attendees may be eligible to apply for 24 PDUs toward their continuing education requirements with the Project Management Institute (PMI) for PMP, PgMP, and PMI-ACP certifications
- Attendees may be eligible to apply for SEUs under category C, toward earning or renewing their CSP through Scrum Alliance

REGISTER FOR THIS COURSE AT https://bit.ly/safeInfo

SAFe® Curriculum

The extensive and evolving Scaled Agile curriculum is a cornerstone for implementation success and a key part of an overall transformation. Our full portfolio of world-class courseware helps organizations unlock business results, retain teams, and attract new talent. And our in-demand certifications help individuals thrive as key players within a SAFe organization and advance throughout their career in practicing, consulting, or training others in the Framework.

SAFe courses and certifications include:

- **Implementing SAFe®**
  with SAFe® Practice Consultant (SPC) 6.0 certification
- **Leading SAFe®**
  with SAFe® Agilist (SA) 6.0 certification
- **SAFe® for Teams**
  with SAFe® Practitioner (SP) 6.0 certification
- **SAFe® Scrum Master**
  with SAFe® Scrum Master (SSM) 6.0 certification
- **SAFe® Advanced Scrum Master**
  with SAFe® Advanced Scrum Master (SASM) 6.0 certification
- **SAFe® Release Train Engineer**
  with SAFe® Release Train Engineer (RTE) 6.0 certification
- **SAFe® Product Owner/Product Manager**
  with SAFe® Product Owner/Product Manager (POPM) 6.0 certification
- **SAFe® DevOps**
  with SAFe® DevOps Practitioner (SDP) 6.0 certification
- **SAFe® for Government**
  with SAFe® Government Practitioner (SGP) 5.0 certification
- **Agile Software Engineering**
  with SAFe® Agile Software Engineer (ASE) 5.0 certification
- **SAFe® for Architects**
  with SAFe® Architect (ARCH) 6.0 certification
- **Lean Portfolio Management**
  with SAFe® Lean Portfolio Manager (LPM) 6.0 certification
- **Agile Product Management**
  with SAFe® Agile Product Manager (APM) 6.0 certification

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Build the Future.

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