

# Agile Product Novice (APN)

**Course Title:**

Agile Product Novice (APN)

**Course Description:**

Instructor-led course covering the learning objectives required to achieve a novice level of Agile product.

**Course Abstract:**

In this instructor-led course – which utilizes a “learn by doing” format that combines self-study, mentorship, training, and coaching – students will learn, practice, and develop the skills necessary to achieve a novice level of Agile product.

**Duration:**

8 Modules

**Prerequisite:**

Agile Foundations (AF)

**Level:**

Novice

**Assessment:**

Experience

**Recommended Text:**

[Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers](#)

**Course Structure:**

- Module 1: Business Model Canvas
  - Learning Objectives:
    - How work flows through an organization
    - Why values can create alignment, without being prescriptive
    - Why we should manage products, rather than projects
    - The Business Model Canvas and how to fill it out
    - How to collaborate to develop a new business idea
  - Handouts: Business Model Canvas, BMC Checklist, BMC Assess
  - Videos: [Henrik Kniberg - Product Ownership in a Nutshell](#)
  - Activities: BMC Simulation Exercise
  - Assignment: Read [Business Model Generation: Chapter 1 \(Canvas\)](#)
  - Action: Create a personal [Strategyzer](#) account, review all available resources, and create a business model canvas for your business, product, or service
- Module 2: Value Proposition Design
  - Learning Objectives:
    - How to identify customer "jobs to be done"
    - How to create a product or service that will amplify gains and/or minimize pains
  - Handouts: [Customer Profile](#), [Value Map](#), [Customer Jobs](#), [Customer Gains](#), [Customer Pains](#), [Pain Relievers](#), [Gain Creators](#), [VPD Checklist](#), [Elevator Statement](#)
  - Videos: None
  - Activities: Customer Interview Simulation
  - Assignment: Read [Harvard Business Review - Know Your Customers' "Jobs to be Done"](#)
  - Action: Create a value proposition map using the pain relievers and gain creators trigger questions, and then check the fit of your customer segment(s) with your value proposition
- Module 3: Product Backlog Refinement
  - Learning Objectives:
    - How stories can be used to communicate customer problems
    - The three Cs to apply to all product backlog items
    - The format of a user story
    - How to create an impact map
    - The format for requirements that work
    - Different types of personas
    - The format for Feature-Driven Development (FDD)
    - The technical story anti-pattern
    - How to develop products in vertical slices
    - How to INVEST in good stories
    - How to make the product backlog DEEP
    - The definition of ready anti-pattern, and a the definition of done
  - Handouts: [Impact Mapping](#)
  - Videos: None
  - Activities: None
  - Assignment: Read [Business Model Generation: Chapter 2 \(Patterns\)](#)
  - Action: Consider whether or not your business model includes any of the described patterns
- Module 4: Feature Writing Workshop

- Learning Objectives:
  - How to write customer-centric features for your product
  - How to utilize a variety of formats
- Handouts: None
- Videos: None
- Activities: None
- Assignment: Read [Business Model Generation: Chapter 3 \(Design\)](#)
- Action: Create a simple customer profile using the empathy map
- Module 5: Innovation Games
  - Learning Objectives:
    - How to prune the product tree
    - How to remember the future
    - How to build a spider web
    - How to create a product box
    - Which features your customers are willing to buy
    - How your customers use your product and start their day
    - How to identify the most important artifacts with show and tell
    - How to identify your customer's needs with me and my shadow
    - How to give them a hot tub
    - How to create empathy for the apprentice
    - How to see with 20/20 vision
    - How to life the anchors from your speed boat
  - Handouts: None
  - Videos: None
  - Activities: Teach-Back Exercise
  - Assignment: Read [Business Model Generation: Chapter 4 \(Strategy\)](#)
  - Action: Create an environment map to understand the context in which your business model exists
- Module 6: Objectives & Key Results
  - Learning Objectives:
    - A brief history of corporate goal setting
    - How to define objectives to set high level, aspirational goals
    - How to define key results to show progress against those goals
    - How to align work at all levels
    - OKR planning guidelines
    - How to integrate OKRs into Impact Maps
  - Handouts: None
  - Videos: None
  - Activities: None
  - Assignment: Read [Business Model Generation: Chapter 5 \(Process\)](#)
  - Action: Consider how the 5 phases of the business model design process align to your current product development lifecycle
- Module 7: Inception Deck
  - Learning Objectives:
    - Why we are here
    - What the elevator pitch is for our product
    - The key features of our product
    - The boundaries of our scope
    - Who our neighbors are that we'll be depending on throughout this effort
    - What our proposed solution is
    - The risks that we are likely to encounter
    - The amount of time we want to spend on this effort
    - The trade-offs that we are willing to make along the way
    - The support we'll need to accomplish this initiative
  - Handouts: None
  - Videos: None
  - Activities: None
  - Assignment: Read [Business Model Generation: Chapter 6 \(Outlook\)](#)
  - Action: Review [Tasty Cupcakes](#) website
- Module 8: Wrap-Up
  - Learning Objectives:
    - Next steps in your Agile journey
  - Handouts: None
  - Videos: None
  - Activities: Course NPS
  - Assignment: None
  - Action: Share your business model canvas, customer profile, and environment map with your Development Team