What does "Good" Look Like?
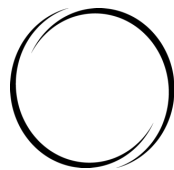## *The 4-Quadrants of Product Ownership*

Bob Galen

- Independent Agile Trainer & Coach at RGCG, LLC

- Somewhere "north" of 30 years overall experience ☺
- Wide variety of technical stacks and business domains
- Roots of a software developer
- Senior/Executive software development leadership for 20+ years
- Agile "Coach of Coaches" and Leaders
- Deep XP, Lean, Scrum, and Kanban experience since 2000
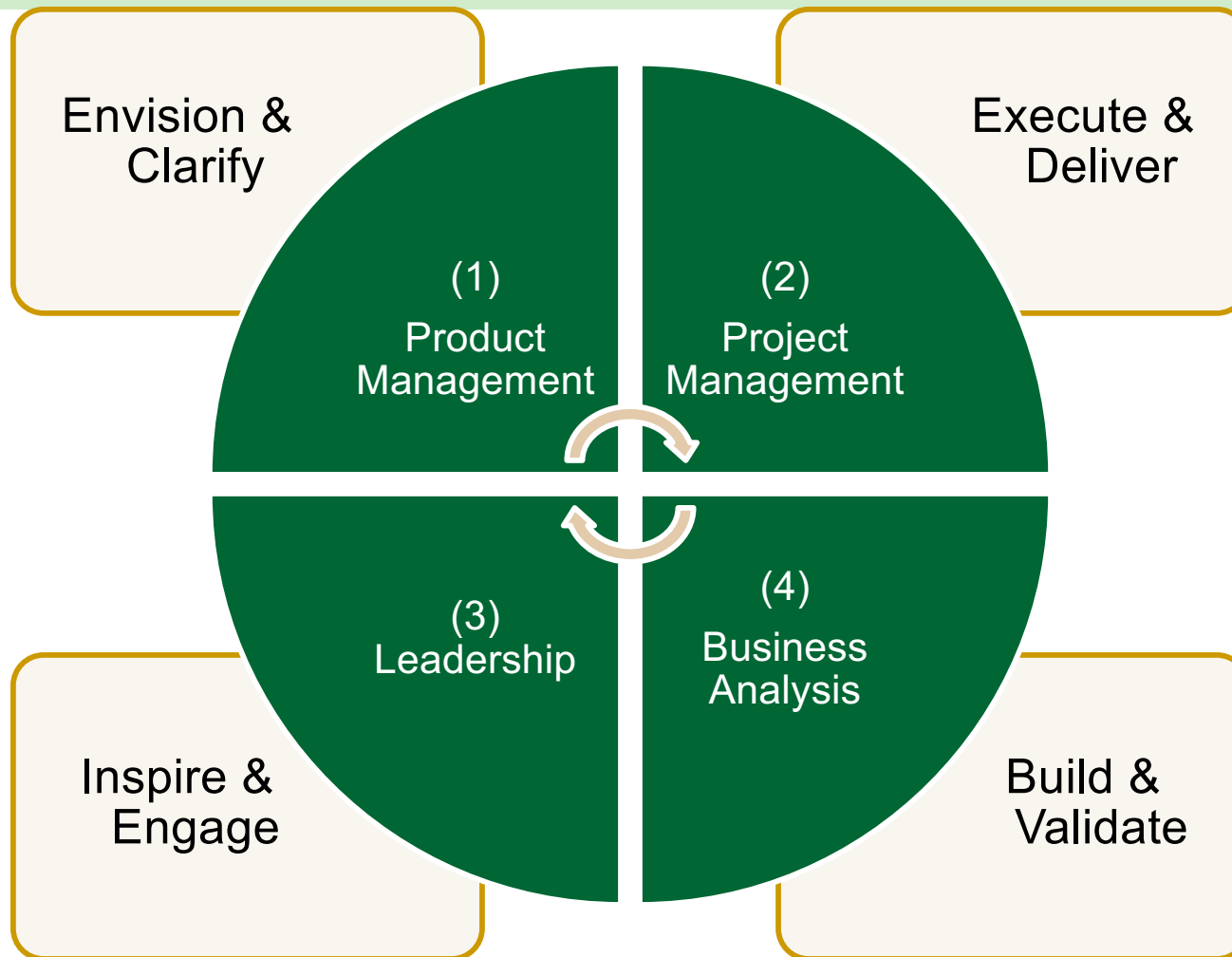- From Cary, North Carolina, dog lover, grandfather, husband

Why Quadrants?

Product Ownership is…

- A misunderstood role
- Outward and inwardly focused
- Is it a full-time role?
- Nuanced across skills and dimensions
- Easy to loose your balance
- Too hard for one person?
- Crucial in delivering value!

4-Quadrants of Product Ownership

Envision & Clarify

Execute & Deliver

(1) Product Management

(2) Project Management

(3) Leadership

(4) Business Analysis

Inspire & Engage

Build & Validate

RGalen
Consulting Group, LLC
Leading you down the path of Agility...

Quadrant 1
Product Management

- Champion & Evangelist
- Establishing the Vision
- Product / Release Roadmaps
- Setting Stakeholder Expectations
- Business Case & ROI
- Measurement
- Supporting Marketing & Sales
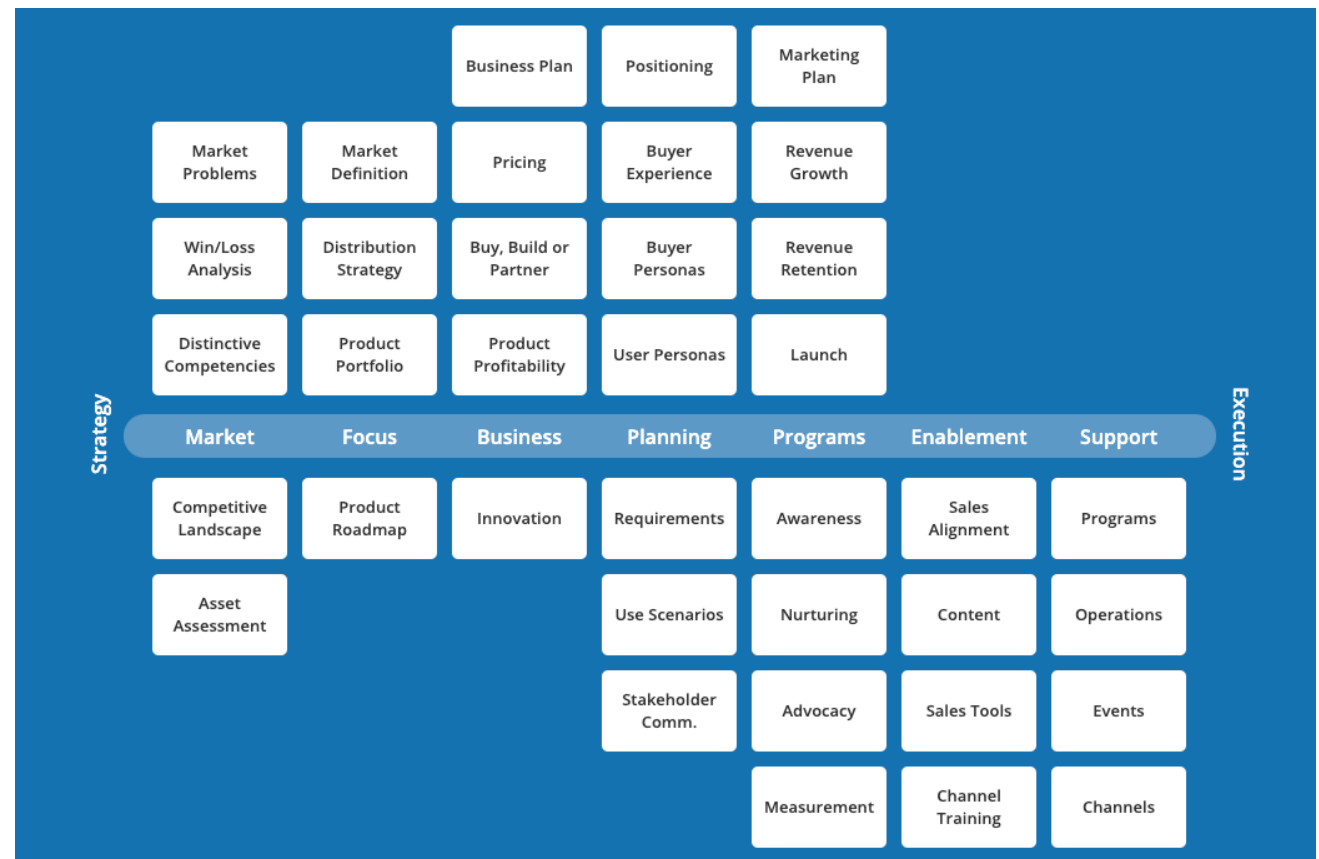- Engaging Customers & Feedback

(1)
Product Management

RGalen
Consulting Group, LLC
Leading you down the path of Agility...

Framework

- Often I speak in terms of this Quadrant as being – Outwardly Focused

- Pragmatic Marketing Framework

- https://www.pragmaticmarketing.com/framework

Quadrant 2
Project Management

- Chartering
- Short & Longer Term Planning
- Release Management
- Expectations Management & Communication
- X-functional Dependencies
- Milestones
- Risk Mitigation
- Regulatory
- Budgeting

(2)
Project Management

RGalen
Consulting Group, LLC
Leading you down the path of Agility...

Product Backlog
A Tapestry that Includes Threads for…

Things to do…

- Features
- Value increments
- Architecture
- Design
- Process
- Quality
- Testing

In a Context-Based fashion…

- Deployment
- Regulatory
- Dependency
- Risk
- Feedback
- Customer timing
- Tempo

…Guiding us towards customer value

RGalen
Consulting Group, LLC
Leading you down the path of Agility…

Quadrant 3 Leadership

- Vision & Mission
- Organizational Alignment
- Managing Expectations
- Protecting/Trusting The Team
- Balancing the Work
- Value-Driven, Quality-Driven
- Strengths-Based
- Vulnerable – Asking for Help
- Story-telling (out/inward)

(3)
Leadership

Copyright © 2022 RGCG, LLC

RGalen
Consulting Group, LLC
Leading you down the path of Agility...

9

5 Scrum Values

1. Commitment
2. Focus
3. Openness
4. Respect
5. Courage
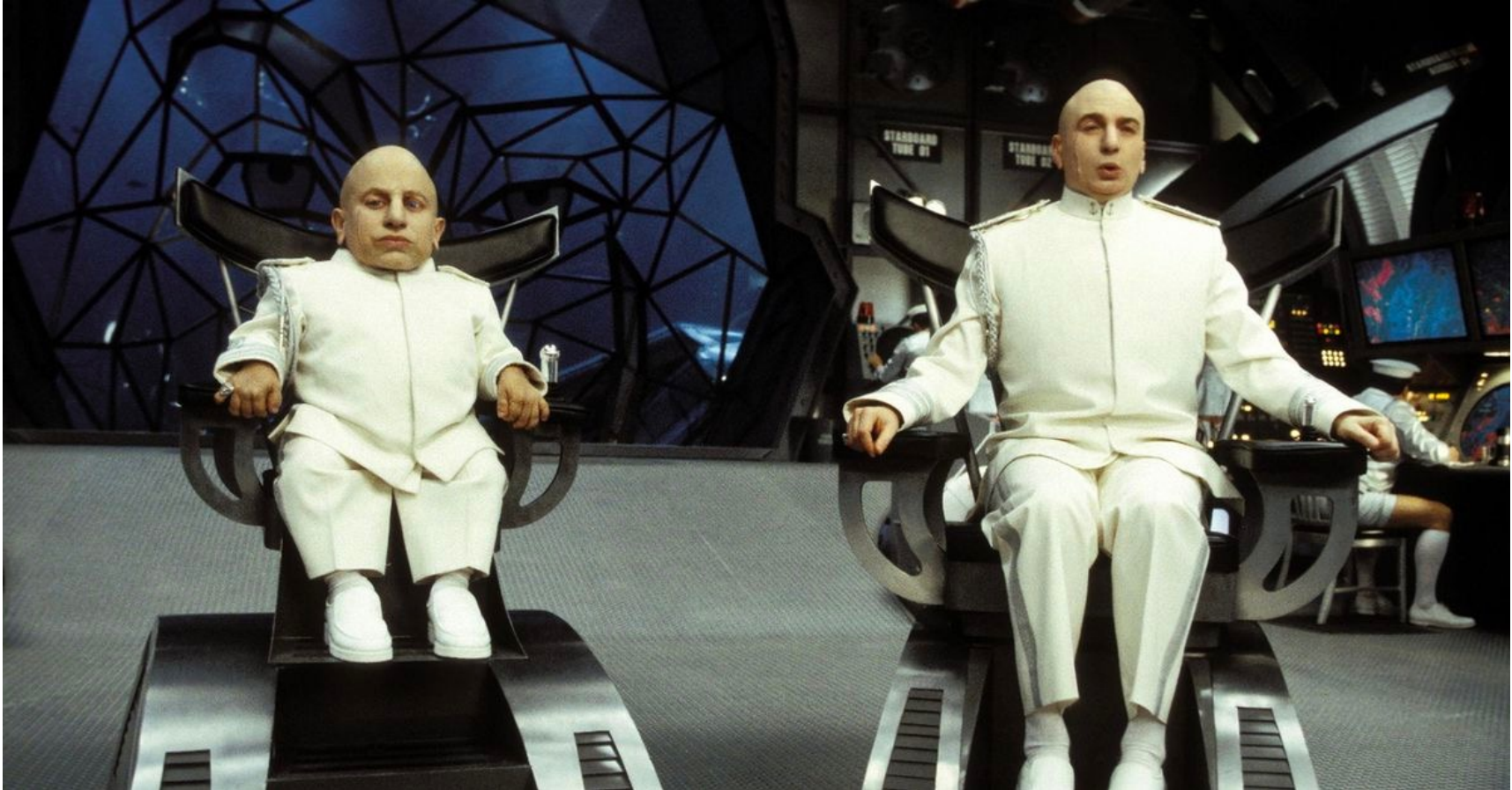
Often applied to the Scrum team.

What about their application to the Scrum product ecosystem leadership team – what part do YOU play?

https://guntherverheyen.com/2013/05/03/theres-value-in-the-scrum-values/

Establishing a "Mini-Me" Team

RGalen
Consulting Group, LLC
Leading you down the path of Agility...

Quadrant 4
Business Analysis

- Requirements, the "Ask"
- Personas & User Stories
- Acceptance Criteria
- Done & Ready
- Look-ahead & Spikes
- Confirmation & Sign-off
- Backlog Refinement:
    - Clarification
    - Slicing & Sizing
    - Prioritization

(4)
Business
Analysis

RGalen
Consulting Group, LLC
Leading you down the path of Agility...

Not Rushing… Allowing for Emergence!

- Writing Stories @ 20% clarity
- Emerging stories within the sprint
- Effectively looking ahead
- Sufficient Research Spikes
- Experimenting
  - ❑ Prototyping
  - ❑ Mock-ups
  - ❑ Paper prototypes
- MVP vs. Earliest Testable/Usable/Lovable
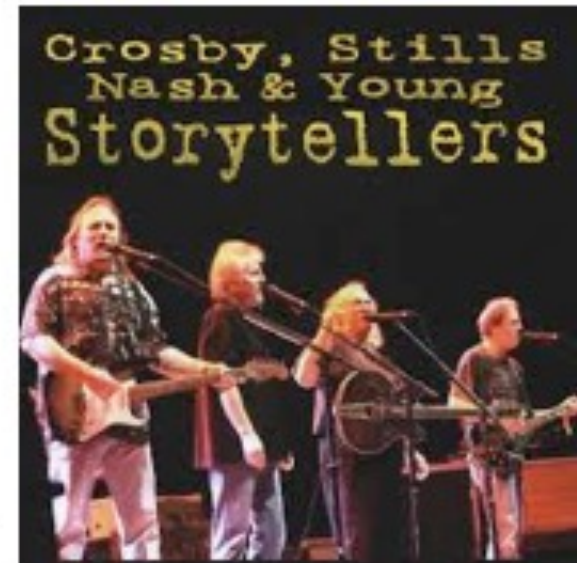- Willingness to Pivot

https://blog.crisp.se/2016/01/25/henrikkniberg/making-sense-of-mvp

RGalen
Consulting Group, LLC
Leading you down the path of Agility…

Storytelling

Storytelling, Conversations, Narrative, Visualization, Shared Vision

Now Balance Your Quadrants
10% increments

RGalen
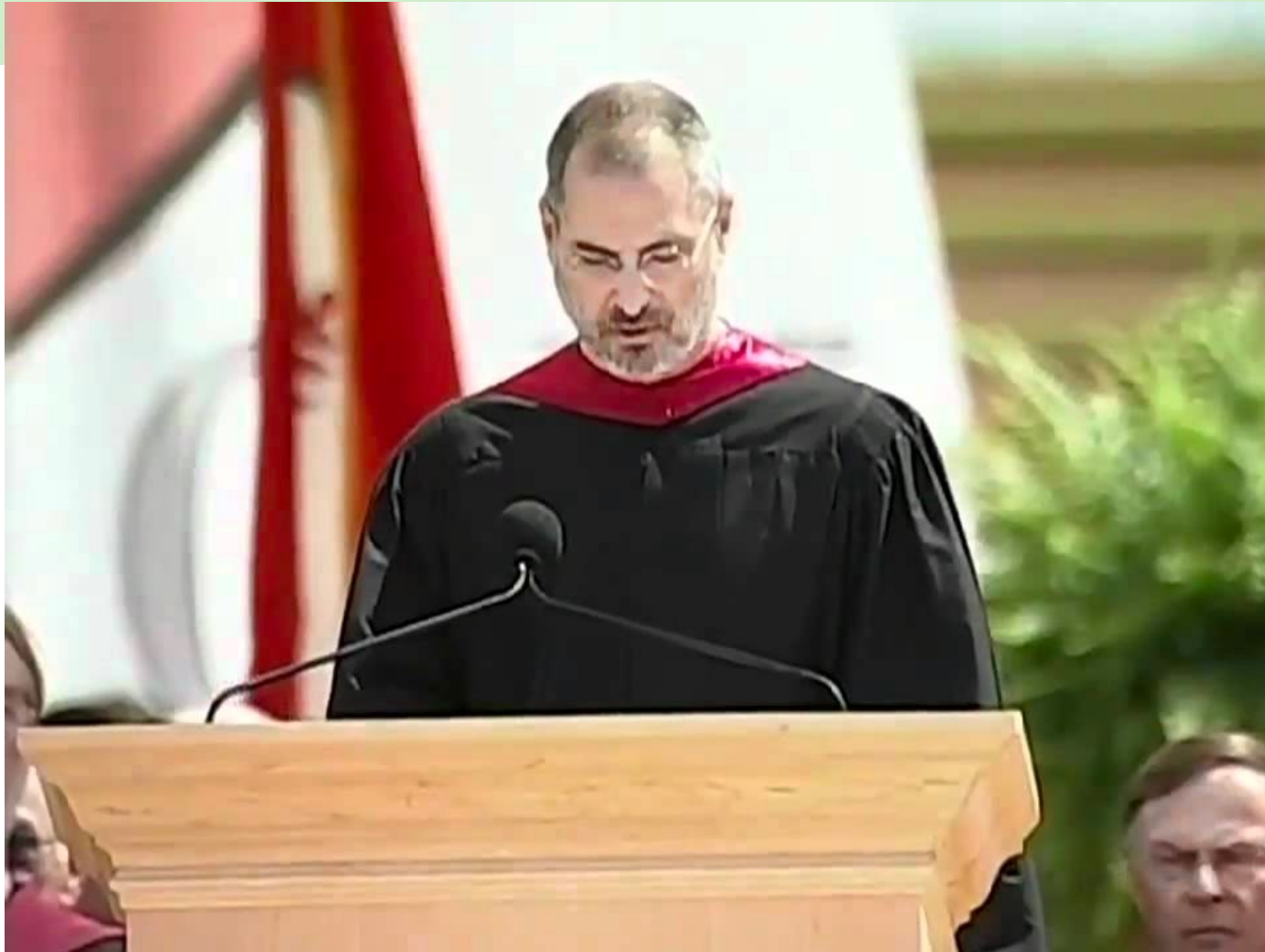Consulting Group, LLC
Leading you down the path of Agility...

The 5ᵗʰ Quadrant Self

- Self-care - Balance
- Self-awareness
- Personal Growth & Learning
- Personal Happiness
- Fulfilled & Trusted
- Encouraged & Engaged
- Emotionally Intelligent
- Relationship Builder

(5)
Product Owner - Self

RGalen
Consulting Group, LLC
Leading you down the path of Agility...

Doing what you love…

https://news.stanford.edu/2005/06/14/jobs-061505/

RGalen
Consulting Group, LLC
Leading you down the path of Agility…

Happiness…
a post by Len Lagestee

1. They are immersed with their customers;
2. They have the time and space to be visionary and creative;
3. They have true ownership over their product;
4. They are receiving meaningful feedback about the performance of their products;
5. They have a positive working relationship with their Scrum Master;
6. They have an even better relationship with technical leads and designers;
7. They are proud of what the team is delivering;
8. They have embraced their constraints;
9. And, they are keeping themselves healthy.

RGalen
Consulting Group, LLC
Leading you down the path of Agility…

Keys to "Good"

- Nobody can fulfill all aspects of the role
  - Particularly at-Scale
- Ask for…Help
- Establish…Partnerships
- Trust…Your Team
- Empower…Yourself
- Engage…Customers
- Deliver…Value
- Grow…Yourself

RGalen Consulting Group, LLC
Leading you down the path of Agility…

Keys to "Good"

Healthy Balance across all 4-Quadrants + 1

RGalen
Consulting Group, LLC
Leading you down the path of Agility...

Scrum Product Ownership, 3'rd Edition
PO - PDF eBooks

Discount: $19.95 eCopies -
https://bit.ly/2wzl331

https://leanpub.com/agilereflections
foragileproductowners

https://leanpub.com/scrumproducto
wnership-ajimaturitymodel
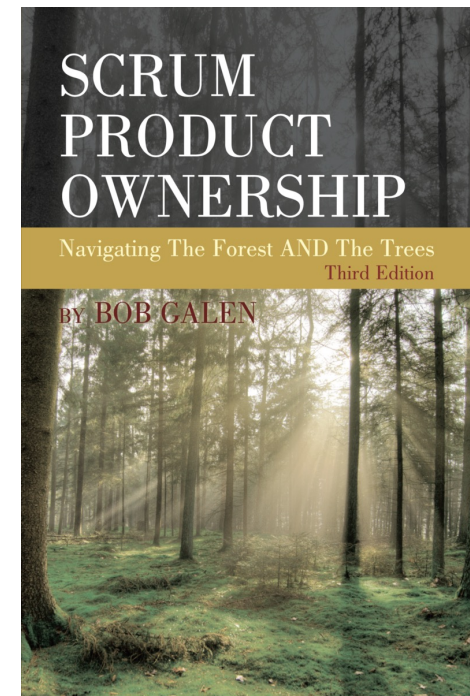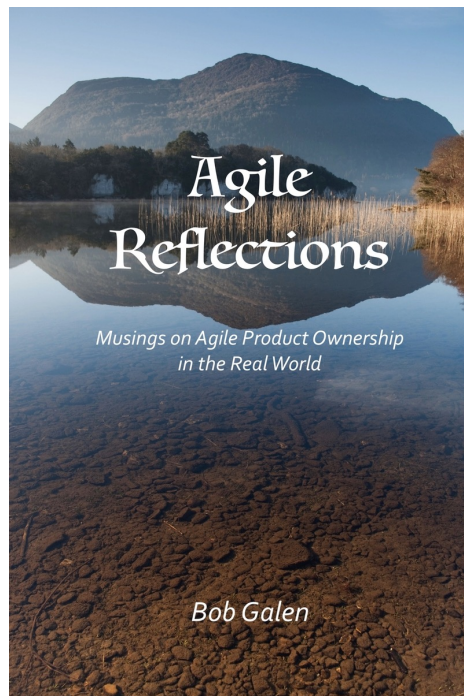
Contact Info

Bob Galen
President, RGCG

Experience-driven agile focused training, coaching & consulting

Cell: (919) 272-0719

bob@rgalen.com   www.rgalen.com

www.agile-moose.com

https://www.linkedin.com/in/bobgalen

Podcast on all things 'agile' -
http://www.meta-cast.com/

The Three Pillars of **Agile Quality & Testing** — Achieving Balanced Results in Your Journey Towards Agile Quality — Robert Galen

SCRUM PRODUCT OWNERSHIP — Navigating The Forest AND The Trees — Third Edition — BY ROBERT GALEN

EXTRAORDINARILY BADASS AGILE COACHING — THE JOURNEY FROM BEGINNER TO MASTERY AND BEYOND — ROBERT L. GALEN

Agile Reflections — Musings Toward Becoming "Seriously Agile" in Software Development — Robert Galen

RGalen Consulting Group, LLC
Leading you down the path of Agility...