



Agile
Mastery
Institute

CLASSROOM | COACHING | COMMUNITY



Product Mastery Pathway

Our Mission

Our mission is to restore the industry's respect for agile certifications and for the people with those certifications to feel capable and confident to have a real impact in their role.



Our Mission

We will do this by raising the bar of agile training and eventually establishing holistic, multi-faceted, long-term support as the norm for meaningful role-based certification.



Our Manifesto

We are uncovering better ways of developing agile professionals. Through this work we have come to value:

Experienced Guides over professional trainers

A continuous learning pathway over a one-off course

Group exploration over individual reflection

Guided navigation over a solo journey

Our Pathway Approach

- **Live synchronous training** covering every aspect of the role
- **6 months or more of coaching** covering real-life challenges
- **Deeper live training** to expand the skills of the role
- **Asynchronous support** including books, videos, smartphone app
- **Community forum** with dedicated private space
- **Certified credentials** along the journey

Product Mastery Skills

Decisive

Willing and able to make decisions with incomplete information, and allow others to make decisions.

Ruthless

Maintaining a relentless drive to maximise value and minimise risk while focusing on the vision.

Informed

Cultivating a voracious appetite to know the most possible about your product's domain.

Versatile

Responding to changing circumstances, in terms of product development and leadership style.

Empowering

Creating a shared ownership amongst all stakeholders and bringing them along on the journey.

Negotiable

Having faith in one's vision whilst being open to feedback and change.

Learning Objectives



Decisive

- Understand the common causes of procrastination
- Apply cost of delay to a set of features
- Analyse the concept of option or set-based decision-making
- Evaluate the benefits and drawbacks of delaying decisions
- Understand the need for experimentation in a complex domain

Ruthless

- Become comfortable with prioritising ruthlessly
- Incorporate multiple factors in the definition of value
- Analyse the psychological factors affecting prioritisation
- Develop different ways to refuse stakeholder's requests
- Reduce the hold that stakeholders can wield over you

Informed

- Explain and mitigate cognitive biases of product development
- Differentiate the contexts appropriate for analysis and experimentation
- Run experiments to test hypotheses quickly and safely
- Create rituals to become more informed quicker

Versatile

- Understand different forms of leadership
- Develop self-awareness of their leadership preferences
- Understand the meaning and importance of coherent leadership
- Develop their coaching leadership approach
- Provide effective, constructive, non-judgmental feedback

Empowering

- Develop a healthy balance of time with and away from the team
- Understand degrees of self-management
- Enhance your ability to delegate effectively
- Differentiate between levels of trust
- Create an effective guiding representation of users/customers

Negotiable

- Understand and make "good mistakes"
- Understand how to use Scrum to maximise value or minimise risk
- Mitigate the consequences of maladaptive perfectionism
- Visualise the product backlog in alternative ways

The Navigator Sessions

- **What are they?**

The Navigator Sessions are a set of unscripted sessions built in along the Pathway where we don't push content at you but rather meet you where you are and coach you on the specific challenges you have been tackling or are about to tackle in your unique agile transformation.

- **When are they?**

This can be flexibly agreed with your Licensed Guide and each cohort can decide on a different approach based on their circumstances. Ultimately though there are 15 hours worth of coaching sessions that can be used. Most cohorts tend to have one session per month and may even spread them out over longer than six months. Some go for fortnightly sessions.

- **What value do they give?**

Compared to "push based" agile training, the Navigator sessions are emergent "pull-based" learning. Our Guides can react to the unpredictable and provide real value in the moment and help learners establish a habit of continual learning, application and reflection.

- **What topics tend to get covered?**

Some topics are quite easy to predict because they stand out as more important in the Explorer Workshop while other topics emerge that sometimes surprise us. We've run Navigator Sessions on many topics including Team conflict, Stakeholder influencing, Estimating and planning techniques, Recruiting and onboarding new team members, Customer surveys, Specific coaching models, Value stream mapping, Presentation skills and Impostor syndrome to name a few.

- **Can we define topics in advance?**

In short, yes...especially for in-house cohorts. Clients sometimes identify extra topics outside of the learning objectives of the Explorer and Adventurer workshops. There's no reason why we can't build those in to the Navigator Sessions in advance before signing off on the Pathway.

Learning Objectives



Decisive

- Understand how Impostor Syndrome can affect your decision-making
- Understand how to use your time most effectively with stakeholders
- Analyse contextual suitability for decisiveness, delegation and collaboration
- Create a communications plan for effective stakeholder management
- Develop a plan to bring your Impostor Syndrome into a healthy balance

Ruthless

- Understand when to gamble and when to walk away
- Understand the psychology underpinning our ability to say "no"
- Explain the consequences of saying "yes" too much
- Differentiate between betting and gambling as a Product Owner
- Develop more of a bettor's mindset

Informed

- Understand you are not expected to know everything
- Recognise the benefits of listening well as a Product Owner
- Apply a structured approach to asking good questions
- Develop your sense of the unvoiced concerns

Versatile

- Understand the options for working with fixed dates
- Understand the options for working with fixed scopes
- Understand the difficulty of estimating in complex environments
- Apply a method of forecasting in complex environments
- Create a plan to change the narrative around fixed constraints

Empowering

- Understand the power of a common narrative for a Product Owner
- Analyse the aspects of powerful story-telling
- Critique your messaging and communications for impact
- Create powerful stories to inspire and empower
- Develop your ability to present your ideas and stories

Negotiable

- Recognise your people-pleasing triggers when negotiating
- Apply techniques to negotiate with less friction
- Apply an assertive and empathic approach to negotiation
- Differentiate between a good compromise and a bad one

Testimonial

“The time that you invest in the Pathway is definitely worth it. So many hours of training are wasted by leaving a classroom and not even picking up the book. This brings the every day back to the learning.”



Tracey Stephens
Head of Product, Arco

Product Mastery Metrics

Decisive

47% increase in decision-making
without over-thinking
35% increase in mindful delaying
of unnecessary decisions

Ruthless

37% improvement in prioritising
multiple important requirements
21% reduction in sunk cost
wastage

Informed

39% improvement in feedback
analysis
30% improvement in domain and
product awareness

Versatile

27% increase in ability to pivot
when necessary
11% increase in contextual
leadership

Empowering

41% increase in effective
delegation
24% increase in team
engagement

Negotiable

30% increase in effective
negotiation
27% increase in mastering
perfectionism



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