

# Product Vision to Story Mapping for Agile Projects

WCP

You understand sprints, stories, scrums and demos...but what is the recipe for leading your team from your customer's vision to a release plan?

Story mapping is a powerful collaborative planning technique to help you gain alignment on what is most important for your customer while empowering your team to create a plan which they own.

Story maps combine the best of a Work Breakdown Structure (WBS) and a Release Plan.

This 2-day course focuses on a single business opportunity. You will refine the product vision, define the themes important to the customer, learn to prioritize those themes, and then decompose them into epics and stories. These will be used to build a story map which will support subsequent delivery efforts.

## Who should attend

- Product Owners
- Project Managers
- Agile Leads (e.g. Scrum Masters)
- Business Analysts
- Project Management Methodologists

## Materials

- Course workbook containing copies of presentation slides and exercises
- Reference files containing course related reference materials
- Certificate of completion (framed for participants of in-house workshops)

## Learning outcomes

Through the exploration of project scenarios, group exercises, and facilitated discussion, participants completing this workshop will learn how to ...

- Develop a disciplined approach to structuring agile Product or project releases
- Apply and refine persona, story writing and prioritization skills
- Increase awareness of what is required to be an effective Product Owner
- Reduce the likelihood of an agile project becoming a random walk to nowhere
- Learn the true meaning of a Minimum Viable Product and how to define one
- Discover different approaches for structuring and capturing story maps

## Prerequisites

Participants of this workshop should already have had formal training and experience in both traditional and agile project management fundamentals. We therefore recommend:

- 3-day [Project Management Essentials: Part 1 – the Fundamentals](#) (or its equivalent)
- 3-day [Agile Project Management Hands On](#) (or its equivalent)
- Experience as a team member or agile lead on at least one agile project

## Additional information

- Participants qualify for 14 PDUs/Contact Hours (12 Technical, 1 Leadership, 1 Strategy)
- This course is part of the [uWaterloo Advanced Agile Project Management Certificate](#)

## For more information contact

World Class Productivity Inc.

1-905-660-7184

[info@wcpconsulting.com](mailto:info@wcpconsulting.com)



The PMI Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.