

# Product Vision to Story Maps — the A to Z's of Product Management

WCP

You might have helped your stakeholders articulate a common shared understanding for your product or project's vision, but how do you get from there 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. Without this, you risk reliving that famous cartoon contrasting "What the customer wanted vs. what the team delivered"!

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

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

## Who Should Attend

- Product Owners
- Project Managers
- Business Analysts
- Delivery Leads (including Scrum Masters)
- Team Members

## Applicable Project Environments

- Both adaptive (Agile) and hybrid project environments
- Projects with deliverables in which there is likely to be misalignment in understanding between key stakeholders on what is needed

## Course Materials

- Course workbook containing copies of presentation slides and exercises
- Reference files containing course related reference materials
- Certificate of completion

## Learning outcomes

Through the exploration of scenarios, hands-on group exercises, and facilitated discussion, participants completing this workshop will learn how to:

- Develop a disciplined approach to structuring product or project releases
- Refine and hone persona, story writing and prioritization skills
- Appreciate what is required to be an effective Product Owner
- Reduce the likelihood of your project's delivery becoming a random walk to nowhere
- Learn how to address viability risk with an MVP
- Understand the different choices for structuring and capturing story maps

## Prerequisites

Participants of this workshop should have previously 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)
- 2-day *Foundations of Agile Delivery* (or similar foundational Agile workshop)
- Experience as a team member or agile lead on at least one agile project

## Course Outline

1. Understanding the Problem
2. Product Management
3. Overview of story mapping
4. Product Vision: Creating shared understanding
5. Structuring a story map
6. Prioritization
7. User stories: A deeper dive
8. Release planning
9. Maintaining your release plan
10. Story mapping options

## Additional information

- This course is available both on-site at your location as well as publicly in open enrollment sessions
  - On-site courses can be customized to fit your team's context
  - Public deliveries of this workshop available as live-virtual sessions as well as in person in Mississauga, Toronto, and Kitchener
- Participants who complete this workshop qualify for 7 Professional Development Units (PDUs)/Contact Hours: 5 Technology, 1 Leadership and 1 Strategic and Business Management.

For more information or to arrange an in-house delivery of this workshop, call us toll free at 1-800-214-8096 or email us at [info@wcpconsulting.com](mailto:info@wcpconsulting.com)