training code: ZP-SAFe-APMen / ENG DL 3d / EN

SAFe® Agile Product Management

In the Agile Product Management course, you'll explore how to use design thinking to put your customers at the center and create products that are desirable, feasible, and sustainable. You'll discover how continuous exploration fuels innovation. And you'll explore how to define a vision, strategy, and roadmap to satisfy existing customers and attract new ones throughout this 3-day course. If you wish to advance your Product Owner or Product/Solution Manager role this is a perfect workshop for you.

Training recipients

The training is primarily designed for Product Owners, Product Managers, Solution Managers, and other business-related roles (including Business Owners).
The training emphasizes the importance of:

- Understanding product management principles – Participants will learn about key roles, responsibilities, and skills required for effective product management in a SAFe environment.
- Customer-centric approach – A strong focus on market research and customer feedback to make better product decisions and prioritize features.
- Collaboration and adaptability – Encouraging close cross-functional teamwork between development, marketing, and sales teams to ensure a unified product vision.
- Applying Agile techniques and practices – Gaining knowledge of methodologies and tools that streamline product development, including Lean principles, iterative planning, and backlog management.

Benefits

Attendees will get an opportunity to learn:

- How to create innovation in the value stream
- How to use design thinking to achieve desirable, feasible, and sustainable products
- How to use product strategy to set clarity and direction for the ART
- How to develop and evolve short-term roadmaps that result in long-term value

PDU and SEU points:

Participants have the right to apply for 21 PDUs necessary to obtain or continue Project Management Institute (PMI) certificates – applies to PMP, PgMP, PMI_ACP certificates.

Training program

1. Analyzing your Role as a Product Manager in the Lean Enterprise
2. Continuously Exploring Markets and Users
3. Driving Strategy with Market Segmentation
4. Using Empathy to Drive Design
5. Defining Product Strategy and Vision
6. Creating Roadmaps to Build Solutions
7. Delivering Value
8. Managing Value Stream Economics
9. Creating Innovation in the Value Stream

Expected preparation of the participant

The training is intended for everyone interested in this subject, however a SAFe experience or Leading SAFe/SAFe for Teams course is a must before attending the course.

Note: If you intend to take the SAFe® Agile Product Management Certification Examination, you should have:

- Minimum 1 year of experience in PO/PM or similar role in Agile environment.

Language

- Training: English
- Materials: English
- Exam: English

Duration

3 days / 24 hours

Examination method

Examination is conducted in online version at Scaled agile platform.
The participants gain access to examination after confirming attendance at the training. They can take the exam within 30 days after gaining access.