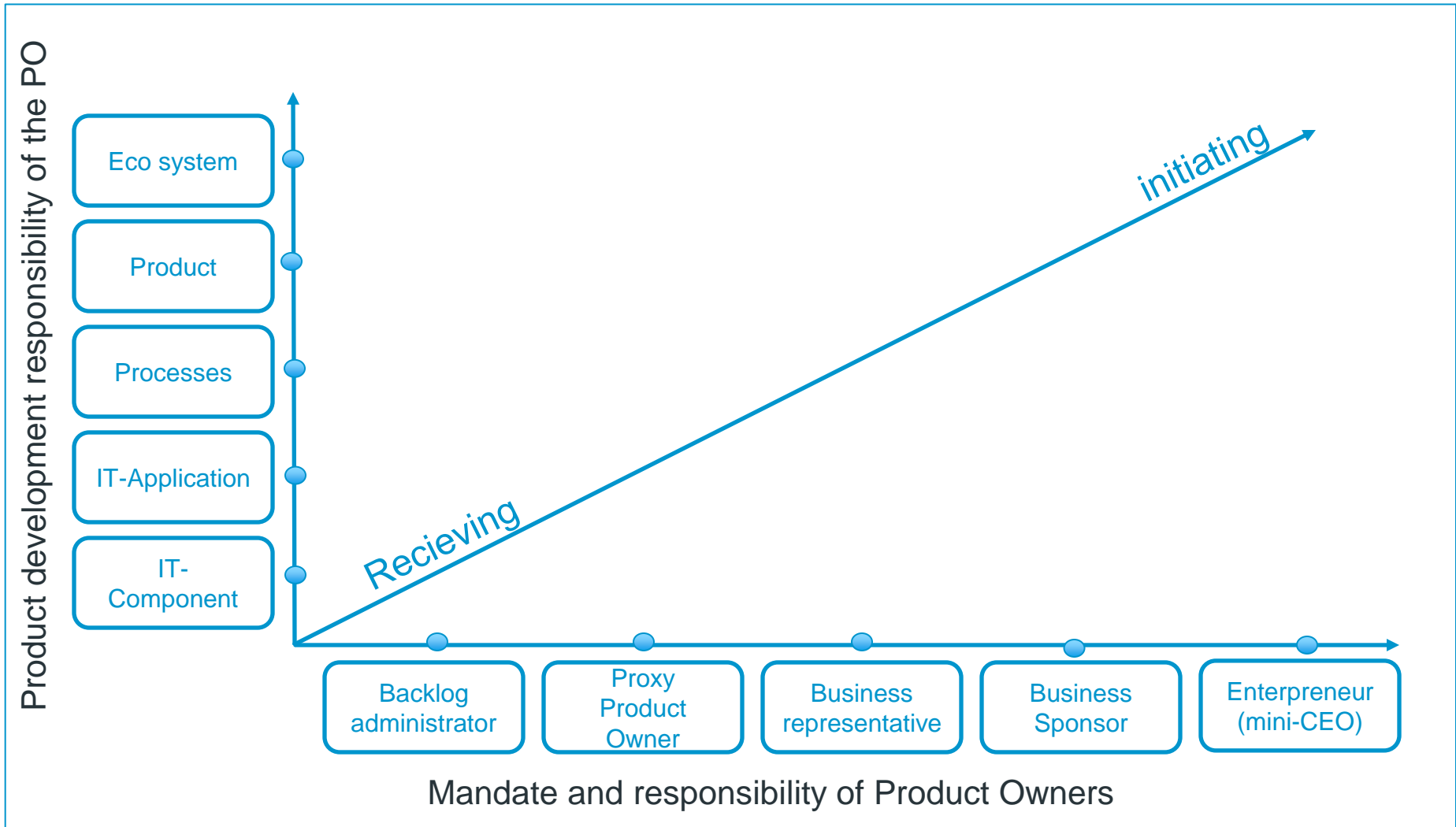




Grow to entrepreneurial product owners

# Maturity of the product owner



# Product development responsibility of a PO

## 1. IT-Component

Is part of an IT system.  
Sits under the hood.  
Cannot be put into production on its own and must be integrated into an application that can be used by users.

Users don't always know the component by name

Example:

- Front-end application,
- Platform,
- Database,
- Payment module

## 2. IT-application

Is composed of components, can be put into production as a whole. It supports a scheme or process in whole or in part. Users know the application by name

Example:

- Benefit system

## 3. Processes

Processes or arrangements that usually involve multiple IT applications and that as a whole provide the service to the customer.

Example:

- Pension process

## 4. Product

Product or service from a customer perspective. That which the outside world sees as the product of the company. Consists of multiple schemes, processes, IT systems.

Example:

- Payment

## 5. ECO-system

Eco-system is the entirety of products and services of the organization i.r.t. its chain partners. It is a partnership that focuses on the common and social interest.

Example:

- Livelihoods for citizens
- 1 digital government

# Mandate and responsibility of a PO

## 1. Backlog administrator

Management or steering committee determines product goal, vision, results and priorities.

PO translates stakeholders' wishes into backlog items for the team. Keeps backlog.

Organization starts with Agile framework; PO role filled by former BAs and FBs

## 2. Proxy PO

Has more mandate than administrator. Is responsible for achieving results with a team.

May organize backlog itself, but must ask permission if priorities need to change.

Organization starts with Agile framework; PO role filled by former PMs, team lead

## 3. Business representative

Comes from the Business side, knows customers, market, users and knows what they need.

Partly determines vision, goal, results and prioritizes backlog. Must go to management or steering committee for budget.

PO role filled by former process owners or system owners

## 4. Business sponsor

The same as a business representative but with budget responsibility.

Determines vision, goal, results and prioritizes backlog. Can scale up or downsize teams. Affects Return on investment and costs

PO role filled by former business managers, product managers

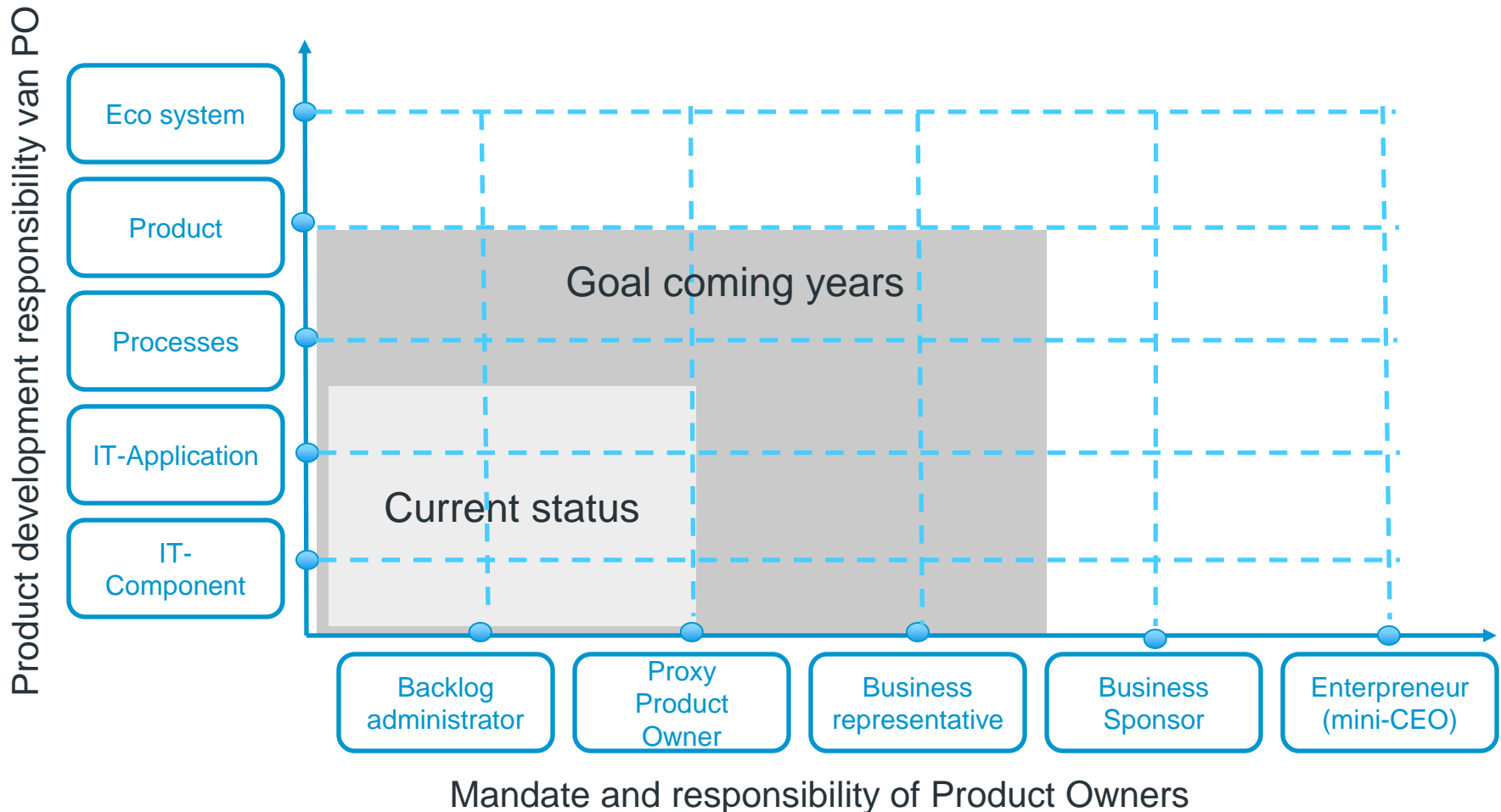
## 5. Entrepreneur of mini CEO

Has full responsibility and mandate over the product, vision, goal, results. Strong leadership.

Responsible for development, marketing, communication, legal aspects sales etc.

PO role filled by former business managers, product managers

# Growth ambition organization in relation to Product Ownership



# Growth to the next level for the organization

## Step by step:

- From components to feature teams
- Horizontal: bring the different disciplines together in the development process (Dev -> DevOps -> BusDevOps)
- Vertical: teams work to deliver features that deliver value to the customer, so have knowledge of entire application including the components

## Controls:

- Make room for the Product owners, they determine what is being worked on, so no longer by managers, process owners or project managers
- Stop with projects and steering groups. Make the teams stable and responsible for results. Bring the work to the teams instead of the people to work.

# Grow to the next level for a PO

## Step by step:

- Actively promote your product, show what value you deliver,
- Make that value measurable, quantifiable (hard coins)
- Make clear what it costs (value/effort)

## Act as if you are already in the next level:

- Be proactive, sit at the front of the bus, decide before someone else decides for you,
- Take initiative, show ownership, it's yours, then they can't ignore you anymore.
- Reflect regularly and improve.