

POEM – Product Ownership Evolution Model

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Who has created the Model?

- **Tim Klein**

- Agile Coach and Digital Expert (Freelancer)
- Product Owner Coach and Digital Transformation Consultant
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- **Oliver Winter**

- Agile Coach and Digital Expert (Freelancer)
- Manager & Product Owner in different companies
-  <http://xing.to/OliWinter>  @oliwin

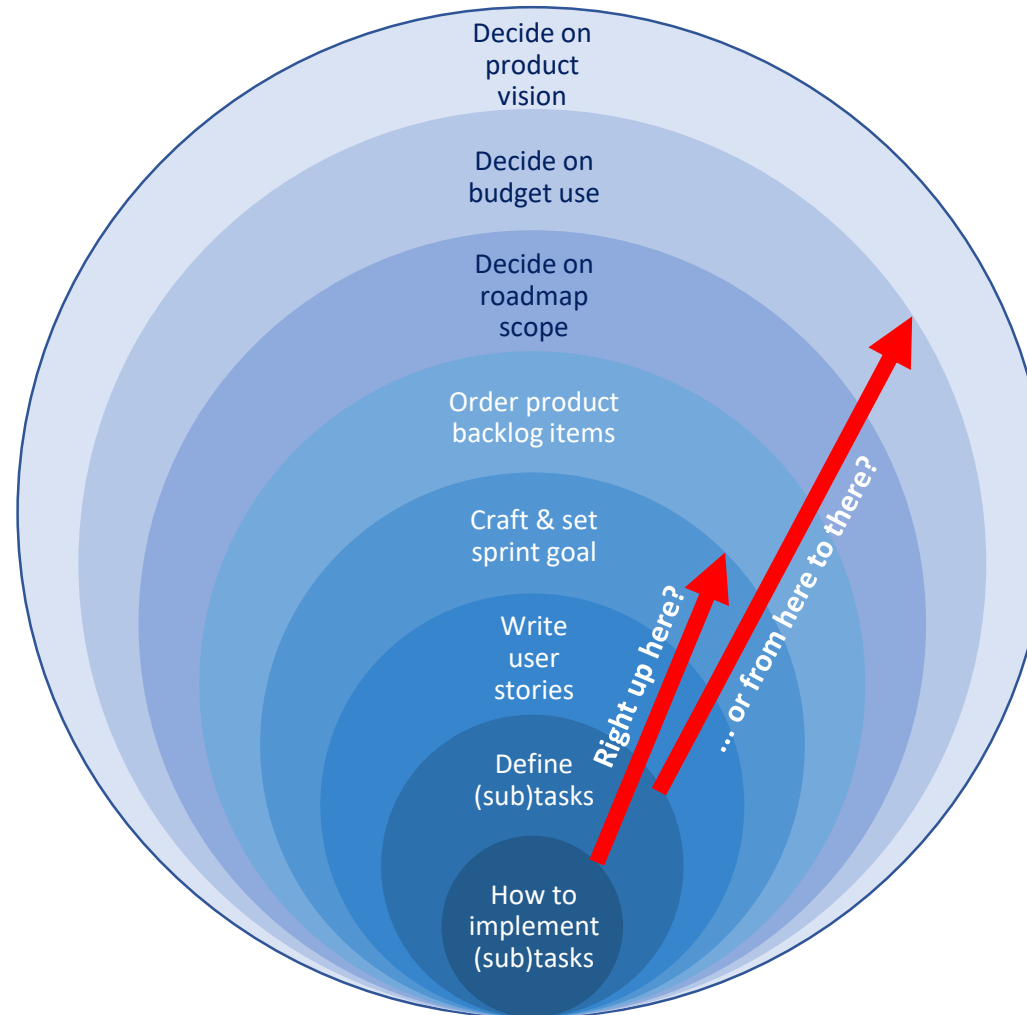


Template download: <http://www.productownership.de>

Scrum Guide on Product Ownership

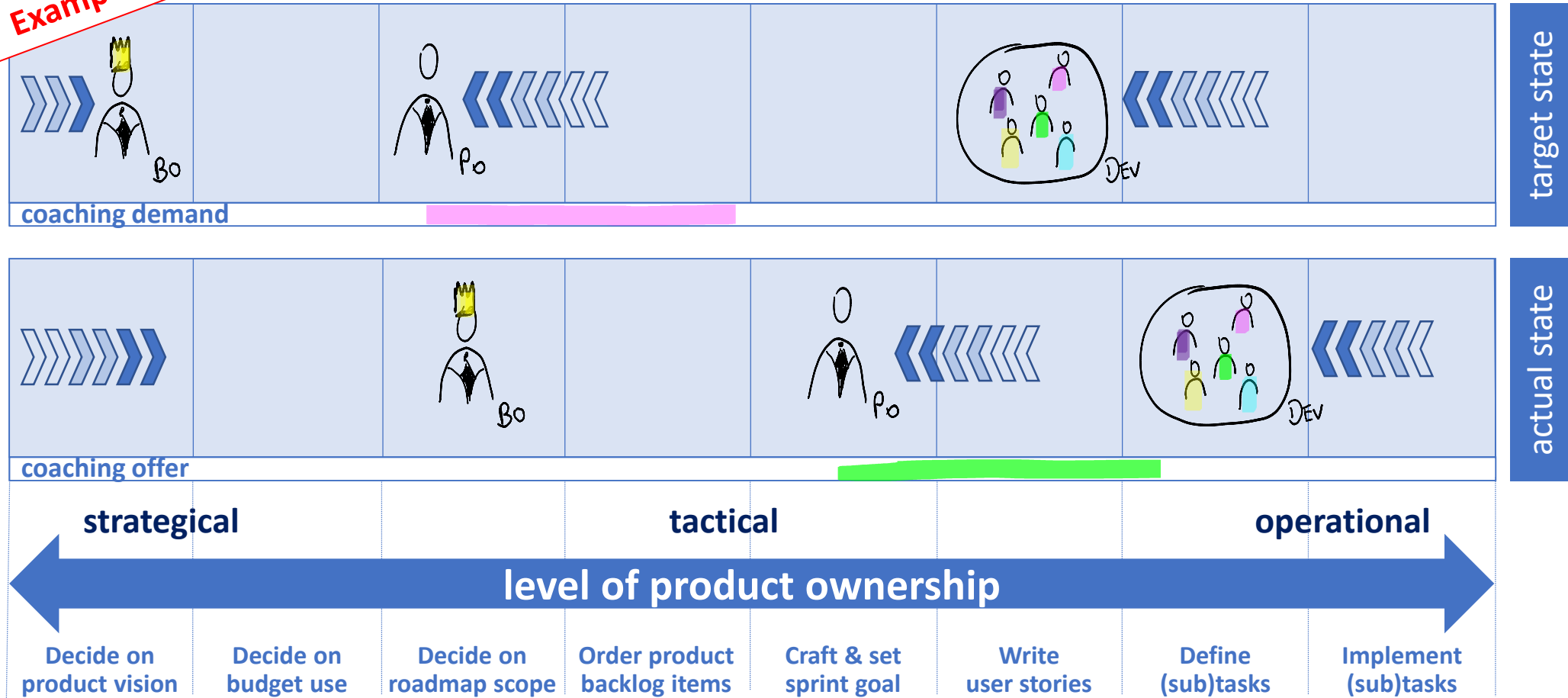
- The term “ownership” does not even appear in the Scrum Guide
- And only little is said about the Product Owner:
 - “...is responsible for **maximizing the value of the product** resulting from work of the Development Team.”
 - “...is the sole person responsible for **managing the Product Backlog**. (...) may do the above work, **or have the Development Team do it.**”
 - “For the Product Owner to succeed, **the entire organization must respect his or her decisions.**”

Which tasks can your Product Owner finally decide?



Product Ownership Evolution Model (POEM)

Example



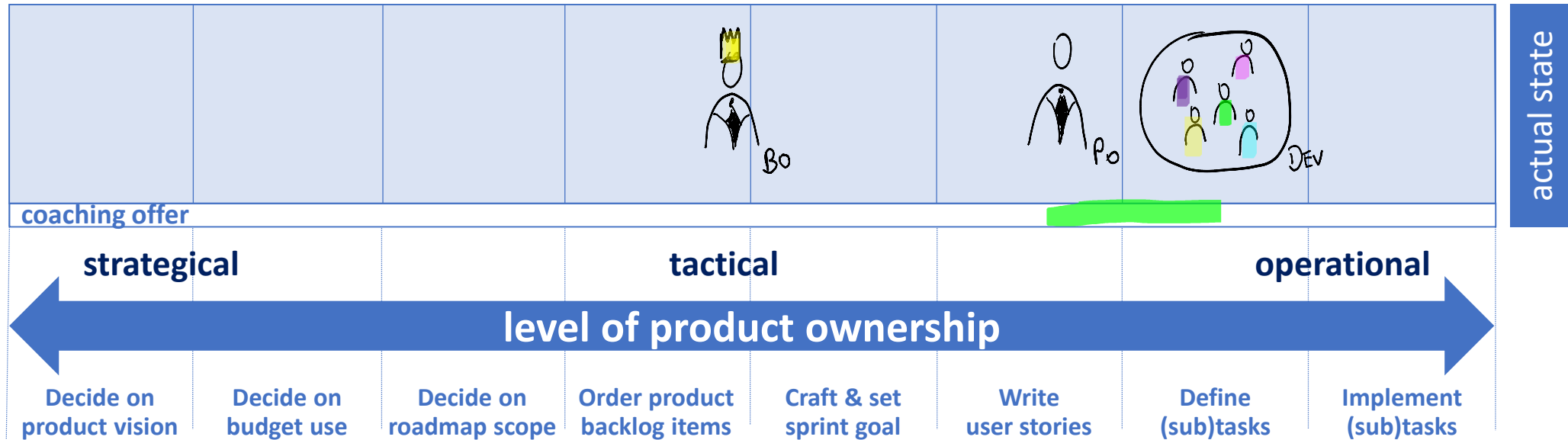
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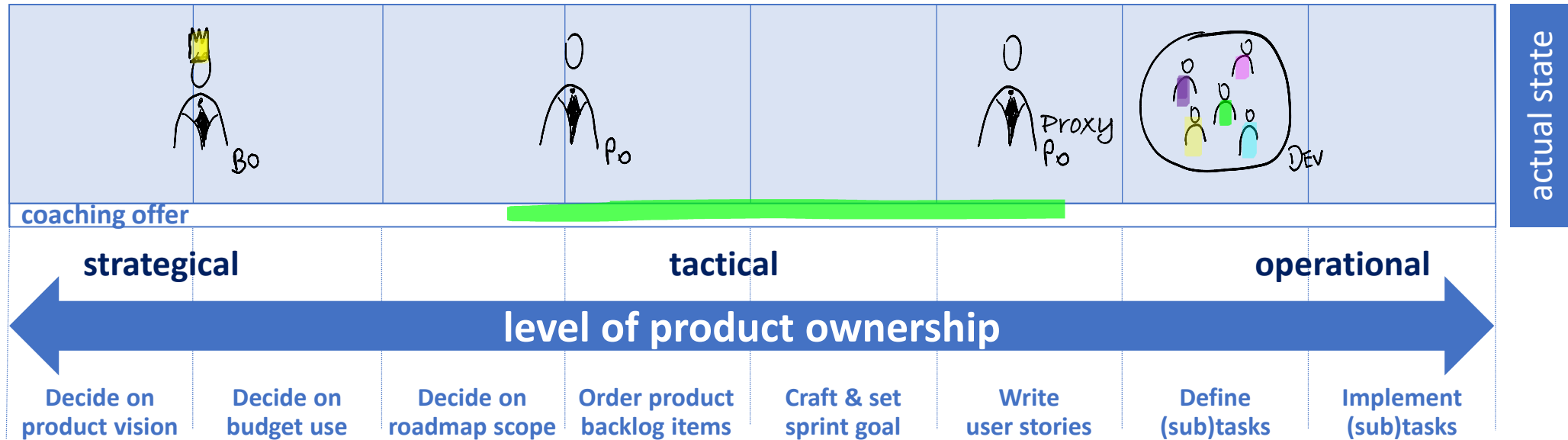
Motivation for the development of the model

- Make common **understanding of roles** explicit.
- **Stimulate communication** about expectations.
- Basis for the discussion of a **common target image**.
- Derive **measures** for transformation to the target image.

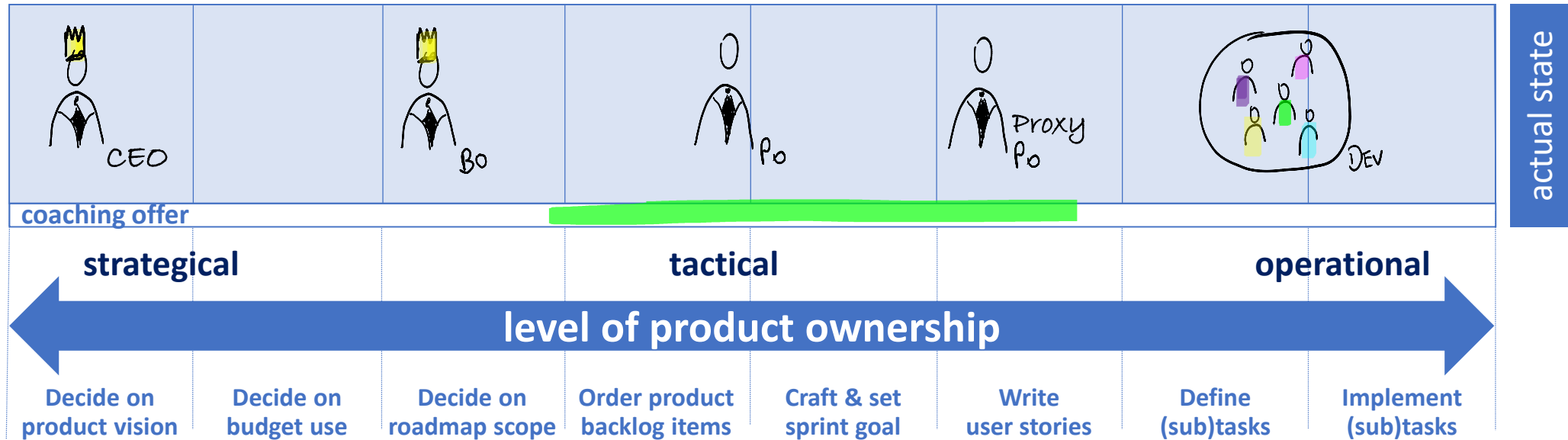
Typical pattern: Who is Product Owner here?



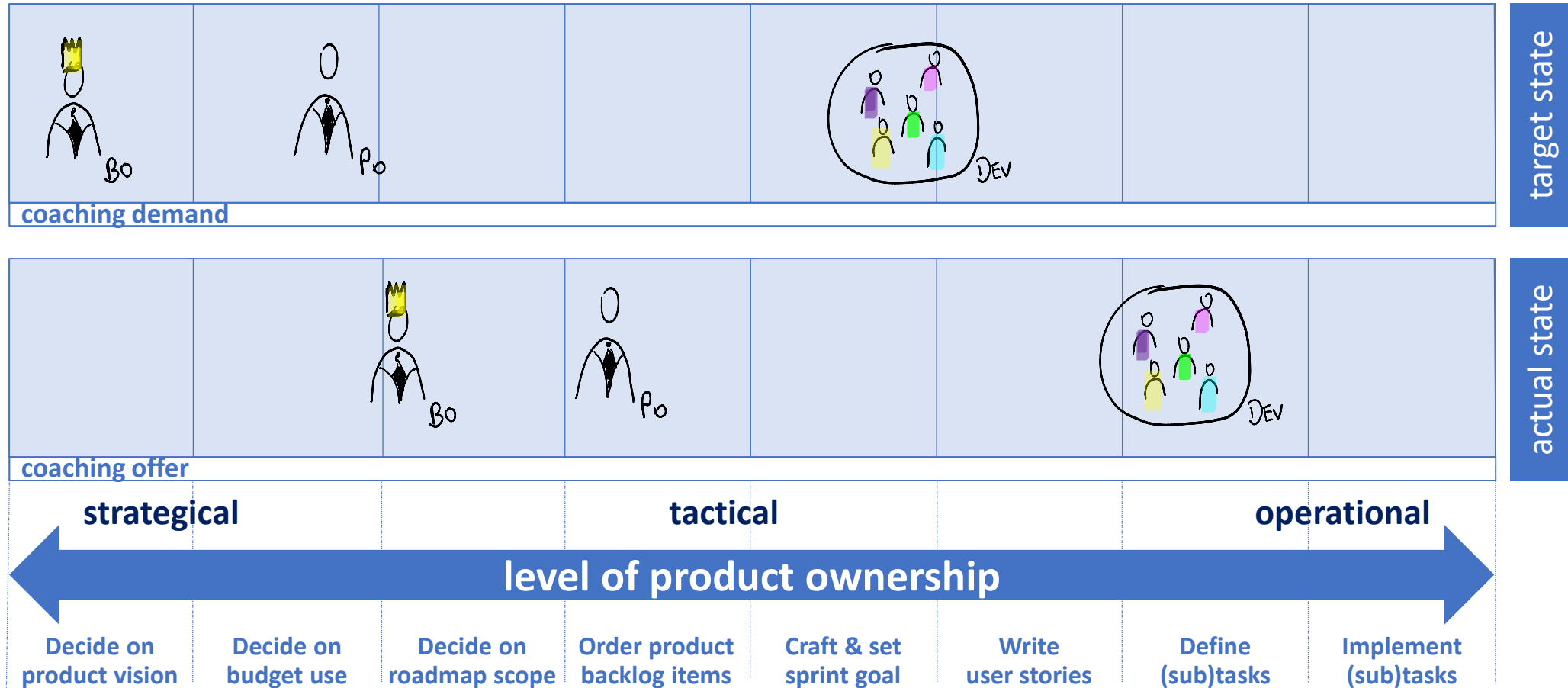
Typical pattern: Product Owner proxy



Typical pattern: Kind of waterfall...

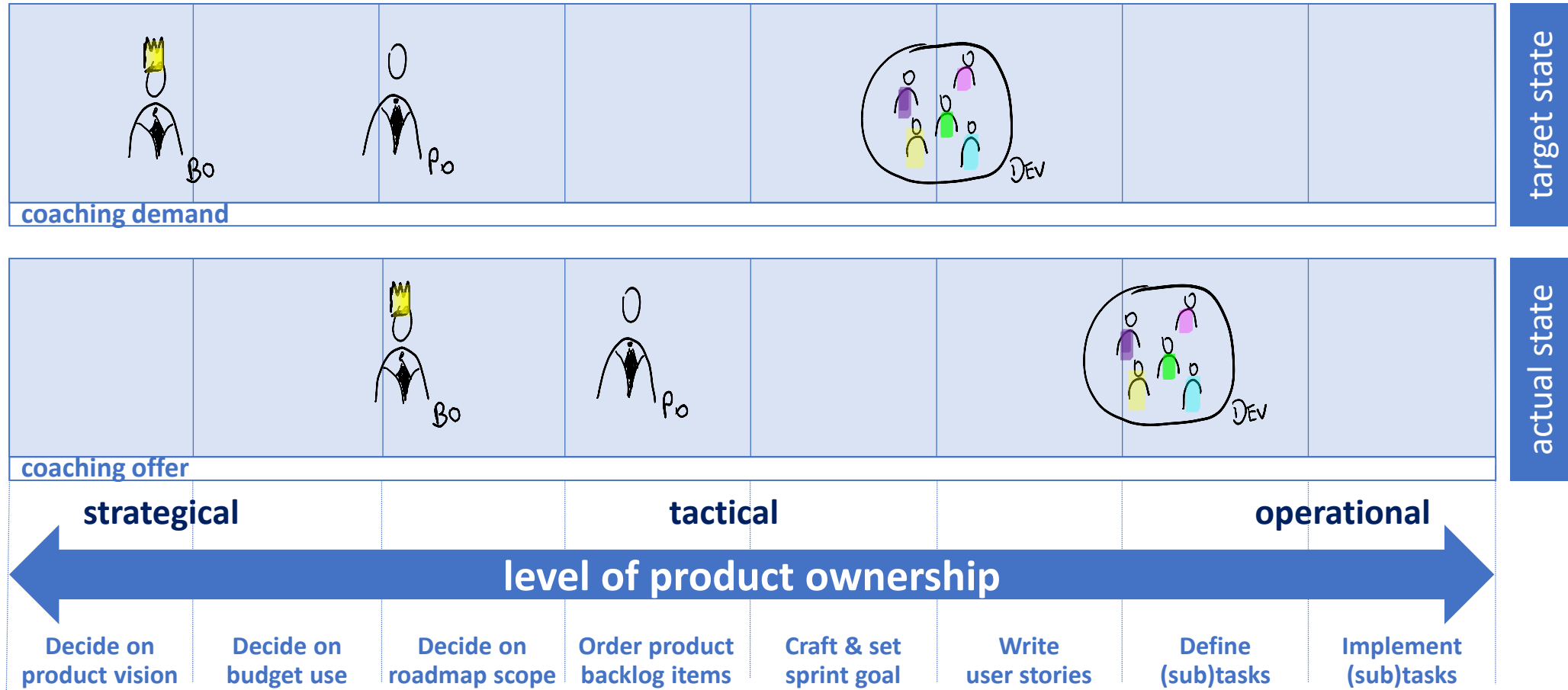


Self-assessment of PO's from our survey



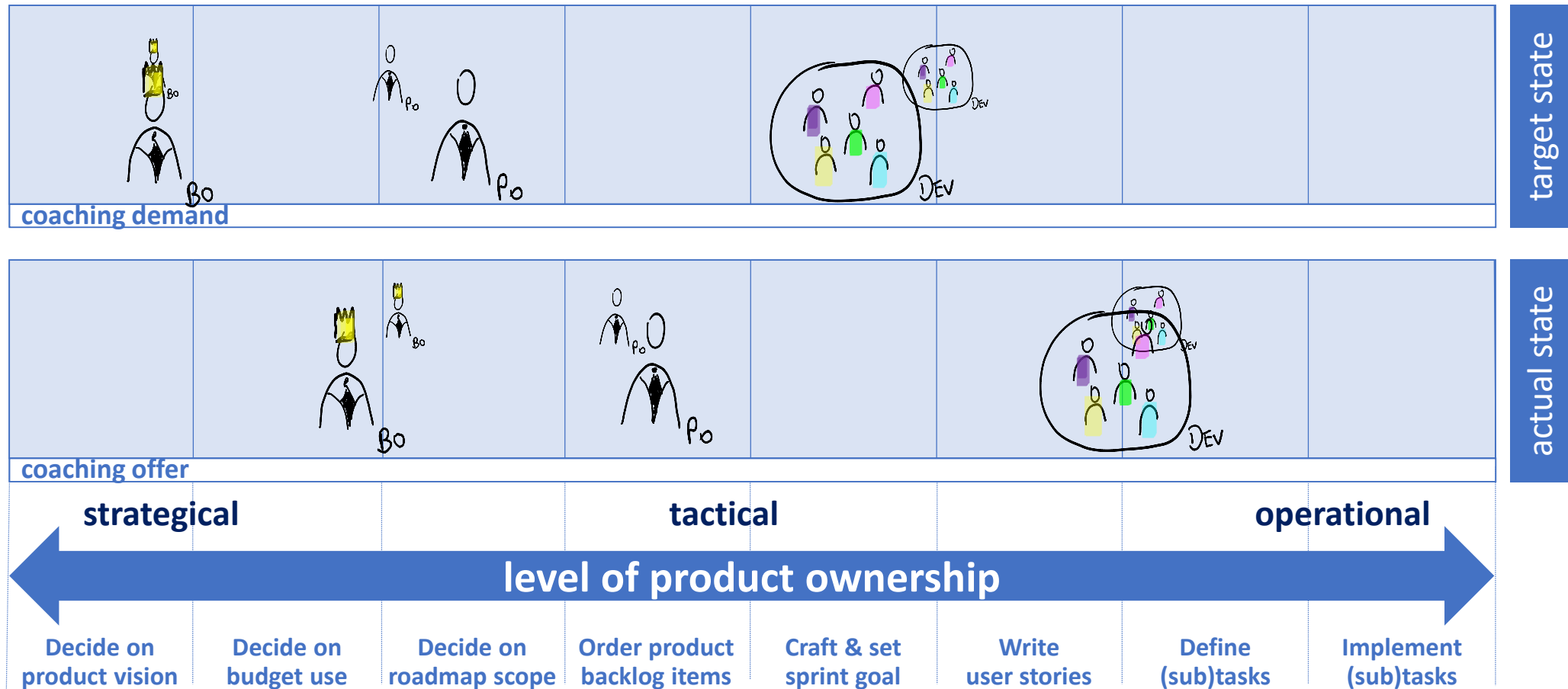
* Data basis: own survey in the context of workshops / period July 2017 to May 2018 in Germany

Self-assessment of PO's from our survey



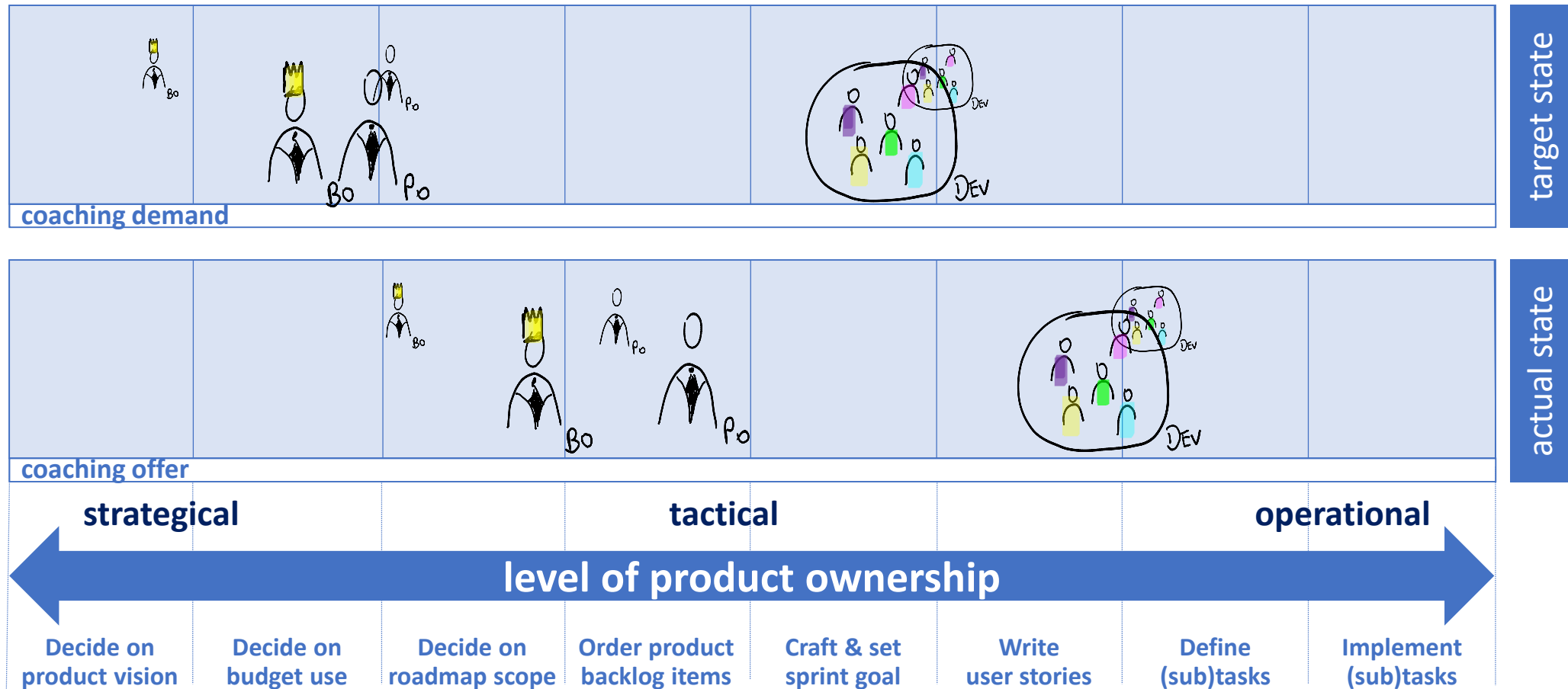
* Data basis: own survey in the context of workshops & conferences / period July 2017 to March 2018 in Germany

Self-assessment of SM/coaches from our survey



* Data basis: own survey in the context of workshops & conferences / period July 2017 to March 2018 in Germany

Self-assessment of BO/C-Level from our survey



* Data basis: own survey in the context of workshops & conferences / period July 2017 to March 2018 in Germany

Application scenarios

- **Self-Assessment** of your own Scrum implementation
- **Recruiting** for the Product Owner role
- **Development dialog** with Product Owners
- **Reorganization** / Scaling / Restructuring

Learning I

**The Development Team has to
move first to get the Product
Owner moving.**

Learning II

Additional roles

(in addition to PO, Development Team, BO)

are symptoms of low agility and increased classic organizational understanding.

Learning III

Many companies make big
“organizational debts”
when implementing Scrum.

Learning IV

Agile coaches & ScrumMasters
need to **better synchronize their
measures** towards the common
target picture.

Feedback welcome!

- **Please give us your completed template**
 - Anonymized so that we can gather more empirical data
 - You are welcome to receive a new blank template instead
- **Suggestions and feedback to improve the model**
 - Let's talk or simply write a note on the template
 - Or subsequently via XING, mail, Twitter, Google Hangouts, Skype...

Thank you for your attention

To get more information visit www.productownership.de

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