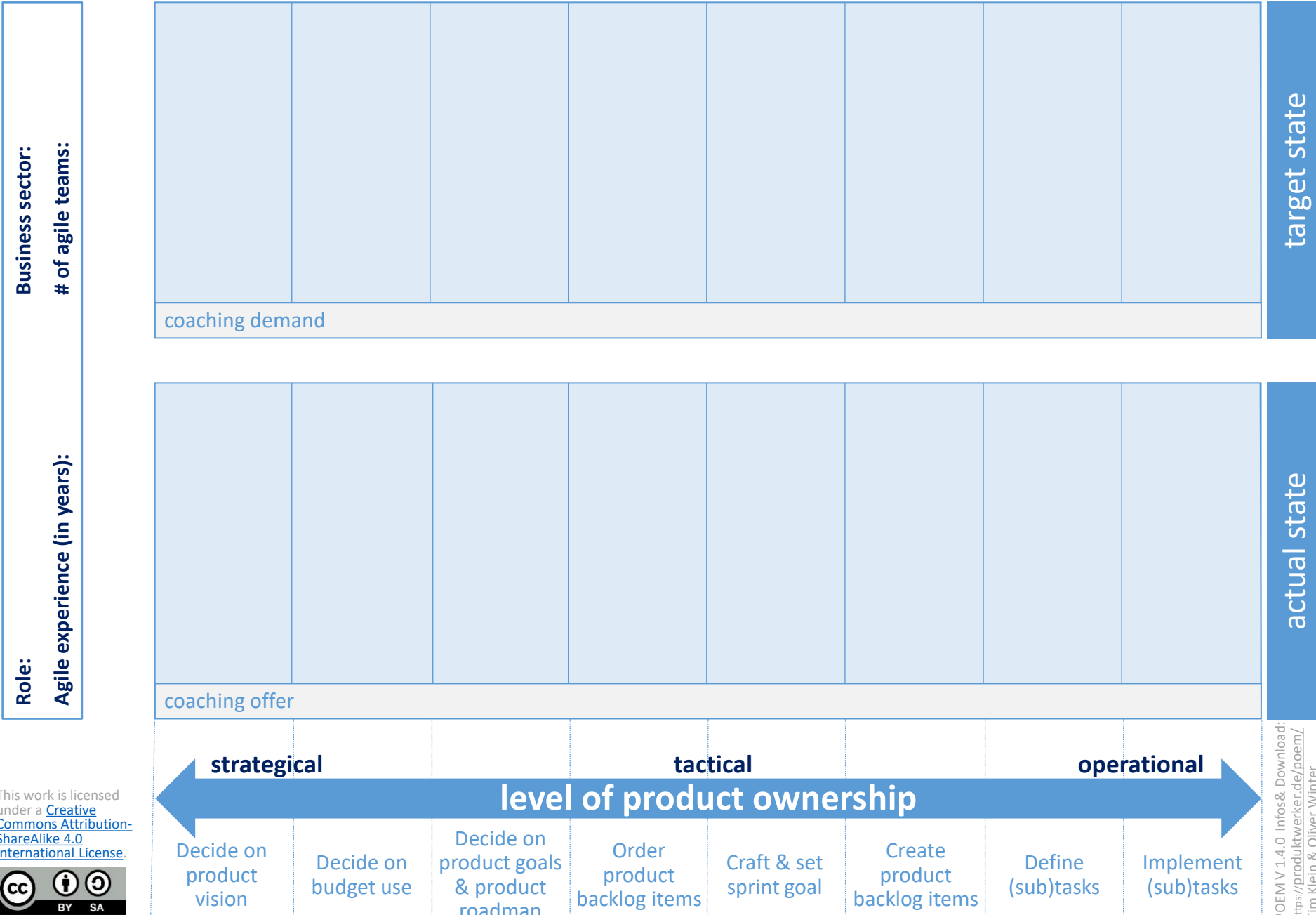


Product Ownership Evolution Model



How to use:

1. **Draw a Product Owner (PO) in „actual state“ row**
(position depending on decisions the PO can take *independently*).
2. **Draw developers (DEV) in „actual state“ row**
(position depending on decisions the DEV can take *independently*).
3. **Draw a Product Owner (PO) in „target state“ row**
(position depending on decisions the PO want to take independently *in the future*).
4. **Draw developers (DEV) in „target state“ row**
(position depending on decisions the DEV want to take independently *in the future*).
5. **Draw a CPO, Business Owner, Management sponsor (BO) in „actual state“ row**
(position depending on decisions the BO *takes actually*).
6. **Draw a BO in „target state“ row**
(position depending on decisions she should take *in the future*).
7. **Mark the fields in the “coaching offer” in which someone (e.g. Scrum Master) is actually methodically able to coach.**
8. **Select the fields of the topics in "coaching request" in which coaching will be required in the future.**
9. **Discuss your result with your team members, leadership or stakeholders.**