



# Build

**Total Hours: 7.5**

Lecture: 3.75

Lab: 1.0

Group Discussion: .75

Breaks: 1.5

Course Exam: 0.5

Course Prerequisite:  
*Foundations***COURSE DESCRIPTION**

This course teaches students a repeatable method for prioritizing and handing off market problems to development, and planning releases based on market facts. It emphasizes how to utilize market impact and evidence to prioritize, track and manage the development work backlog. Students gain a deep understanding of concepts such as how to build effective product teams and communicate release plans inside and outside the organization. Other topics include: using personas to articulate market problems, planning and delivery, status dashboards, stakeholder management and change management.

**RATIONALE**

The purpose of this 7.5-hour course is to provide students with an in-depth understanding of specific topics within the overall Pragmatic Institute curriculum. Through a lecture, group discussion and lab format, students will learn the key components of how to establish effective product teams. Core concepts include: creating productive teams; prioritizing work backlog using market evidence and impact; planning and delivery; project reporting and change management; release planning.

**COURSE OBJECTIVES**

At the successful completion of this course, each student will be able to:

- 1 Connect business strategy to product execution.
- 2 Create effective product teams, including understanding the role of product management and development.
- 3 Utilize market evidence and impact to inform product backlog prioritization.
- 4 Develop and communicate release plans inside and outside the organization.
- 5 Plan and perform product planning change management.



## TEXTBOOK and/or MATERIALS

**Student Book:** *Build*

**Author:** *Pragmatic Institute*

### Student Supplemental Materials:

- *Roles for Effective Product Teams*
- *Persona Example*
- *Prioritization Worksheet*
- *Market Problems Table*
- *Market Requirements Template*

- *Requirements Summary*
- *Action Plan Template*
- *Team Working Agreement Template*
- *Stakeholder Matrix*
- *Stakeholder Communications Template*
- *Status Update Template*

## TOPICAL UNIT OUTLINE

### I. Aligning Strategy to Execution

- A. Connect business strategy to execution
- B. Plan, build and deliver
- C. Tracking trends
- D. Identify, analyze and communicate with stakeholders

### II. Creating Effective Teams

- A. Product management and development
- B. Team roles and responsibilities
- C. Key artifacts and handoffs

### III. Articulating Problems

- A. Adding a human face to market problems
- B. Differentiate what a problem is from how to address it
- C. Capture the problem

### IV. Optimize Delivery

- A. Prioritizing work backlog
- B. Roadmaps and release plans
- C. Delivery schedules
- D. Internal and external communication

### V. Plan for Change

- A. Plan for change
- B. Project tracking
- C. Project post-mortem



## UNIT OBJECTIVES

### I. Aligning Strategy to Execution

- A. Understand how to connect business strategy to execution
- B. Define the steps required to plan, build and deliver products to market
- C. Track trends in the market and connect them to metrics that matter
- D. Find the best and most effective way to communicate with key stakeholders

### II. Creating Effective Teams

- A. Understand the role of product management and development in building products
- B. Identify team roles and responsibilities
- C. Define key artifacts and handoffs for various team types

### III. Articulating Problems

- A. Adding a human face to market problems
- B. Identify the problem, who has it, when they have it and at what frequency
- C. Differentiate the what and the how of address market problems
- D. Evaluate statistical anomalies and edge-case scenarios

### IV. Optimizing Delivery

- A. Create prioritized work backlogs based on business objectives
- B. Understand the difference between roadmaps and release plans
- C. Create product delivery schedules based on business goals
- D. Communicate product plans both internal and external to the organization

### V. Plan for Change

- A. Understand how to plan for change using project time, scope and resources
- B. Establish effective project tracking for planned vs. actual delivery schedules
- C. Assess project successes and areas of improvement for incorporation into future plans



**COURSE REQUIREMENTS/EVALUATION**

Upon successful completion of the course, students will have moved from the knowledge of course materials to cognition and application relative to the importance of creating effective product plans that are aligned with strategic business goals. Students are also required to participate in group discussion, a lab exercise and successfully complete the certification exam associated with the course.

| COURSE OBJECTIVES  | ASSESSMENT MEASURES                                    |
|--|--|
| Aligning business strategy to product planning.                              | Course exam, class participation and group discussion. |
| Create effective product teams   | Course exam and class participation.                   |
| Articulating problems for development teams                                  | Class participation, lab exercise, course exam.        |
| Utilize market evidence and impact to inform product backlog prioritization. | Course exam and class participation.                   |
| Develop and communicate release plans inside and outside the organization.   | Course exam and class participation.                   |
| Plan and perform product planning change management.                         | Course exam, class participation and group discussion. |