



## Maximising value delivered in agile

"Prioritise by business value"

"Order the backlog by value"

"Product Owners arrange the Product Backlog to maximize value"

Scrum and Agile development are fond of proclamations mandating business value maximisation but, maximising by value is easier said than done. Every Product Owner knows they should prioritise-by-value - how many do?

This exercise based interactive workshop aims to give Product Owners tools allowing them to work with business value. This workshop looks at the nature of value (it isn't money!), demonstrates how to assign value to each and every story – even when information is incomplete, examines how cost-of-delay changes value and why simply working from the highest value backlog item to the lowest value does not maximise total value.

A **half-day** (3½ hours) **online workshop for Product Owners** (including Product Managers and Business Analysts), Scrum Masters, and others involved in the "what should we do next?" decision.

### Objectives

- Learn how to put value on user stories and epics with incomplete data
- Learn how to prioritise and schedule stories based on value
- Understand how cost-of-delay changes value over time and how to model the change with time-value profiles

### Who

- **Product Owners** who want to put value first in prioritising work; plus **Delivery Managers, Business Analysts** and **Product Managers** who work with Product Owners in deciding what to do
- **Scrum Masters** who want to enhance their understanding of cost of delay and add useable tools to benefit their teams
- **Team leaders** and **developers** who want to work better with product owners or wish to become Scrum Masters and Product Owners themselves

## Creator and host

This workshop is created and facilitated by Allan Kelly BSc, MBA, author of "Art of Agile Product Ownership", "Little Book of Requirements and User Stories", "Continuous Digital" and "Business Patterns for Software Developers".

## Dates and booking

For more details and to reserve a place email [contact@allankelly.net](mailto:contact@allankelly.net). Dates for future deliveries are online: <https://www.allankellyassociates.co.uk/agile-training/> and tickets can also be found on Tito, <https://ti.to/allan-kelly>.

If you would like to be among the first to know of updates public courses dates please subscribe to Allan's newsletter: <http://allankelly.net/newsletter>.

This course is also available to individual clients at a time of your choosing.