

AGILE PRODUCT MANAGEMENT

““Delivering Customer-Centric Innovation through Agile Product Strategy, Execution, and Leadership””

Schedule

Date	Venue	Fees (Face-to-Face)
22 - 23 Jan 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate

Introduction

In a rapidly changing digital economy, traditional product management models are no longer sufficient to deliver value at speed. Agile Product Management empowers product leaders to create solutions that meet real customer needs, respond quickly to feedback, and continuously evolve based on market dynamics.

This highly interactive 2-day course provides participants with the skills, tools, and mindset required to lead Agile product development teams. From creating vision and roadmaps to managing backlogs, prioritizing features, and validating solutions, participants will gain hands-on experience in modern product practices that deliver innovation, speed, and user satisfaction.

Objectives

By the end of this course, participants will be able to:

- Understand the principles and frameworks of Agile Product Management
- Define product vision, strategy, and user-centric value propositions
- Manage and prioritize product backlogs using Agile techniques
- Apply iterative planning, release strategies, and MVP validation
- Work effectively with Agile teams including Scrum, Kanban, and cross-functional squads
- Align stakeholders around shared product goals and metrics

Why Attend

- Learn how to lead product innovation using Agile values and tools
- Improve collaboration between business, technology, and customer stakeholders
- Reduce risk and time-to-market through iterative feedback
- Build digital products that solve real problems and deliver measurable outcomes
- Gain practical frameworks used by top tech, SaaS, and enterprise companies

Target Audience

This program is designed for:

- Product managers and product owners
- Business analysts and project leads
- Product development and UX/UI professionals
- Agile team members and Scrum Masters
- Innovation and digital transformation leaders

Individual Benefits

Key competencies that will be developed include:

- Agile product thinking and user empathy
- Prioritization and roadmap planning
- Backlog grooming and sprint planning
- Stakeholder alignment and product communication
- Agile metrics and product performance tracking

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Better cross-functional collaboration in product teams
- Faster delivery of value through shorter development cycles
- Clearer product vision, prioritization, and goal setting
- Increased alignment with customer needs and business outcomes
- Scalable, repeatable Agile product practices across teams

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Agile concept briefings and Lean product frameworks
- Product visioning and persona development templates
- Team simulations and planning poker
- Group backlog exercises and user story mapping
- Peer discussions and Agile performance metrics

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Agile Foundations and Product Planning

Module 1: Agile Product Management Principles (07:30 – 09:30)

- Agile manifesto and Scrum vs. Kanban for product roles
- Product mindset vs. project mindset
- Roles of product manager vs. product owner

Module 2: Vision, Strategy, and Customer Empathy (09:45 – 11:15)

- Crafting product vision statements
- Personas, jobs-to-be-done, and value mapping
- User journey and pain point analysis

Module 3: Agile Roadmaps and Backlog Management (11:30 – 01:00)

- Themes, epics, and user stories
- Backlog prioritization techniques (Moscow, WSJF)
- Creating flexible product roadmaps

Module 4: Simulation – Product Planning Workshop (02:00 – 03:30)

- Teams develop a lightweight product plan and roadmap using Agile tools

Day 2: Iteration, Feedback & Stakeholder Collaboration

Module 5: MVPs, Sprints, and Release Planning (07:30 – 09:30)

- Minimum Viable Product (MVP) definition
- Sprint planning and velocity
- Release cadence and feedback integration

Module 6: Metrics and Product Validation (09:45 – 11:15)

- Agile KPIs: velocity, lead time, throughput
- Product metrics: usage, NPS, retention, and learning loops
- Hypothesis-driven development and A/B testing

Module 7: Stakeholder Communication and Product Leadership (11:30 – 01:00)

- Communicating trade-offs and priorities
- Managing executive, tech, and customer relationships
- Building trust through transparency and results

Module 8: Final Simulation – Agile Product Team Challenge (02:00 – 03:30)

- Teams simulate sprint planning and MVP delivery
- Debrief, instructor feedback, and action planning

Certification

Participants will receive a **Certificate of Completion in Agile Product Management**, demonstrating their ability to lead and support Agile product development initiatives with strategic clarity and customer focus.

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<p>In-House / Customized Training</p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p>+601116373203</p>	<p>EMAIL:</p> <p>info@mawaevents.net</p>
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