

Transitioning from Business Analyst to Product Owner



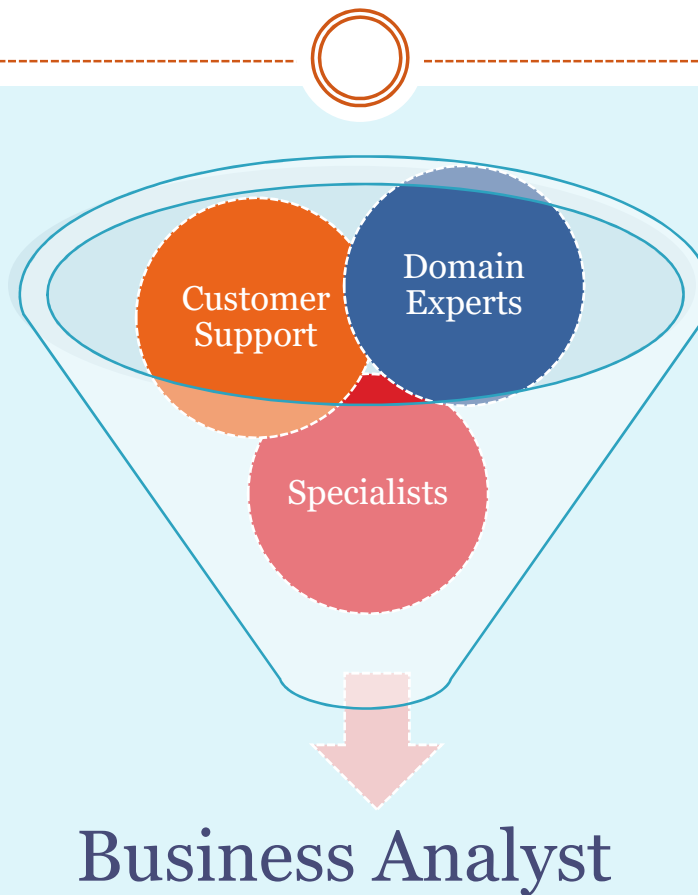
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Agenda



- Discuss the overlapping skills of the BA and PO roles
- Understand how this transition is made possible.
- Discover what it takes to be an effective PO
- Obtain a richer understanding of the role of a Product Owner

Paths to Business Analyst Role



IIBA & Industry Trends



1990s-
2003

SMEs

Individually
practicing
Business
analysts

2004-now

CBAP

IIBA gains
momentum

2013
onwards

CBDA, AAC

ECBA, CCBA

Key Business Analysis skills



Quick poll



- Please share about your current role and the number of years of experience in the chat.

Defining the Role of BA



According to IIBA:

Business analysis is the practice of enabling change in an enterprise by defining needs and recommending solutions that deliver value to stakeholders. Business analysis enables an enterprise to articulate needs and the rationale for change, and to design and describe solutions that can deliver value.

Defining the Role of PO



According to Scrum.org:

The Product Owner is the sole person responsible for managing the Product Backlog. Product Backlog management includes:

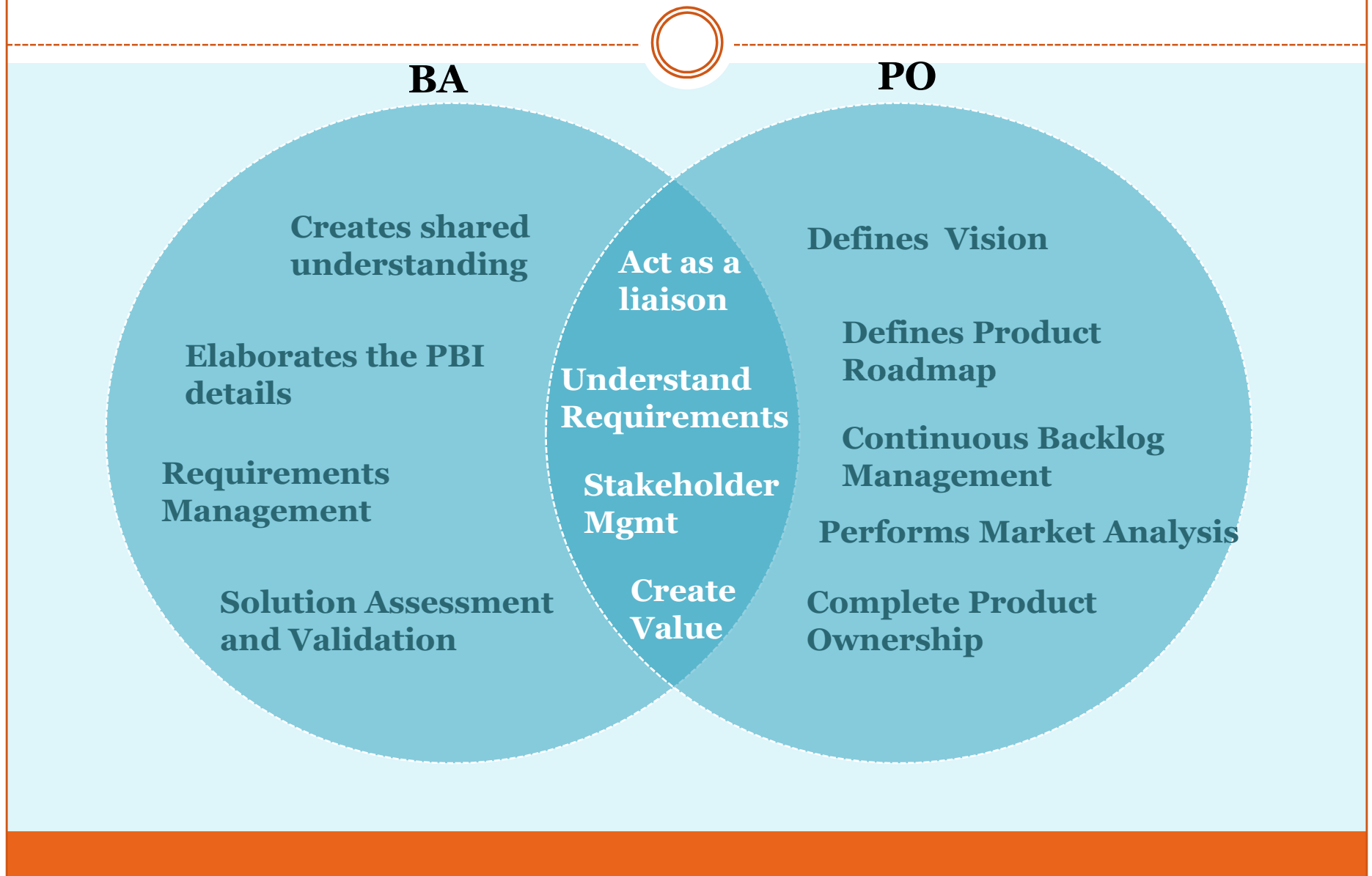
- *Clearly expressing Product Backlog items.*
- *Ordering the items in the Product Backlog to best achieve goals and missions.*
- *Optimizing the value of the work the Development Team performs.*

Defining the Role of PO



- *Ensuring that the Product Backlog is visible, transparent, and clear to all, and shows what the Scrum Team will work on next.*
- *Ensuring the Development Team understands items in the Product Backlog to the level needed.*
- *The Product Owner may do the above work, or have the Development Team do it. However, the Product Owner remains accountable.*

Business Analyst vs Product Owner



Summarizing the Roles



- Business Analyst – Analyzes problems that are faced by businesses, in order to help define and deliver a solution.
- Product Owner – Maximizes the value created by the product he/she owns by managing the product backlog and understanding the customer needs. Provides a vision.

Possible Transition Paths



Product Owner

BA
+
Enterprise wide
Agile
Implementation

BA
+
Pre-certified
Agile Expert

Domain
Or
Organizational
SME

Note: These paths are based on my experience and exposure. Alternate channels may exist.

Transitioning



Adopt a New Mindset

- Begin with the end in mind
- Recognize authority and accountability
- Put yourself in PO's shoes.

Expand knowledge

- Grow Product knowledge
- Study any existing Roadmaps
- Understand Market trends
- Competitor analysis

Communication 2.0

- Understand the vision and be ready to communicate it.

Next Step



What can you do next week, next month, or over a period of next 2-4 months to ready yourself for the PO role?

Becoming an Effective PO



Decision Making

- Timely decisions
- Say Yes to failures

Active Learning

- What's new in Technology
- Market Forces

Communicating

- Vision
- Market Trends

Manage Client Needs

- Work in Tandem
- Anticipate Needs

Becoming an Effective PO



Release Planning

- What and When
- Customer readiness

Stakeholder Management

- Empathy
- Saying No when necessary

Hybrid Roles

- Scrum Master / Product Manager

Value

- Be product oriented

Recap



- ☑ Understand the role of a Product Owner
- ☑ Identified the inherent BA skills that lend themselves to the PO role
- ☑ Learn the differences between both the roles
- ☑ Discover what it takes to be an effective PO

Thank You!



Would love to connect with you:

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