



# The DNA of an Innovative Product Owner

## Anu Smalley

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6801 185th Ave NE, Suite 200  
Redmond, WA 98052  
solutionsiq.com  
1.800.235.4091

**PREPARED BY**

Anu M. Smalley  
asmalley@solutionsiq.com  
@agilemethis



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Introduction

What is a Product Owner?

The 6 basic elements

The 3 hybrid elements

Impact of missing elements

Counteracting missing elements

Readouts

Q&A



## My Introduction to Agile

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IT is doing this thing called **Agile** and since you had some IT experience I have voluntold you to work with them. So go figure out what they are doing.



# Product Owner as a Vision Keeper

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## Vision Keeper





# Product Owner as a Story Teller

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## Story Teller





# Product Owner as a Single Source of Truth

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## Single Source of Truth





# Be Engaged

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# Be Available

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# Be Decisive

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# Be Empowered

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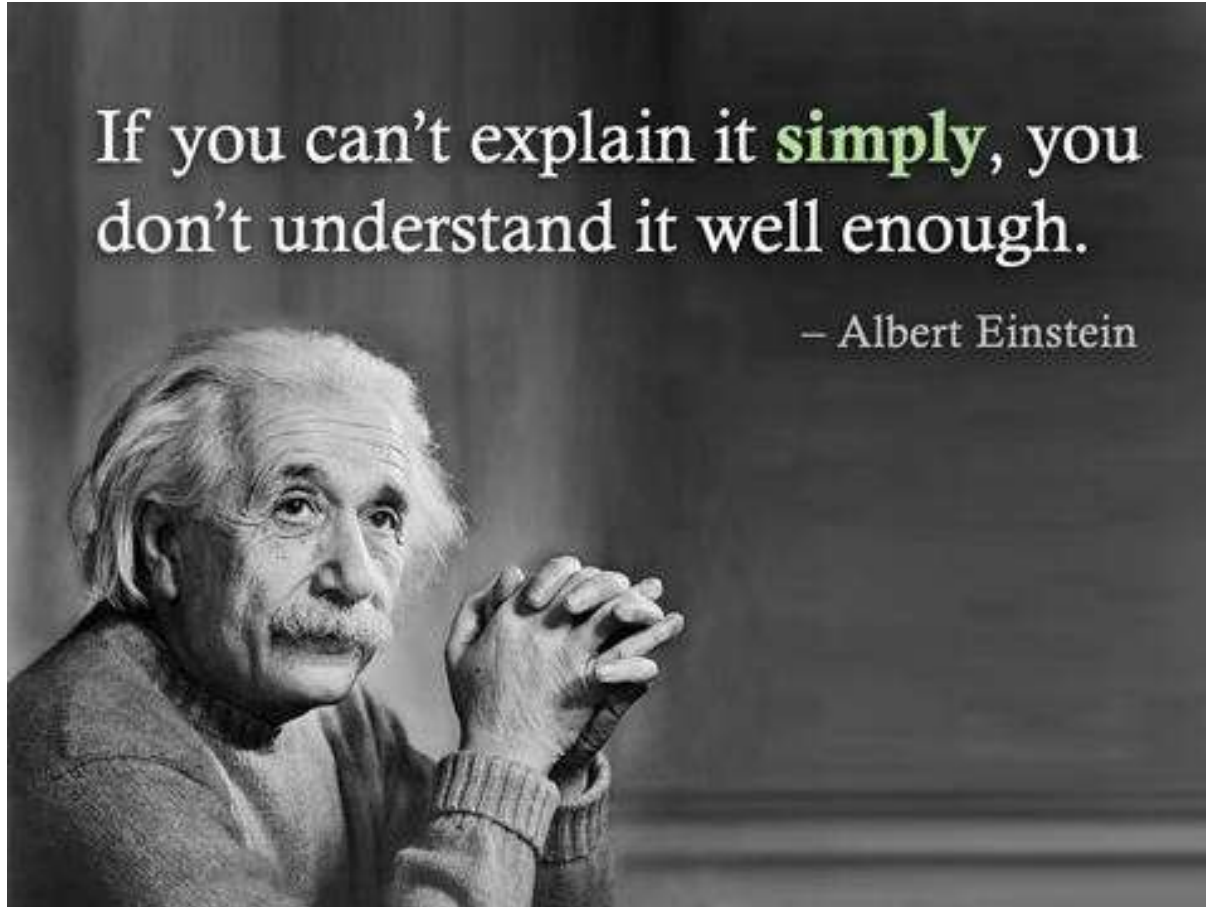


# Be Knowledgeable

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If you can't explain it **simply**, you don't understand it well enough.

– Albert Einstein



# Be Foresightful

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# The 3 Hybrid Elements

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**Knowledge + Foresight = Vision**

**Decisiveness + Empowerment = Leadership**

**Engagement + Availability = Trust**

# There is no Silver Bullet

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Questions?

Thank you!

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