Eliassen Group Services for Agile Product Management

Product Management: A Critical Function for Agile Organizations

Whether they are called product managers, product owners, business analysts or business stakeholders, the individuals responsible for understanding customer needs and priorities are essential to Agile initiatives. However, few organizations have enough qualified people to fill these roles, and even fewer realize how much product management thinking needs to change to make Agile processes work successfully.

Not only do Agile product managers and product owners need to create concise user stories, groom backlogs, and help with iteration planning. They must also take new features from initial business idea to requirements gathering, to scoping and funding, through development, to testing and release and finally, to customer feedback. They need to know how to divide tasks into small increments. Instead of working with quarterly or annual budgets, they must be able to adjust plans and budgets as quickly as priorities change.

Eliassen Group helps organizations make the transition to Agile product management one step at a time. We assess requirements for Agile product management, train existing and new Product Managers and Product Owners, recruit experienced personnel who can step into the role immediately, and work with your Product Managers and Product Owners to improve their effectiveness over time.

Assessment and Advisory Services

Eliassen Group will assess your organization’s capabilities and capacities in areas like capturing market needs and customer requirements, turning requirements into user stories, managing priorities and grooming backlogs, proving direction to development teams, and working effectively with business stakeholders. Our expert consultants provide concise, actionable recommendations on how to strengthen your product management processes and staff as part of your Agile transition.

In addition, our Business Value Analysis Service can provide immediate guidance to Product Managers and Product Owners by estimating the ROI of Agile projects in terms of faster time to market, cost savings, and other measures. Our Agile Maturity Matrix can help you track the status and improvement of your Agile product management function over time.
Agile Product Management Workshops

Eliassen Group offers standard and customized workshops and training courses on Agile Product Management. Sessions are available for Product Managers, Product Owners and Business Analysts, and also for people who need to understand the role of product management in an effective Agile organization: development managers, tech leads, designers, subject matter experts, Scrum Masters and project managers.

Topics include product visioning and direction setting, creating “customer personas,” developing user stories, product segmentation, determining Minimum Viable Increments (MVIs), setting priorities, backlog grooming, iteration planning, minimizing projects in process, Agile Roadmapping, release planning, and how to work effectively with internal and external customers and business stakeholders.

Advanced topics include incremental funding concepts, the lean startup model of product development, and the product management role in large-scale Agile environments.

Agile Product Management Staffing

We have been an industry leader in technology staffing and consulting for 25 years and have perfected a recruiting engine and selection methodology that produces the right people, with the right expertise, at the right time. Our Agile recruiting and staff augmentation services are geared to providing highly qualified personnel to enhance and supplement existing staff.

Our recruiters draw from a talent database that contains over 9,500 Agile practitioners, covering the full spectrum of Agile roles, with expertise in all major Agile methodologies and best practices. Our recruiters can meet your short-term and long-term needs for Product Managers and Product Owners by providing contract talent, filling full-time openings, and offering candidates for contract-to-hire positions.

Agile Product Management Coaching

Eliassen Group will place Agile Product Coaches at your site to provide day-to-day guidance to Product Managers, Product Owners and development managers. Eliassen coaches help your staff apply lessons learned in training, customize processes for your environment, avoid pitfalls, and track progress toward better product management and overall “Agile Maturity.”