



Mindful Product Ownership

How mindfulness enables product owners to deliver real customer value

Duration

1 day

Intended Audience

- Product owners
- Product managers
- Project managers
- Business analysts
- Anyone working in a product ownership role

Is this you?

- Striving to create innovative products in a competitive market where disruption and volatility are the norm?
- Unsure whether the decisions you make are the best to deliver real customer value, while their demands constantly change?
- Attempting to collaborate effectively with your customers, stakeholders and delivery team with little or no time?

This workshop will help you deeply understand your customers and enable you to deliver products and services that they love. Through mindfulness, you will think more clearly resulting in better decisions, which drive innovative solutions. You will gain practical experience and understanding of why mindfulness is the essential skill for effective product ownership.

Learning Outcomes

By attending this workshop, you will understand:

- Why mindfulness is so important for creativity and innovation.
- How to empathise with your customers and stakeholders to truly understand their needs.
- How mindfulness enhances collaboration.
- How to apply mindfulness practices in your day-to-day work.

Workshop Outline

- The product ownership role.
- Understanding mindfulness.
- The benefits of mindfulness.
- Using mindfulness to think more clearly and make better decisions.
- Mindful empathy techniques.
- Applying mindfulness to drive creativity and innovation.
- Implementing mindfulness in the product ownership role.
- Exercises to practice various mindfulness techniques.