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# Certified Scrum Product Owner (CSPO)

with Gene Gendel

Learn with **Gene Gendel** - Organizational Design Consultant, Agile/Lean Coach and Trainer, Certified Enterprise & Team Coach (CEC-CTC) and LeSS Friendly Scrum Trainer (LSFT), with many years of experience implementing Scrum, Large Scale Scrum (LeSS) and Enterprise Kanban at organizations of different sizes, in different industries.

Take advantage of Gene's unique capabilities to effectively deliver education to individuals teams, middle-management and senior leadership through in-class training, coaching and individual mentoring.



## Getting Certified as CSPO though Coaching



One very effective way to get **Certified Scrum Product Owner (CSPO)** credential is through attending a privately-held (only) Certification Via Coaching program, delivered by Scrum Alliance Certified Enterprise Coach (CEC). Duration of the program must be no less than **25 hours** of in-person, one-on-one, or small group Scrum coaching. After completing the program, an individual will be allowed to take **CSPO®** exam to earn the credential, if passing.

Getting certified through coaching has some unique and great value. Attending a coaching series, while already having strong foundational knowledge of Scrum (obtained through in-class learning, self-study or work experience) makes further learning about the Scrum Master role more practical and obtained knowledge - better retained.

Through **CSPO coaching program**, students will fulfill the following Learning Objectives:

1. Product Owner Core Competencies (Fundamentals of the Product Owner Role, Working with Stakeholders, Working with the Development Team, Product Ownership with Multiple Teams)
2. Describing Purpose and Strategy (Product Strategy, Product Planning and Forecasting)
3. Understanding Customers and Users
4. Validating Product Assumptions
5. Working with the Product Backlog (Differentiating Outcome and Output, Defining Value, Ordering Items, Creating and Refining Items)

Coaching sessions are interactive and include, role-playing, games, exercises and system modelling techniques.

## Preparing for CSPO coaching Program with 1-Day Scrum Foundations (Training)

In addition to self-study, another effective way to prepare individuals for CSM journey via coaching is to have them attend **1-Day Scrum Foundations** taught by Certified Enterprise or Team Coach, with a lot of training experience. Such in-class training will help people solidify their understanding of Scrum, by covering Learning Objectives, as defined by Scrum Alliance, considering the following:

- Every implementation of Scrum is different
- Teams and organizations apply Scrum within their context, but the fundamental framework always remains the same

Training **Learning Objectives** are as follows: Scrum Theory, Scrum Roles, Scrum Events, Scrum Artifacts, Scrum Artifacts, Scrum Team dynamics, organizational implications of adopting Scrum and other ancillary topics

To ask questions or request a **private** coaching series and/or training session, please email to [info@keystepstosuccess.com](mailto:info@keystepstosuccess.com)

