

SAFe® Agile Product Management (APM) - (EN)

Group Training

Training code	CGASAPMECE
Spoken Language	English
Language Materials	English
Dayparts	6
Price	€2.300,00 excl. VAT No extra costs.

What is SAFe Agile Product Management (APM)

Design Thinking, Data Driven Market Research, Innovation Games, Market Segmentation, Personas, Product Strategy & Vision, Journey Mapping, Roadmaps, Value, costing & pricing: today they are indispensable techniques for everyone involved in product development. And in the three-day training in workshop format Agile Product Management, they will all be discussed. And more!

So if you are a Product Manager, Product Owner, Business Analyst or if you have a role in Marketing, this training will keep you up to date.

Not only theoretical, but also practical, because this training is set up around a realistic case with many exercises.

Who should attend SAFe Agile Product Management (APM)

This training is primarily intended for:

- Product Managers and directors of Product Management
- Product marketing managers, project managers, Product Owners
- VP of Product Management, Business Owners, Business Analysts
- User experience and customer experience professionals
- Product leaders collaborating with Product Management, architects, subject matter experts, and business line managers

This course is the official SAFe course and is delivered by certified trainers. The SAFe Agile Product Manager (APM) certification exam is included in the course. The cost of the exam is part of the course price. You will take this online exam at a time and place of your own choice, but within 30 days of the course. In the Scaled Agile online learning environment, you will have access to an e-learning prior to attending the course and to



the digital workbook that accompanies the course. You can also use this environment to take a practice test (mock exam). If this is your first SAFe training, a one-year membership to SAFe Studio is included. Through SAFe Studio, you have access to all articles of the SAFe-framework, SAFe Copilot, e-learning, videos, discussion forums, toolkits and templates. We always use the latest training materials from Scaled Agile.

Prerequisites

This course requires prior knowledge of agile principles and practices in general and SAFe basics in particular. A background as product owner or in product management is highly recommended.

Objectives

Attendees learn:

- How to create innovation in the value stream
- How to use design thinking to achieve desirable, feasible, and sustainable products
- How to use product strategy to set clarity and direction for the ART
- How to develop and evolve short-term roadmaps that result in long-term value

SAFe Agile Product Management answers the questions:

- How can I use design thinking to achieve customer centricity?
- How do I prepare a product strategy, vision, and roadmap for my ART?
- What are the right mindsets, skills, and tools to create successful products?

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