MERCURY

Agile Product Development

21 – 25 March 2027
Dubai (UAE)



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Agile Product Development

Ref: 16442_1020833 **Date:** 21 – 25 March 2027 **Location:** Dubai (UAE) **Fees:** 4900 Euro

Introduction:

The Agile Product Development course empowers professionals with the principles, frameworks, and practical applications of agile methodologies in modern product development environments. This course provides participants with an in-depth understanding of how agile strategies enhance product innovation, team collaboration, and adaptability to market changes. It focuses on transforming traditional product development models into flexible, iterative, and customer-focused systems.

Participants will explore agile tools such as Scrum, Kanban, and Lean to improve product delivery cycles and value creation. Through structured theoretical learning and real-world scenario analysis, this Agile Product Development program equips learners with essential competencies for managing product life cycles effectively. Ultimately, it aims to build agile thinkers capable of leading dynamic product teams in competitive markets.

Targeted Groups:

This Agile Product Development course targets professionals seeking specialized knowledge and skills:

- Product managers aiming to enhance agile delivery strategies.
- Project managers transitioning to agile environments.
- Product owners and Scrum Masters in technology-driven industries.
- Business analysts seeking to align requirements with agile processes.
- Innovation leaders and R&D professionals are managing iterative design.
- Software developers and engineers are involved in agile product cycles.
- Entrepreneurs and startup founders are adopting agile for faster go-to-market.
- Quality assurance specialists ensure agile compliance and testing.

Course Objectives:

Participants will achieve the following objectives by completing the Agile Product Development course:

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- Understand the principles and philosophy of agile methodologies.
- Develop an adaptive mindset for product planning and iteration.
- Apply agile frameworks such as Scrum, Kanban, and Lean to projects.
- Learn how to prioritize product features based on customer value.
- Integrate agile tools for backlog management and sprint execution.
- Improve team collaboration and cross-functional communication.
- Analyze metrics for product performance and delivery outcomes.
- Design agile workflows that accelerate innovation and reduce waste.
- Build the ability to lead agile teams effectively across changing conditions.

Targeted Competencies:

Participants will gain the following competencies during the Agile Product Development program:

- Mastery of agile frameworks and their application in product cycles.
- Skills in backlog prioritization and sprint planning.
- Competence in iterative product design and customer feedback loops.
- Ability to enhance product quality through agile testing approaches.
- Leadership capabilities in agile team dynamics and communication.
- Decision-making skills for data-driven product adjustments.
- Expertise in time-boxed project delivery and risk mitigation.
- Understanding of continuous improvement and product innovation culture.

Studying Scenarios:

In this Agile Product Development training, participants will develop their skills through the analysis of the following scenarios:

- Managing a product launch using Scrum sprints.
- Coordinating multidisciplinary teams in an agile setting.
- Implementing user stories and backlog prioritization.
- Responding to market feedback through iterative releases.
- Adapting product design after sprint review insights.
- Resolving conflicts between stakeholders and agile teams.
- Enhancing product quality through continuous testing cycles.

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Course Content:

Unit 1: Foundations of Agile Product Development:

- Introduction to agile philosophy and the Agile Manifesto.
- Comparison between traditional and agile development approaches.
- Understanding the principles of adaptive planning and iterative delivery.
- The role of customer collaboration in agile development.
- Agile frameworks overview: Scrum, Kanban, Lean, and Extreme Programming.
- Key agile terminologies and lifecycle stages.
- Identifying organizational readiness for agile transformation.
- Common misconceptions and barriers to agile adoption.

Unit 2: Agile Frameworks, Tools, and Techniques:

- Deep dive into Scrum roles, events, and artifacts.
- Effective sprint planning and backlog management.
- Implementing Kanban boards for visual workflow optimization.
- Lean principles and waste reduction strategies.
- The use of agile tools: Jira, Trello, and Azure DevOps.
- Story mapping, estimation techniques, and velocity tracking.
- Continuous integration and delivery CI/CD in agile environments.
- Monitoring progress with burndown and cumulative flow diagrams.

Unit 3: Product Lifecycle and Agile Management:

- Defining the product vision, roadmap, and strategy in agile contexts.
- Aligning agile product goals with business objectives.
- Techniques for stakeholder engagement and alignment.
- Managing product backlogs for evolving customer needs.
- Establishing value-driven prioritization frameworks.
- Integrating design thinking within agile product development.
- Agile governance and compliance management.
- Scaling agile in large organizations SAFe, LeSS, and Nexus.

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Unit 4: Agile Team Leadership and Collaboration:

- Building and leading high-performing agile teams.
- The role of the Product Owner, Scrum Master, and development team.
- Enhancing communication and transparency in agile settings.
- Handling conflicts and maintaining motivation within teams.
- Coaching techniques for agile maturity and empowerment.
- Effective sprint retrospectives for continuous improvement.
- Leveraging collaboration tools for remote agile teams.
- Promoting accountability and self-organization among team members.

Unit 5: Quality Assurance, Innovation, and Continuous Improvement:

- Implementing test-driven development and continuous testing.
- Incorporating feedback loops into product iterations.
- Agile metrics for performance, quality, and delivery speed.
- Innovation management in agile product development.
- Managing technical debt and refactoring strategies.
- Agile risk management and mitigation approaches.
- Best practices for scaling innovation in agile organizations.
- Future trends in agile transformation and product agility.

Final Insights & Key Takeaways:

By mastering Agile Product Development, participants will gain the expertise to transform product lifecycles with adaptability, innovation, and customer focus. The course builds a foundation for sustained agile success, enabling teams to deliver high-value products efficiently and strategically.