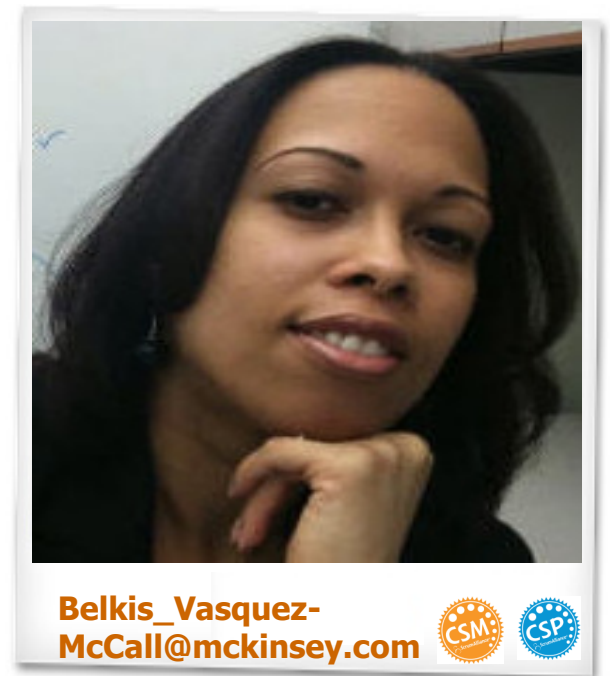
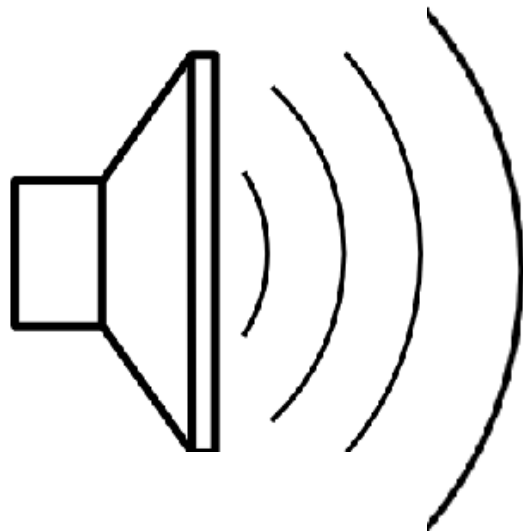


# PO Role

Can you hear me now?



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# Vision and goals

As a PO, I use simple **vision Document, personas** and **User stories** to

***Vision:** Highlight how the PO role has helped former Business Analysts and Project Managers exercise their influence beyond project execution into product experience.*

*"Getting our voices heard at the product level!"*



- 1** Creates collective ownership of the product vision and roadmap
- 2** Works with stakeholders and team to manage scope and priorities
- 3** Empowered to make decisions and helps the team adapt to evolving business needs

# Personas in this presentation: Perspectives from former BAs and PMs that have transitioned to the PO role and from IT leadership

As a PO, I use , **personas** to



**Business Analysts**



**Project Managers**



**Director of Application  
development**

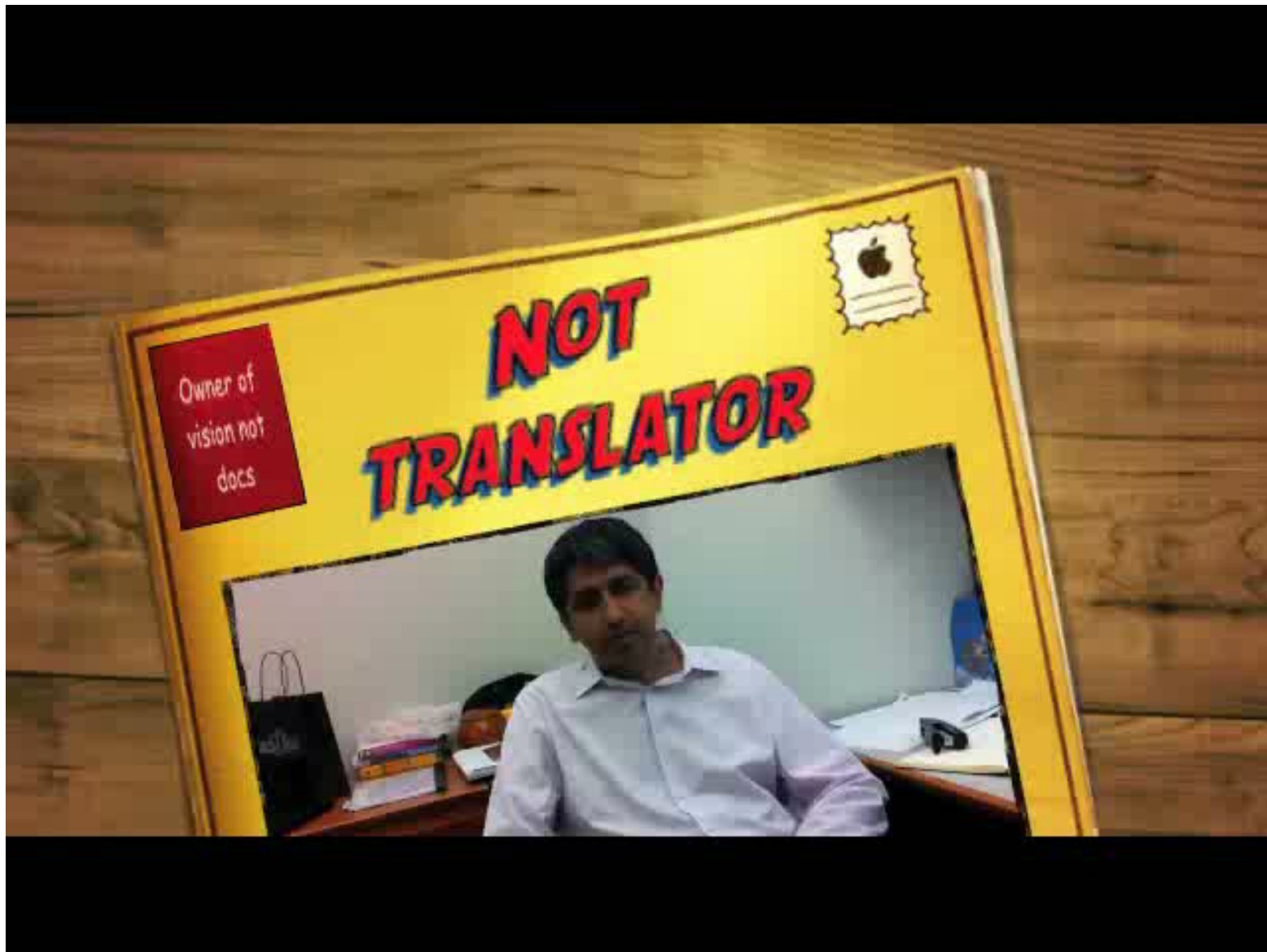
# PO practices from former BAs and PMs that helped them be responsive to evolving user needs and develop better products

As a PO, I use...



# Hear from IT leadership how the PO role has impacted the success of our organization

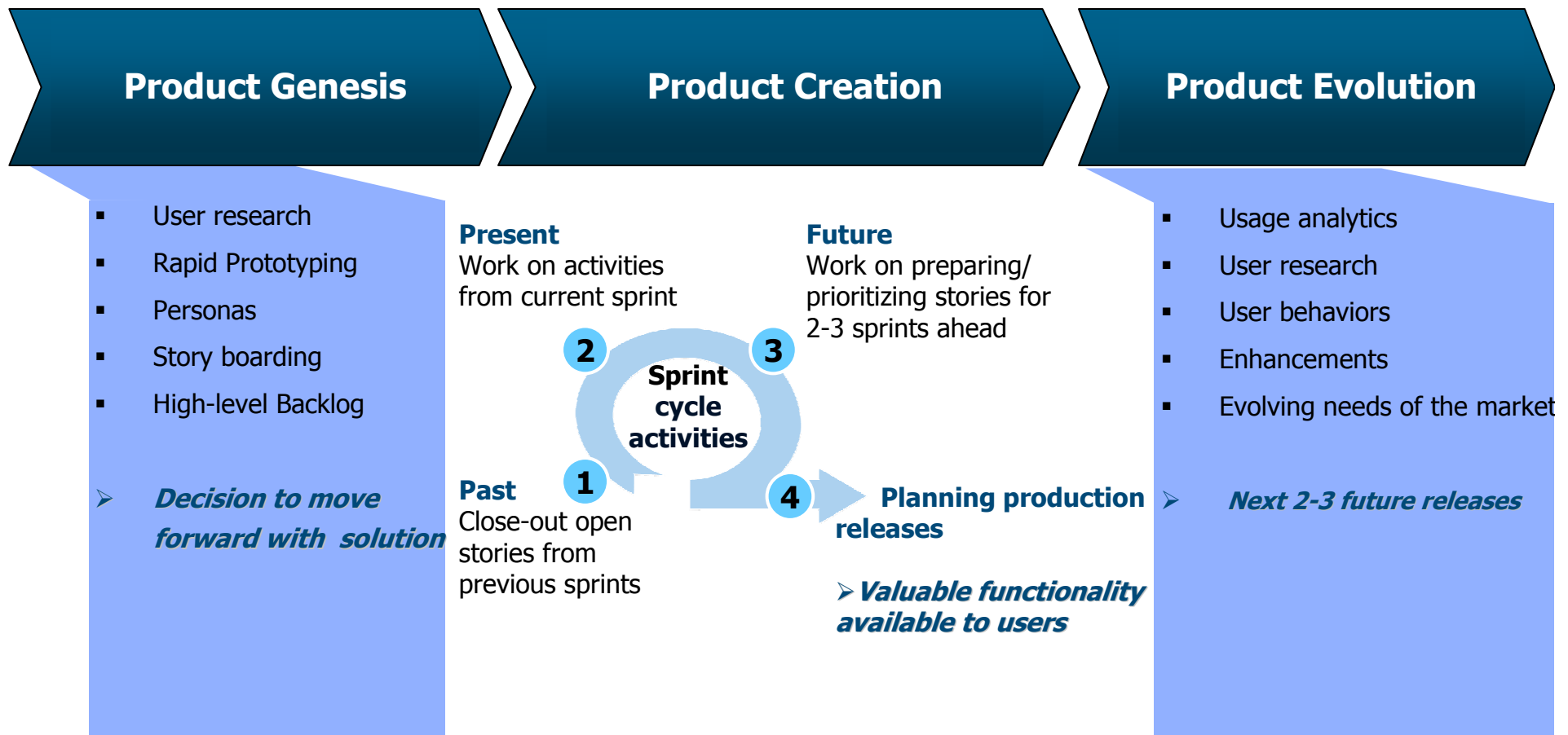
As a Director of Application Development my perspective on the PO role is that...



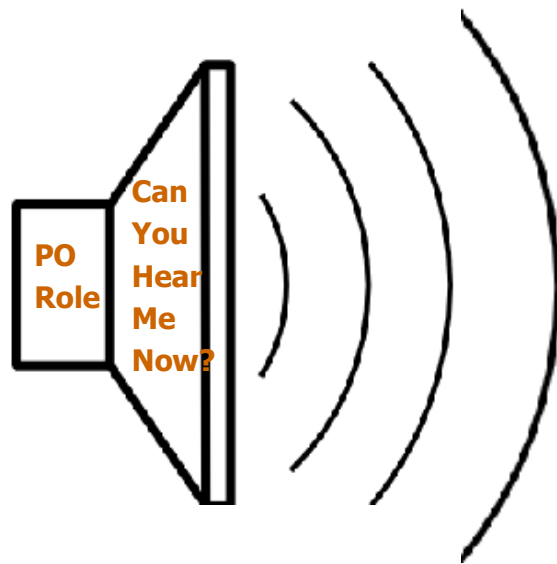
# As a PO, start exploring how we can amplify our voices at the program and organization level

As a PO, I **Adapting to changes in the role**

Product Owner role, **product** experience

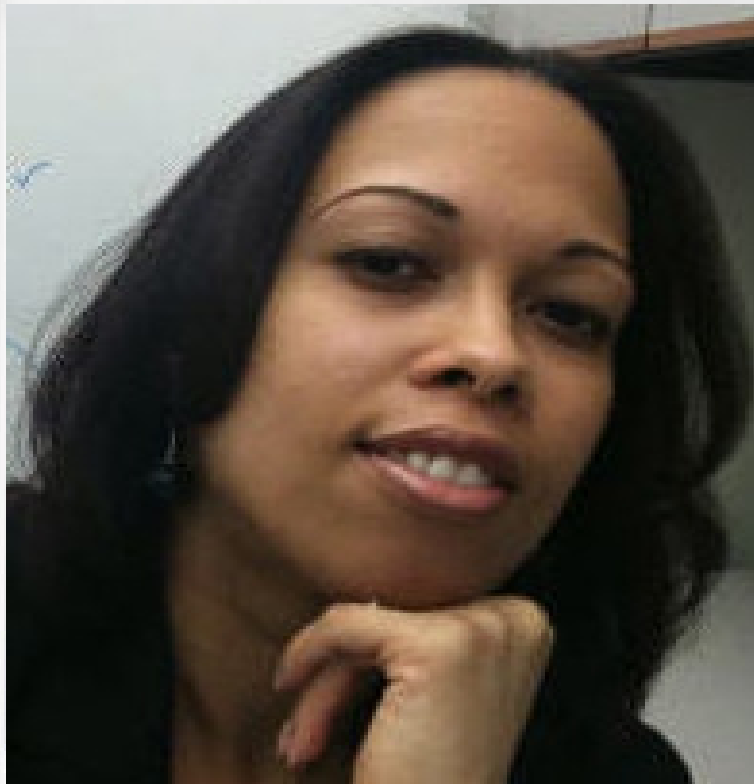


# Key ingredients for being a Product Owner that is heard and successful



- 1** Creates collective ownership of the product vision and roadmap
- 2** Works with stakeholders and team to manage scope and priorities
- 3** Empowered to make decisions and helps the team adapt to evolving user needs

**Thank You!**



**Belkis Vasquez-McCall: Senior  
product Owner/Agile leader @ Mck IT**

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# Journeymen conquering new horizon....

