SAFe Agile Product Management (APM)

DETAILED COURSE TABLE OF CONTENTS

Duration	**3 days**
Audience	Product managers, product owners, business owners, product leaders and solution managers
Recommended background	Working familiarity with Agile product development and SAFe concepts is recommended.
Format	Instructor-led learning, discussions, simulations and hands-on activities

Course overview

This proposed instructor-led course outline combines SAFe concepts with practical application. It can be adapted to the licensed course materials, learner profile and organizational context. Module titles and activities are a planning outline, not a reproduction of an official licensed syllabus.

Course learning outcomes

- Role-mapping exercise: identify product decisions and stakeholders.
- Build a persona and map a customer journey for a sample product.
- Draft a product vision and value proposition canvas.
- Design a low-fidelity prototype and an experiment.
- Prioritize a candidate feature set and present roadmap trade-offs.
- Create a three-horizon roadmap with outcome metrics.
- Simulate feature briefing and stakeholder review.

Detailed module-wise syllabus

Module 1. Exploring the Role of Product Management

- Product management responsibilities in a SAFe enterprise
- Product management versus product ownership
- Customer centricity and design thinking
- Value streams, Agile Release Trains and product strategy

Learning objective: Explain how product management connects customer needs, business strategy and delivery.

Suggested activity: Role-mapping exercise: identify product decisions and stakeholders.

Module 2. Continuously Exploring Markets and Users

- Market segmentation and target customer profiles
- Market research and competitive analysis
- Personas, empathy maps and customer journeys
- Jobs to be done, customer problems and unmet needs
- Hypotheses and discovery interviews

Learning objective: Use evidence to identify customer needs and opportunities.

Suggested activity: Build a persona and map a customer journey for a sample product.

Module 3. Driving Strategy with Market Segmentation

- Market segments and strategic positioning
- Product vision and value proposition
- Business models and differentiation
- Product strategy and strategic themes
- Communicating strategy to stakeholders

Learning objective: Formulate a coherent product direction linked to business outcomes.

Suggested activity: Draft a product vision and value proposition canvas.

Module 4. Using Design Thinking to Achieve Desirable, Feasible and Sustainable Outcomes

- Design thinking and divergent/convergent discovery
- Problem framing and ideation
- Prototypes, experiments and feedback loops
- Desirability, feasibility, viability and sustainability trade-offs
- Measuring outcomes and validating assumptions

Learning objective: Test solutions before committing to large-scale delivery.

Suggested activity: Design a low-fidelity prototype and an experiment.

Module 5. Creating and Communicating Product Strategy

- Strategic product roadmap and outcome-oriented planning
- Product features, capabilities and enablers
- Prioritization using economics and WSJF concepts
- Balancing innovation, maintenance and technical work
- Aligning product strategy with ART planning

Learning objective: Translate strategic choices into an adaptable roadmap.

Suggested activity: Prioritize a candidate feature set and present roadmap trade-offs.

Module 6. Developing and Evolving Product Roadmaps

- Roadmap horizons, assumptions and dependencies
- Roadmap communication for executives and delivery teams
- Managing changing market conditions
- Metrics: adoption, retention, value and customer satisfaction
- Inspecting and adapting product direction

Learning objective: Maintain a roadmap that supports learning and delivery.

Suggested activity: Create a three-horizon roadmap with outcome metrics.

Module 7. Delivering Value through the Product Lifecycle

- Product lifecycle and go-to-market collaboration
- Working with Product Owners and ART stakeholders
- PI Planning inputs, features and objectives
- Continuous discovery and continuous delivery
- Feedback, telemetry and product improvement

Learning objective: Coordinate discovery, planning and delivery to improve product outcomes.

Suggested activity: Simulate feature briefing and stakeholder review.

Suggested training structure

Day 1: Exploring the Role of Product Management; Continuously Exploring Markets and Users. Include practice, knowledge checks and reflection.

Day 2: Driving Strategy with Market Segmentation; Using Design Thinking to Achieve Desirable, Feasible and Sustainable Outcomes; Creating and Communicating Product Strategy. Include practice, knowledge checks and reflection.

Day 3: Developing and Evolving Product Roadmaps; Delivering Value through the Product Lifecycle. Include practice, knowledge checks and reflection.

Assessment and completion

Use short knowledge checks, applied exercises and a final reflection to validate learning. Certification registration, exam eligibility, format and current learning objectives should be confirmed against the latest Scaled Agile course and partner guidance.

Prepared as a proposed training syllabus • Verify current course version and delivery authorization before external publication.