

The important role of a Business Owner

in SAFe



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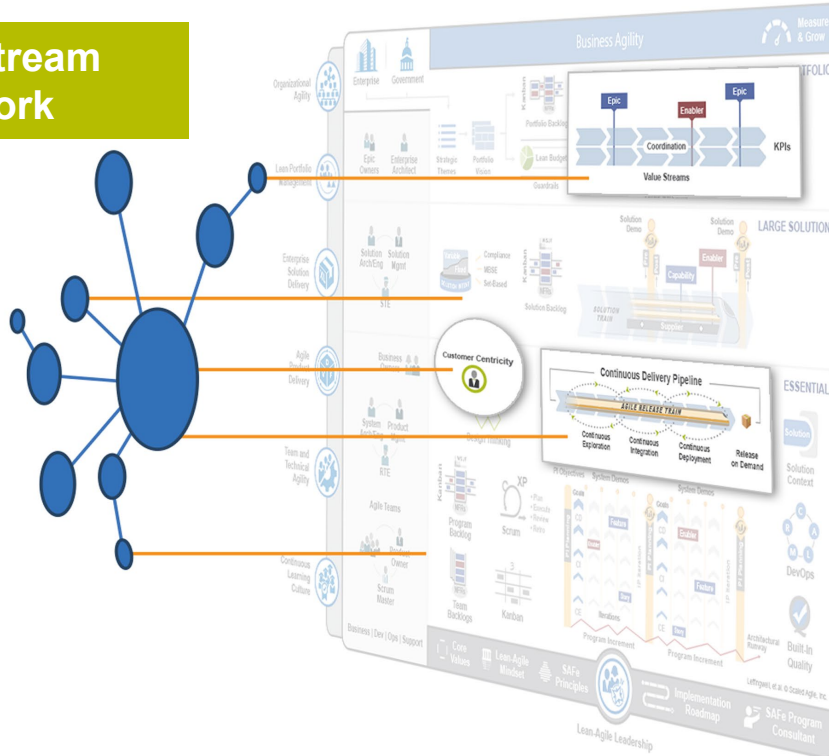
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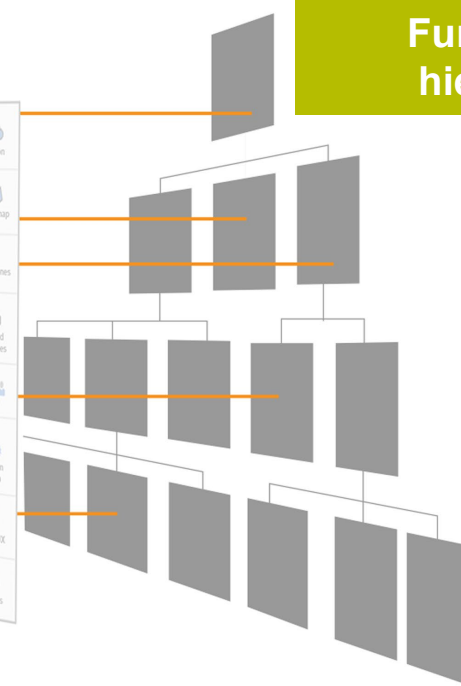


Key question: Is Business Owner supporting the network or the hierarchy?

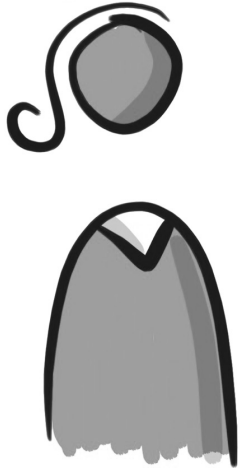
Value Stream Network



Functional hierarchy



Business Owner – Responsibilities



- Business results
- Leading the agile change together with other Business Owners in his / her area
- Finding solutions to complex problems
- Continuous performance improvement in the entire organization
- Right environment so that work can be carried out (e.g. needed contracts, suppliers)

A business owner typically has in-depth knowledge of his/her business area, that is necessary to recognize the business value. BO works daily with multiple people in- and outside of the organization (suppliers, customers) and acts as a glue between multiple stakeholders and parties

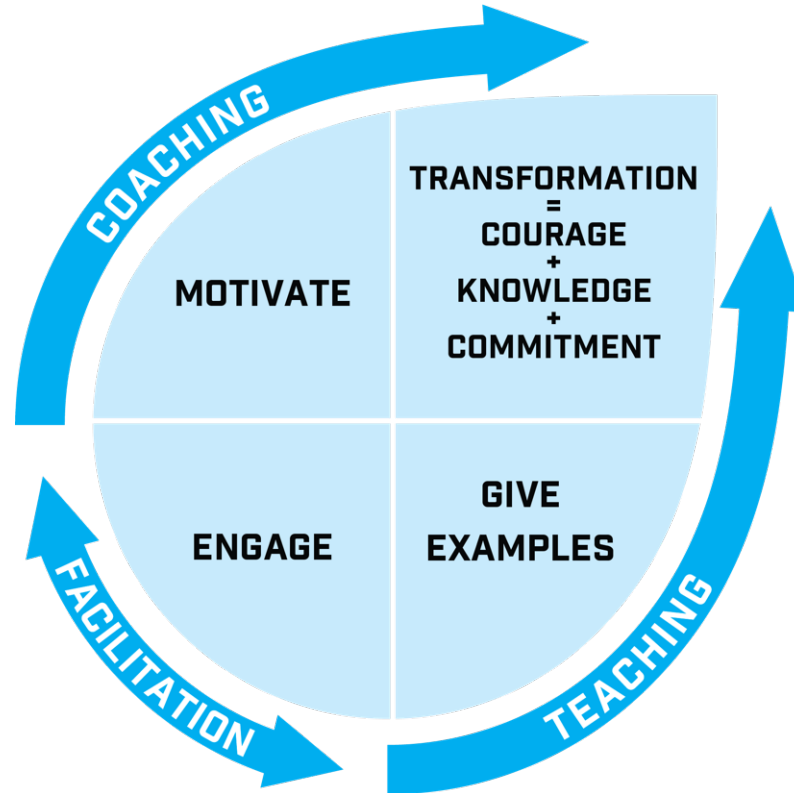


Optimizing flow of customer value

Business Owners enable agility

- Enable and develop the right kind of environment for agile work
- Make sure vendor contracts support agile way of working. Discuss and encourage vendor participation.
- Discuss and encourage customer relations, so that “right kind of agile” interaction is possible
- Always review the requirements first with product owner before going to team
- Explore the requirements with right kind of experiments and leading metrics
- Participate in demo and problem-solving workshops

IT ALL STARTS FROM YOU



Roles and responsibilities

Product Owner PO

- Prioritizes Stories
- Approves Stories done by team
- Participates team events
- Works with the team
- Contributes to Definition of Done

Product Manager PM

- Prioritizes Epics
- Knows Epic content
- Discusses with stakeholders (and customers)
- Works closely with 2-4 teams' POs & other PMs

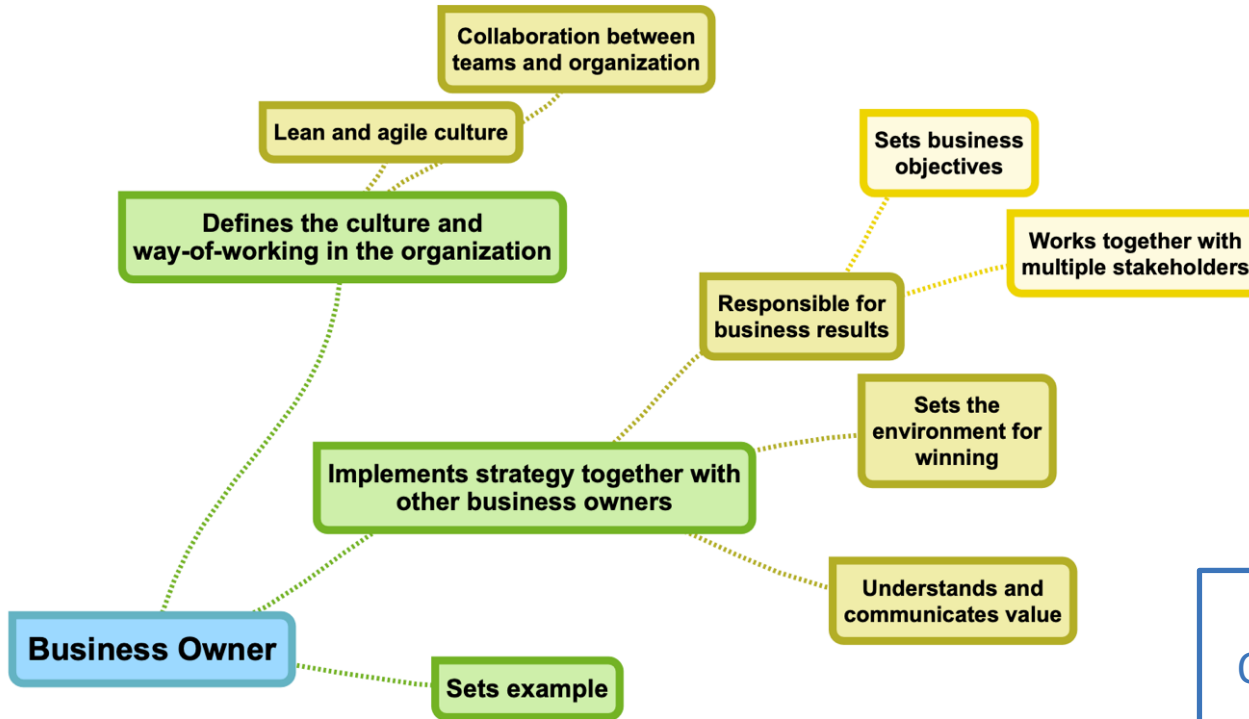
Business Owner BO

- Owns and updates business vision
- Shepherds Initiatives from start to end
- Budget decisions
- Staffing & Competence development
- Removes blockers and impediments
- Articulates business value

Business Owners in PI planning

1. Understand and discuss what is going to be created together during the next increment
2. Solve problems that have been exposed during the planning
3. Communicate with the teams what is value; help teams to draft their objectives for the next increment
4. Take actions on communication needs with higher management, other departments, clients, vendors
5. Support and motivate teams. Give credits when needed and face the problems with coaching attitude
6. Assign Business Value and approve the plans

The role of the Business Owner

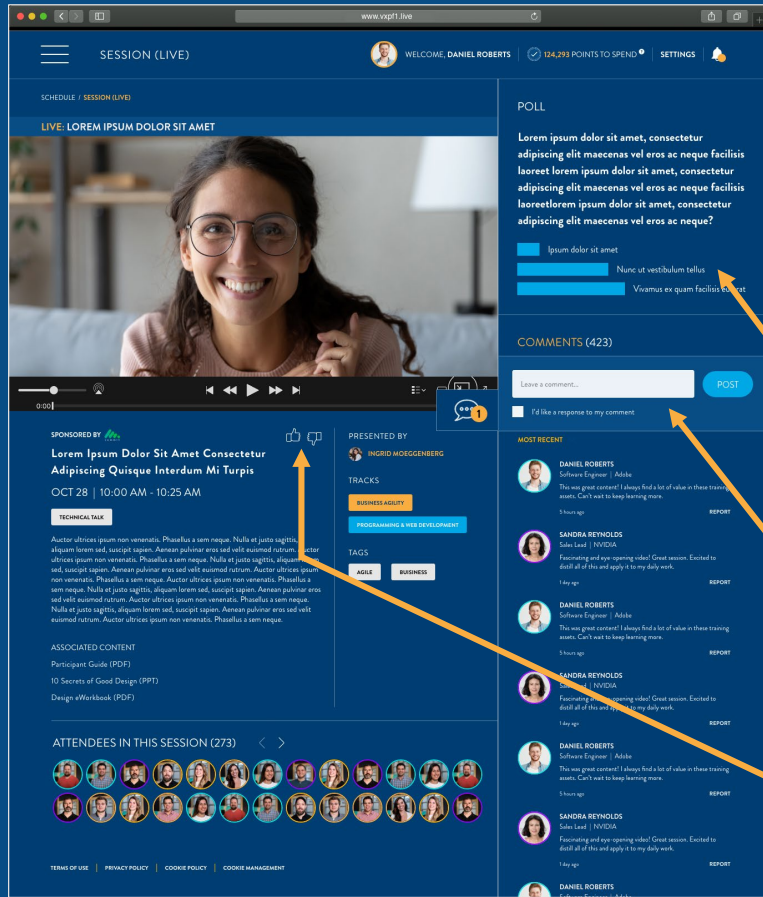


Business Owner is the glue in the organization

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Please refer to the agenda for scheduled times



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1

Polling

2

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3

Thumbs up or down

Thank you!