Product Road mapping for Agile Teams Training Course

Professional Development Training Course Outline

Category	Project Management	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Effective product roadmapping is a critical skill for Agile teams aiming to deliver high-value products in dynamic and competitive markets. Product Roadmapping for Agile Teams Training Course provides participants with a comprehensive understanding of creating, managing, and executing product roadmaps that align with strategic business objectives, market demands, and customer expectations. Learners will explore frameworks, prioritization techniques, and visualization tools that enable Agile teams to communicate product vision, track progress, and respond to changes efficiently. Emphasis is placed on integrating customer feedback, stakeholder inputs, and market intelligence into iterative roadmap planning to maximize product success.

In an Agile environment, product roadmaps serve as a bridge between strategy and execution, guiding cross-functional teams in delivering incremental value while maintaining flexibility. This course equips participants with practical approaches for collaborative roadmap development, dependency management, release planning, and portfolio coordination. By the end of the training, participants will be able to design actionable roadmaps that enhance team alignment, optimize resource allocation, and drive measurable business outcomes in fast-paced product development environments.

Programme Curriculum

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Course Objectives

1. Understand the purpose and value of product roadmaps in Agile environments.
2. Apply frameworks for creating strategic and tactical product roadmaps.
3. Align product vision, business goals, and market opportunities.
4. Prioritize features and initiatives using value-based and cost-based criteria.
5. Integrate stakeholder and customer feedback into roadmap planning.
6. Use visualization and communication tools for effective roadmap presentation.
7. Manage dependencies and cross-team coordination in roadmap execution.
8. Implement incremental and iterative planning aligned with Agile principles.
9. Track progress, monitor risks, and adjust roadmaps dynamically.
10. Facilitate roadmap workshops and cross-functional collaboration.
11. Incorporate metrics, KPIs, and OKRs into roadmap performance tracking.
12. Leverage digital tools for product roadmap management.
13. Develop skills to maintain a balance between long-term vision and short-term delivery.

Organizational Benefits

- Improved alignment of product strategy with business goals
- Enhanced team collaboration and stakeholder communication
- Increased transparency of product initiatives and timelines
- Optimized prioritization of features and initiatives
- Better resource allocation across projects and teams
- Enhanced responsiveness to market and customer feedback
- Reduced risks through dependency identification and mitigation
- Improved tracking and measurement of product performance
- Streamlined Agile release and delivery planning
- Strengthened organizational capability in product management

Target Audiences

- Product managers and product owners
- Agile team leads and scrum masters
- Business analysts and project managers
- Portfolio and program managers

- UX/UI designers and product designers
- Developers and technical leads
- Innovation managers and strategists
- Product consultants and trainers

Course Duration: 10 days

Course Modules

Module 1: Introduction to Product Roadmapping

- Define product roadmaps and their purpose in Agile frameworks
- Understand the difference between strategic and tactical roadmaps
- Identify key stakeholders and communication needs
- Explore common challenges in roadmap development
- Review successful roadmap examples in Agile organizations
- Case Study: Launching a roadmap for a SaaS product

Module 2: Aligning Product Vision with Strategy

- Define product vision and mission statements
- Translate business goals into product initiatives
- Map market opportunities to product objectives
- Establish success criteria for roadmap initiatives
- Ensure alignment across teams and stakeholders
- Case Study: Aligning a fintech product roadmap with organizational goals

Module 3: Frameworks for Roadmap Development

- Overview of roadmap frameworks (Now-Next-Later, Theme-Based, OKR-Driven)
- Selection of appropriate framework for organizational context
- Template creation for roadmap planning
- Structuring initiatives across timelines and themes
- Identifying gaps and dependencies in roadmap structure
- Case Study: Using theme-based roadmap in an Agile team

Module 4: Prioritization Techniques

- Value-based prioritization methods (RICE, MoSCoW, WSJF)
- Cost-benefit analysis for feature prioritization
- Stakeholder alignment in prioritization decisions
- Managing trade-offs between short-term and long-term initiatives
- Visualizing prioritized initiatives in roadmaps

- Case Study: Prioritizing features for a mobile application

Module 5: Incorporating Customer Feedback

- Collecting actionable customer insights and feedback
- Using customer journeys and personas in roadmap decisions
- Integrating feedback loops into Agile sprints
- Identifying features with high customer value
- Balancing customer requests with strategic goals
- Case Study: Using user feedback to adjust a SaaS product roadmap

Module 6: Stakeholder Management

- Identifying key stakeholders and their influence
- Facilitating roadmap workshops for consensus building
- Communicating roadmap changes effectively
- Handling conflicting priorities across departments
- Reporting progress and milestones to executives
- Case Study: Stakeholder alignment in a cross-functional Agile team

Module 7: Dependency Mapping

- Identify inter-team and cross-project dependencies
- Techniques to manage and visualize dependencies
- Risk mitigation for dependency conflicts
- Integrating dependencies into release planning
- Ensuring roadmap feasibility across teams
- Case Study: Dependency management in a multi-team product release

Module 8: Release Planning

- Aligning roadmap items with release cycles
- Breaking down initiatives into MVPs and iterations
- Setting achievable timelines for releases
- Coordinating with development and QA teams
- Monitoring release progress and adjusting plans
- Case Study: Roadmap-driven release strategy for an e-commerce platform

Module 9: Visualization and Communication

- Roadmap visualization tools (Aha!, ProductPlan, Jira, Trello)

- Designing clear, actionable, and visually compelling roadmaps
- Tailoring roadmap presentations to different stakeholders
- Maintaining clarity during roadmap updates
- Using storytelling to enhance roadmap adoption
- Case Study: Visualizing a cross-functional product roadmap

Module 10: Metrics and KPIs

- Defining key performance indicators for roadmap success
- Linking OKRs and KPIs to roadmap initiatives
- Monitoring progress against targets
- Using metrics to inform prioritization and adjustments
- Reporting performance transparently to stakeholders
- Case Study: KPI-driven roadmap evaluation for a digital product

Module 11: Agile and Iterative Roadmap Execution

- Implementing iterative roadmap planning cycles
- Integrating roadmap with sprint and release planning
- Handling scope changes and emerging priorities
- Ensuring continuous delivery while maintaining strategic alignment
- Using backlog grooming to support roadmap execution
- Case Study: Iterative roadmap execution in a SaaS development team

Module 12: Risk Management in Roadmaps

- Identifying risks related to roadmap initiatives
- Risk assessment frameworks and prioritization
- Mitigation strategies for dependencies and resource constraints
- Contingency planning and proactive monitoring
- Communicating risks to stakeholders effectively
- Case Study: Risk-adjusted roadmap planning for a tech product

Module 13: Portfolio and Multi-Product Roadmaps

- Coordinating roadmaps across multiple products
- Managing portfolio-level dependencies
- Aligning strategic initiatives with resource capacity
- Optimizing value delivery across products
- Reporting portfolio progress to leadership
- Case Study: Multi-product roadmap implementation in a software company

Module 14: Continuous Improvement of Roadmaps

- Feedback loops from teams and customers
- Retrospectives and lessons learned to refine roadmaps
- Adjusting roadmap cadence and planning frequency
- Leveraging analytics to improve decision-making
- Embedding a culture of continuous improvement
- Case Study: Roadmap refinement using post-release insights

Module 15: Scaling Roadmaps Across Organizations

- Best practices for enterprise-level roadmap scaling
- Governance and accountability for roadmap execution
- Training and enabling teams for roadmap adoption
- Integrating portfolio, program, and team roadmaps
- Aligning long-term strategy with iterative execution
- Case Study: Scaling Agile roadmaps in a multinational organization

Training Methodology

- Instructor-led sessions with presentations and frameworks
- Hands-on workshops with roadmap creation exercises
- Case study analyses and real-world examples
- Group discussions, role-plays, and stakeholder simulations
- Tools demonstrations (Aha!, Jira, ProductPlan, Trello)
- Action plan development and presentation with facilitator feedback

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.
f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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