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Course Name

Certified Agile Product Manager (CAPM)

Sector Name

Project & Contract Management

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Certified Agile Product Manager (CAPM)

Course Introduction

This program is designed to equip participants with the knowledge and strategic mindset required to succeed as Certified Agile Product Managers.

The training program covers agile frameworks, product lifecycle, stakeholder collaboration, and the evolving role of the product manager in delivering customer-centric value in agile environments.

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Target Audience

✓ Aspiring or current product managers

✓ Agile practitioners transitioning into product roles

✓ Business analysts and solution owners

✓ Professionals pursuing CAPM certification

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Learning Objectives

- ✓ Understand Agile principles, methodologies, and product management roles
- ✓ Explore processes of product strategy, lifecycle, and prioritization
- ✓ Learn how to build value-driven roadmaps and manage stakeholder alignment
- ✓ Gain deep insight into customer-focused product discovery
- ✓ Prepare for the Certified Agile Product Manager (CAPM) exam

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Course Outline

✓ DAY 01

Foundations of Agile and Product Management

- ✓ The Agile Manifesto and values
- ✓ Agile vs. traditional project approaches
- ✓ The role of the product manager in Agile teams
- ✓ Scrum, Kanban, SAFe
- ✓ Stakeholder and business value alignment
- ✓ Product manager vs. product owner
- ✓ Agile team structures and responsibilities

Product Strategy and Market Alignment

- ✓ Elements of product strategy: vision, goals, positioning
- ✓ Understanding TAM/SAM/SOM and market sizing
- ✓ Strategic alignment with organizational goals
- ✓ Product-Market Fit: concept and criteria
- ✓ Competitive analysis frameworks
- ✓ Customer-centric value propositions
- ✓ Lean startup principles in strategic planning

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Course Outline

✓ Day 02

Product Lifecycle Management

- ✓ Phases of the product lifecycle
- ✓ Innovation adoption curve and diffusion of innovation
- ✓ Introduction to BCG matrix and product portfolio
- ✓ Go-to-market (GTM) planning
- ✓ Managing maturity and decline stages
- ✓ Exit strategies and product sunsetting
- ✓ Product evolution and versioning

Customer Discovery and Needs Analysis

- ✓ Jobs to Be Done (JTBD)
- ✓ The Kano Model for feature prioritization
- ✓ User personas and empathy maps
- ✓ Behavioral economics in customer research
- ✓ Market research types and models
- ✓ Value hypothesis vs. growth hypothesis
- ✓ Customer journey mapping

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Course Outline

✓ Day 03

Agile Backlog and Prioritization Frameworks

- ✓ Product backlog structure and ownership
- ✓ MoSCoW, RICE, and Value vs. Effort models
- ✓ Cost of delay and WSJF
- ✓ Impact mapping and user story mapping
- ✓ Story splitting and estimation
- ✓ Managing scope creep and change
- ✓ Release planning approaches

Agile Roadmapping and Vision Communication

- ✓ Roadmaps vs. Gantt charts: theory and application
- ✓ Vision boards and outcome-driven roadmaps
- ✓ Rolling-wave planning
- ✓ Stakeholder communication strategies
- ✓ Managing roadmap volatility and stakeholder expectations
- ✓ Aligning OKRs with product roadmap
- ✓ Visualization techniques and tools

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Course Outline

✓ Day 04

Metrics and KPIs in Agile Product Management

- ✓ Output vs. outcome metrics
- ✓ Product health indicators
- ✓ Net Promoter Score (NPS), DAU/MAU
- ✓ Lean analytics framework
- ✓ Measuring success: AARRR metrics
- ✓ Cohort and funnel analysis basics
- ✓ Using metrics to validate learning

Stakeholder Engagement and Collaboration

- ✓ Stakeholder mapping
- ✓ Influence-interest matrix
- ✓ The psychology of stakeholder alignment
- ✓ Communication models and conflict management
- ✓ Role of empathy and storytelling in alignment
- ✓ Governance and decision rights in product management
- ✓ Cross-functional collaboration strategies

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Course Outline

✓ Day 05

Agile Leadership and Team Enablement

- ✓ Psychological safety in agile teams
- ✓ Delegation frameworks
- ✓ Team maturity models
- ✓ Decision-making models
- ✓ Agile coaching vs. managing
- ✓ Empowerment and ownership principles

Exam Preparation and Professional Growth

- ✓ CAPM exam domains and structure
- ✓ Study techniques and preparation timeline
- ✓ Practice exam and test-taking strategies

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 10, 2027	May 14, 2027	5 days	4950.00 $	Spain , Madrid
March 29, 2027	April 2, 2027	5 days	4250.00 $	UAE , Dubai
Nov. 2, 2026	Nov. 6, 2026	5 days	4250.00 $	UAE , Abu Dhabi
Aug. 30, 2027	Sept. 3, 2027	5 days	4250.00 $	UAE , Dubai

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