

A woman with short dark hair and bangs, wearing a black long-sleeved shirt and a light grey apron, stands in a bright, modern bakery. She is smiling warmly at the camera while holding a clear glass jar filled with cookies. The background shows wooden shelves stocked with various baked goods and jars. The text "Scrum Product Owner" is overlaid in a large, dark blue font across the center of the image.

# Scrum Product Owner

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The Product Owner is accountable for maximizing the value of the product resulting from the work of the Scrum Team. How this is done may vary widely across organizations, Scrum Teams, and individuals.

The Product Owner is also accountable for effective Product Backlog management, which includes:

- \*\*\* Developing and explicitly communicating the Product Goal. \*\*\*
- \*\*\* Creating and clearly communicating Product Backlog items. \*\*\*
- \*\*\* Ordering Product Backlog items. \*\*\*

\*\*\* Ensuring that the Product Backlog is transparent, visible and understood. \*\*\*

The Product Owner may do the above work or may delegate the responsibility to others. Regardless, the Product Owner remains accountable.

# Scrum Product Owner

For Product Owners to succeed, the entire organization must respect their decisions. These decisions are visible in the content and ordering of the Product Backlog, and through the inspectable Increment at the Sprint Review.

The Product Owner is one person, not a committee. The Product Owner may represent the needs of many stakeholders in the Product Backlog. Those wanting to change the Product Backlog can do so by trying to convince the Product Owner



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