

Profile title	PRODUCT OWNER (30)		
Summary statement	Represents the needs of the stakeholder community, the voice of the customer, to the agile team.		
Mission	Understands customer requirements and validates that the developed software solution meets requirements. Links business and Agile teams.		
Deliverables	<b>Accountable</b> <ul style="list-style-type: none"> <li>Team Backlog</li> <li>Solution Requirements</li> <li>Release Plan</li> </ul>	<b>Responsible</b> <ul style="list-style-type: none"> <li>Business Relationship</li> </ul>	<b>Contributor</b> <ul style="list-style-type: none"> <li>Program Backlog</li> <li>Sprint Planning</li> </ul>
Main task/s	<ul style="list-style-type: none"> <li>Build, edit, and maintain the team backlog</li> <li>Define, prioritise and validate software requirements through User Stories</li> <li>Establish story acceptance criteria and accept stories in the baseline</li> <li>Drive iteration goals and iteration content</li> <li>Work across teams to define and implement improvement stories to enhance speed and quality</li> <li>Participate in team demo and retrospective</li> </ul>		

The table above is an extract from *European ICT professionals role profiles* Ref. No. CWA 16458-1:2018 E © 2018 CEN

The following pages map SFIA skills and competency levels to the role profile. There are 2 parts to the mapping:

- The Level of responsibility.**

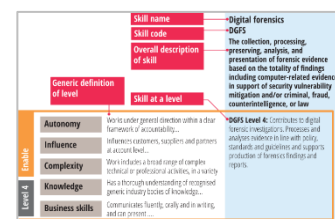
A common language is used to describe levels of responsibility across roles in all professional disciplines. The SFIA Framework consists of seven levels of responsibility; Level 1, the lowest, to Level 7, the highest. The levels describe the behaviours, values, knowledge and characteristics that an individual should have in order to be identified as competent at the level. Each of the levels is also labelled with a phrase to summarise the level of responsibility.

Level 7	Set strategy, inspire, mobilise
Level 6	Initiate, influence
Level 5	Ensure, advise
Level 4	Enable
Level 3	Apply
Level 2	Assist
Level 1	Follow

- The Professional skills.**

SFIA 7 consists of 102 professional skills. Each skill description is made up of an overall definition of the skill and a description of the skill at each of up to seven levels.

The skill level descriptions provide a detailed definition of what it means to practice the skill at each level of competency. The skill level descriptions are aligned to the 7 levels of responsibility which ensures consistency throughout the SFIA framework making it solid and robust across professional disciplines.



**EU ICT Product Owner role (30) (NB this could be a multi-level role)****SFIA Generic Responsibility Levels for the Role****Autonomy - Level 5**

- Works under broad direction
- Work is often self-initiated
- Is fully responsible for meeting allocated technical and/or project/supervisory objectives
- Establishes milestones and has a significant role in the assignment of tasks and/or responsibilities

**Influence - Level 5**

- Influences organisation, customers, suppliers, partners and peers on the contribution of own specialism
- Builds appropriate and effective business relationships
- Makes decisions which impact the success of assigned work, i.e. results, deadlines and budget
- Has significant influence over the allocation and management of resources appropriate to given assignments
- Leads on user/customer collaboration throughout all stages of work
- Ensures users' needs are met consistently through each work stage

**Complexity - Level 5**

- Performs an extensive range and variety of complex technical and/or professional work activities
- Undertakes work which requires the application of fundamental principles in a wide and often unpredictable range of contexts
- Understands the relationship between own specialism and wider customer/organisational requirements

**Knowledge - Level 5**

- Is fully familiar with recognised industry bodies of knowledge both generic and specific
- Actively seeks out new knowledge for own personal development and the mentoring or coaching of others
- Develops a wider breadth of knowledge across the industry or business
- Applies knowledge to help to define the standards which others will apply

**Business Skills - Level 5**

- Demonstrates leadership
- Communicates effectively, both formally and informally
- Facilitates collaboration between stakeholders who have diverse objectives
- Analyses, designs, plans, executes and evaluates work to time, cost and quality targets
- Analyses requirements and advises on scope and options for continuous operational improvement
- Takes all requirements into account when making proposals
- Demonstrates creativity, innovation and ethical thinking in applying solutions for the benefit of the customer/stakeholder
- Advises on the available standards, methods, tools and applications relevant to own specialism and can make appropriate choices from alternatives
- Maintains an awareness of developments in the industry
- Takes initiative to keep skills up to date
- Mentors colleagues
- Assesses and evaluates risk
- Proactively ensures security is appropriately addressed within their area by self and others
- Engages or works with security specialists as necessary
- Contributes to the security culture of the organisation

**EU ICT Product Owner role (30) (NB this could be a multi-level role)****SFIA Professional Skills for the Role**

Core - all people performing this job will need this skill. Optional - some people performing this job will need the skill.

**Core: Product management @ Level 5**

- Manages the full product lifecycle to ensure that, over time, the needs of customers/users continue to be met and that financial and other benefits are achieved
- Acts as owner/champion for one or more products or services
- Selects, adopts and adapts appropriate product development methods, tools and techniques selecting appropriately from plan-driven/predictive approaches or more adaptive (iterative and agile) approaches
- Analyses market / user research, feedback, expert opinion and usage data to understand needs & opportunities
- Develops product propositions and determines product positioning and variants for different customers/ users segments
- Prioritises product requirements and owns the product backlog
- Coordinates trials and product launches and supports communications and training
- Anticipates changes in customer/user needs; adapts products, and creates product retirement and transitioning plans

**Core: Relationship management @ Level 5**

- Identifies the communications and relationship needs of stakeholder groups
- Translates communications / stakeholder engagement strategies into specific activities and deliverables
- Facilitates open communication and discussion between stakeholders, acting as a single point of contact by developing, maintaining and working to stakeholder engagement strategies and plans
- Provides informed feedback to assess and promote understanding
- Facilitates business decision-making processes
- Captures and disseminates technical and business information

**Core: Requirements definition and management @ Level 5**

- Plans and drives scoping, requirements definition and prioritisation activities for large / complex initiatives
- Selects, adopts and adapts appropriate requirements definition and management method, tools and techniques selecting appropriately from plan-driven/predictive approaches or more adaptive (iterative and agile) approaches
- Obtains input from and formal agreement to requirements from a diverse range of stakeholders
- Negotiates competing priorities and conflicts
- Establishes the requirements baseline
- Ensures changes to requirements are investigated and managed
- Contributes to the development of organisational methods and standards

**Core: Methods and tools @ Level 5**

- Provides advice / guidance / expertise to promote adoption of method and tools and adherence to policies and standards
- Evaluates and selects appropriate methods and tools in line with agreed policies and standards
- Implements methods / tools at programme, project, team level including selection and tailoring in line with agreed standards
- Manage reviews of the benefits and value of methods and tools
- Identify and recommend improvements
- Contributes to organisational policies, standards, guidelines for methods and tools

**Core: Innovation @ Level 5**

- Executes innovation processes
  - Develops, evolves and adapts innovation tools, processes, infrastructures to drive the process of innovation
  - Manages the pipeline of innovations
  - Identifies resources and capabilities needed
- Encourages and motivates communities, teams and individuals to share creative ideas and learn from failures
- Manages and facilitates the communication and open flow of creative ideas between interested parties and the set up of innovation networks and communities

**Core: Project management @ Level 4**

- Defines, documents and carries out small projects or sub-projects (typically less than six months, with limited budget, limited interdependency with other projects, and no significant strategic impact), alone or with a small team, actively participating in all phases
- Identifies, assesses and manages risks to the success of the project
- Applies appropriate project management methods and tools whether plan-driven/predictive approaches or more adaptive (iterative and agile) approaches
- Agrees project approach with stakeholders, and prepares realistic plans (including quality, risk and communications plans) and tracks activities against the project schedule, managing stakeholder involvement as appropriate
- Monitors costs, timescales and resources used, and takes action where these deviate from agreed tolerances
- Ensures that own projects are formally closed and, where appropriate, subsequently reviewed, and that lessons learned are recorded