ICAgile Certified Expert
PRODUCT OWNERSHIP

The *ICAgile Certified Expert in Product Ownership* (ICE-PO) is an industry-leading designation representing an advanced standard for disciplinary capability. This competency-based certification is the culmination of ICAgile's Product Ownership Learning Track, building upon the knowledge-based certifications in *Agile Product Ownership* and *Product Management*.

This document outlines the competencies required of candidates pursuing an ICE-PO certification. These competencies depict the rigor and breadth of practical skills required to be an effective practitioner in the discipline of Product Ownership.

EXPERT COMPETENCIES

1. PO AS VISIONARY

1.1. Creates compelling product visions

Demonstrates ability to create a compelling product vision that includes the why, how, and what for the product.

1.2. Applies insights to products

Demonstrates ability to incorporate the voice of the customer to identify new product ideas or updates.

2. PO AS FACILITATOR OF ALIGNMENT

2.1. Identifies and represents customers and stakeholders

Demonstrates ability to identify and represent the perspectives of customers and stakeholders that will influence the product creation.

2.2. Adapts communication approach to context

Demonstrates ability to adapt their communication styles to elicit information from and relay information to customers and stakeholders.

2.3. Builds shared understanding with the team

Demonstrates ability to work with a team to create alignment and shared understanding on the product.

3. PO AS CURATOR OF BUSINESS VALUE

3.1. Creates product roadmaps

Demonstrates ability to prepare a product roadmap while dealing with organizational and market uncertainties.

3.2. Creates release plans

Demonstrates ability to create a release plan for a specific product.

3.3. Creates and progressively elaborates the product backlog

Demonstrates ability to create and refine a product backlog while staying true to the product vision.

3.4. Manages trade-offs and backlog priorities

Demonstrates ability to prioritize the product backlog and communicate prioritization decisions effectively.

3.5. Identifies when to persist, pivot, or stop

Demonstrates ability to identify when to pivot or stop work on a product.