

Designing and Delivering a Custom Product Owner Training to a Biotech Company

Clarkston recently partnered with a biotech company in the process of transitioning their IT team to a product-centric model focused on agile methodology, stakeholder engagement, and product team leadership.

In the product owner model, individuals are assigned a product or series of products that they're responsible for owning and ensuring that they're maximizing the value of the product and its outputs for the company. As a product owner, leaders are accountable to key stakeholders, the development team, and the overall business. The client recently adopted this model and aimed to better empower leaders within the team to take ownership of their products. However, key leaders had varying understandings of what it meant to be a product owner, including their roles, responsibilities, and how to drive progress effectively.

To address this, the client sought Clarkston's support to better equip the team and to develop and deliver a scalable training aligned with their long-term organizational transformation goals and to support enterprise-wide adoption of the product model.

Life Sciences Case Study

PROJECT OVERVIEW

INDUSTRY:



Biotech

PRODUCTS AND SERVICES:



Therapies for brain health disorders

PRIMARY OBJECTIVES:

- Engage stakeholders to define/confirm key course content to be included in the modular training course, design, and application-based activities
- Deliver weekly virtual sessions led by Clarkston's Product Management SMEs, supplemented by office hours for personalized support and application-based Q&A
- Administer pre-/post-program survey to evaluate participants' understanding, application, and confidence of course materials

RESOLUTION:

- Designed and delivered a 4-week Product Owner Training Program that featured 7 targeted modules focusing on:
 - Roles & responsibilities of product owners and their teams
 - Product roadmap development and stakeholder alignment
 - Product vision and strategy definition
 - Establishing and executing KPIs to drive product improvements
 - Product lifecycle management
 - Balancing stakeholder demand with technical feasibility
 - Stakeholder communication and expectation management
- Created customized content that was suitable for learners at various levels of familiarity with product ownership, which enabled all participants to recognize how product owner responsibilities aligned with their roles.
- Developed job-relevant application activities that allowed participants to build deliverables directly tied to their day-to-day work as product owners
- Assessed participants pre- and post-training to measure shifts in their confidence, understanding, and role readiness

KEY BENEFITS:

- **Immediate Skill Application:** Participants were able to develop real-world deliverables throughout training that could be used in their current roles
- **Boost in Knowledge, Confidence & Clarity:** Participants gained greater clarity around expectations and tools, which led to strong readiness for adopting the product owner role and model, as well as experienced strong, measurable growth in key confidence and knowledge areas post-training
- **Custom Fit for Organizational Needs:** The training content was tailored to bridge industry best practices for product ownership with the client's product model and organizational structure
- **Scalable Model:** All of the course modules and activities were created and shared to be reused or scaled across additional teams within the organization



KPIs

- 100% of participants reported an increase in confidence in product ownership
- +1.00 class average increase in familiarity with product owner responsibilities (4.00 to 5.00)
- +1.57 class average increase in understanding of the company's product model

CONTACT US

