Just Say No!
Why Saying No is So Difficult for a Product Owner and How to Make it Easier
It’s all in the Psychology
Why do you think some Product Owners Just Can’t Say No?
Why is it Important for your Product Owner to be Able to Say No?
Tips to Make Saying No Easier
Be clear on what ‘No’ really means
Be clear on what the trade-offs are if feature X is prioritized over feature Y.
Be empathetic
Come prepared!
Don’t give a list of excuses or reasons
Say no without saying ‘No’
Let’s Practice!
Questions?