

USER STORY MAPPING TRAINING WORKSHOP

Why Should you go on this Course?

Do you feel stuck with a flat, unstructured backlog that's hard to prioritise or make sense of? Or are you struggling to get your team to think from the perspective of the user?

User story mapping is a simple technique that can bring your backlog to life, get the whole team collaborating and prioritising together, and make it easier for everyone to focus on the customer's experience.

You'll learn how to:

- Visualise the user journey in a way that's easy to understand and discuss
- Spark meaningful conversations within your team that lead to better decisions
- Identify gaps, dependencies, and opportunities you might otherwise miss
- Prioritise work to deliver end-to-end value sooner

By the end of this course, you'll have the skills to run effective story mapping sessions that help your team stay aligned, focused, and outcome-driven.



What will you Learn?

By the end of this course, you'll be able to:

- **See the Big Picture:** Understand the benefits of user story mapping and how it can help teams to align and stay focused on outcomes.
- **Build a User Story Map:** Create a story map from scratch to visualise the user journey through your product or service
- **Facilitate a Story Mapping Workshop:** Facilitate a collaborative user story mapping workshop with your team.
- **Prioritise:** Slice your story map into meaningful release slices that can help you to deliver value early and often.
- **Build a Backlog:** Use your story map as a starting point for writing user stories and building a product backlog

Who is this course for?

This course is ideal for anyone involved in product development who wants to improve how they plan, collaborate, and deliver.

Perfect for:

- Product Managers and Product Owners
- Agile Coaches and Scrum Masters
- Business Analysts
- Developers and Designers
- Delivery Leads and Project Managers
- Anyone who works with backlogs, user stories, or product roadmaps

No prior experience with story mapping needed - just curiosity and a willingness to learn.



Here's what to expect:

- **Duration:** 4 hours, including three 10-minute breaks
- **Delivery Options:** Available in person or online via Zoom or MS Teams, with Miro for collaboration
- **Group Work:** You'll apply the concepts in small groups, ensuring you get real-world practice
- **Materials:** Receive PDFs of the course slides and handouts.
- **Follow-Up Support:** Optional group coaching sessions to help you implement what you've learned
- **Maximum attendees:** 12 participants to ensure a rich, interactive experience

This is a highly engaging, interactive training course designed for active participation. Join us in person or remotely, to learn new concepts with your [experienced trainers](#), collaborate with other attendees and get hands-on practice with the techniques.

Next Steps:

Ready to get started? To receive a free, no-obligation quote or discuss available dates [contact us](#), today.

