



**Scrum.org™**  
*The Home of Scrum*

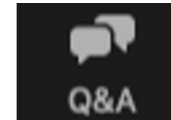
# Unlocking Business Agility with Evidence-Based Management

Patricia Kong, Todd Miller, Ryan Ripley, Kurt Bittner

February 14, 2024

# Quick Guidelines

- Your microphones will be muted throughout
- This session is recorded. The recording and slides will be available after the webinar within 24 hours.
- Please ask questions!
  - Submit questions by selecting the Q & A icon:



# Who is Scrum.org

Mission:  
*Helping People and  
Teams Solve  
Complex Problems*



**Ken Schwaber**  
Scrum.org Founder,  
Chairman and  
Co-creator of Scrum



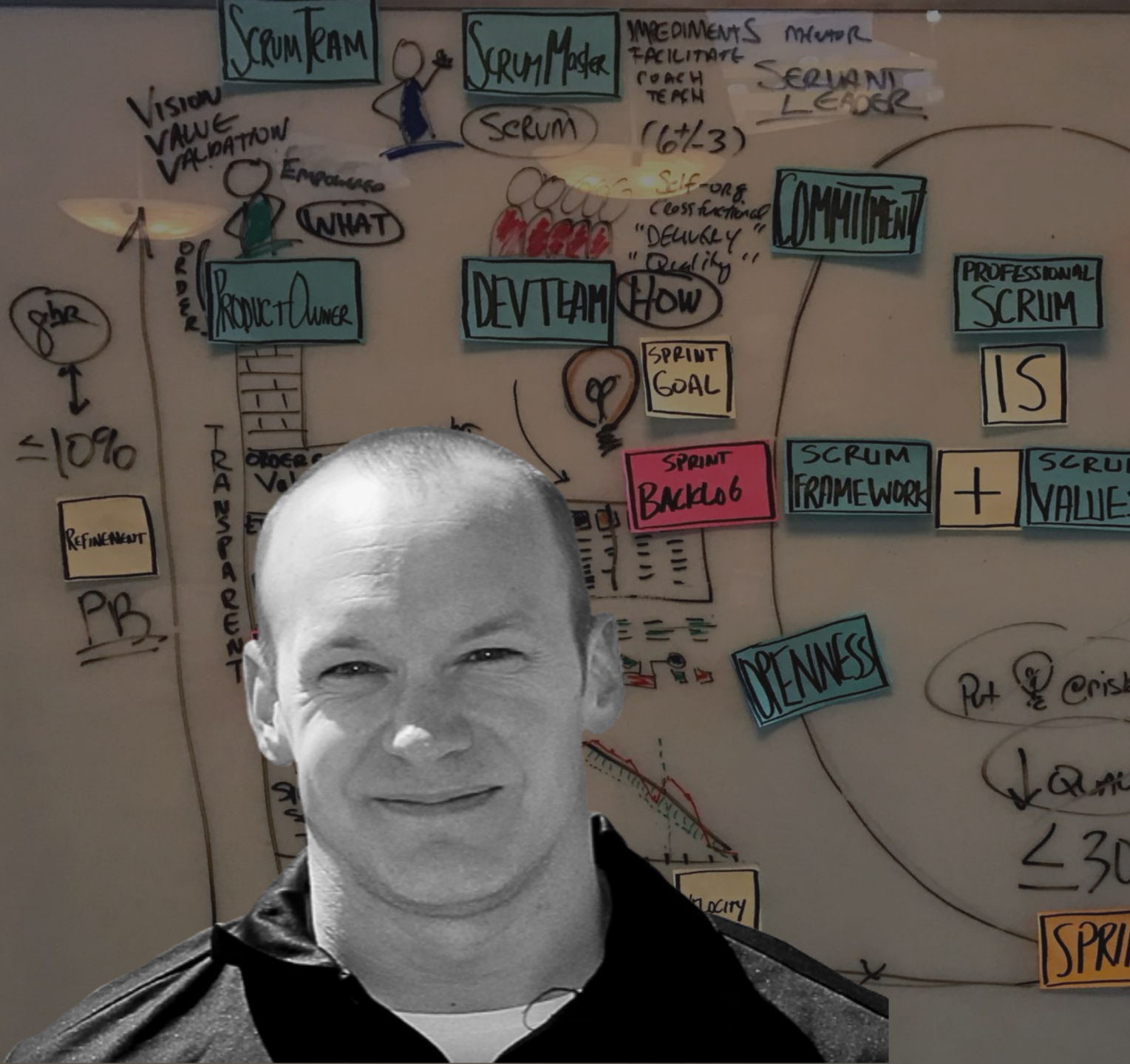


# Kurt Bittner and Patricia Kong

Hello!  
We are...



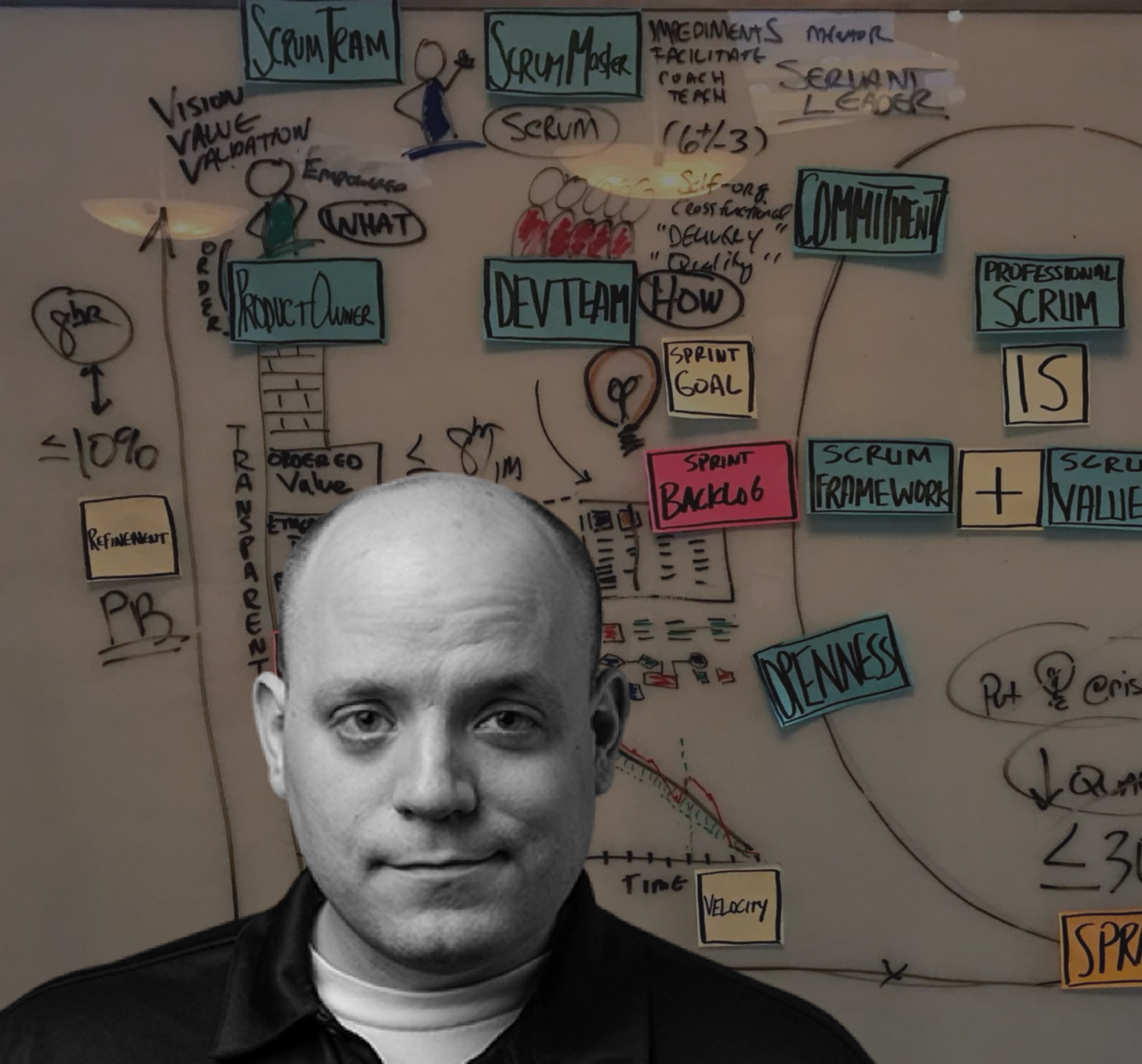




# TODD MILLER

Todd Miller is an experienced Scrum Master, Agile Coach, and Developer. With a strong background in .NET, software development, systems and enterprise architecture, business process re-engineering, and technical management of large projects, Todd has the technical expertise to not only drive teams to be more effective but to deliver excellent products. A professional Scrum trainer for Scrum.org, Todd is always teaching and able to break down the most complex practices in a way that is actionable and easy to understand. He has coached and trained enterprise teams across the United States on the Scrum framework, enterprise Agile transformation, and professional software development.





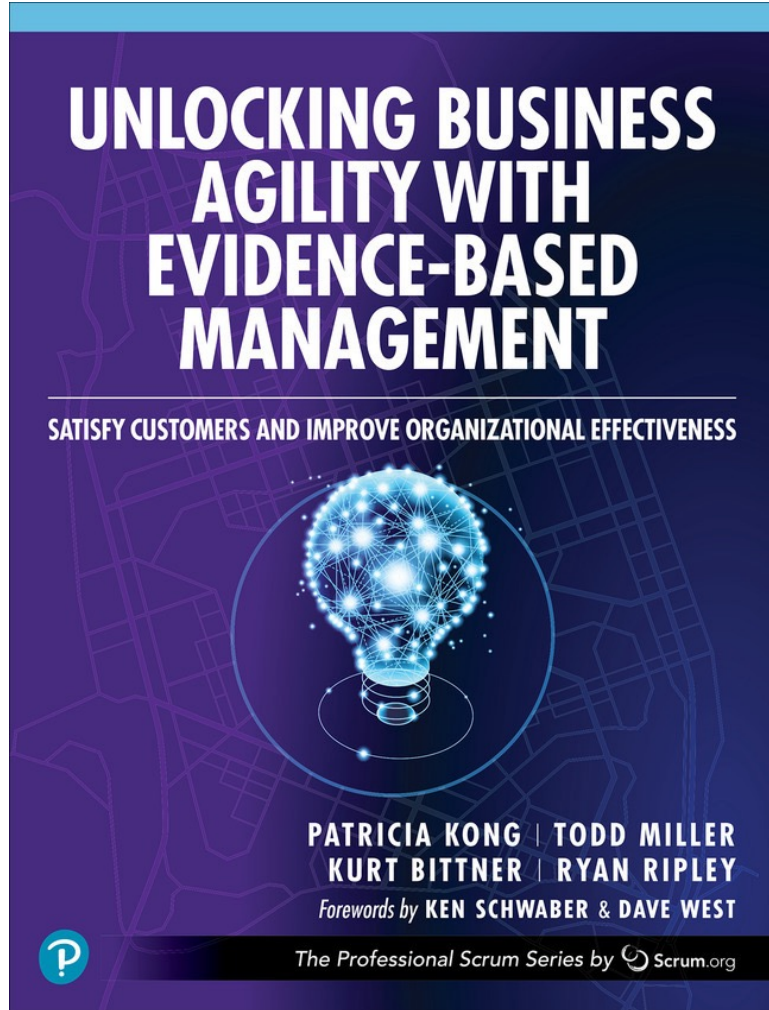
# RYAN RIPLEY

For the past ten years Ryan Ripley has worked on agile teams in development, ScrumMaster, and management roles. He's worked at various Fortune 500 companies in the medical device, wholesale, and financial services industries. Ryan is great at taking tests and holds the PMI-ACP, PSM I, PSM II, PSE, PSPO I, PSD I, CSM, and CSPO agile certifications. He lives in Indiana with his wife Kristin and three children. Ryan blogs at [ryanripley.com](http://ryanripley.com), hosts the Agile for Humans podcast available on iTunes, and is on Twitter @ryanripley.

**“Evidence is like a critic, pointing out our shortcomings” – Ken Schwaber**

## Chapters

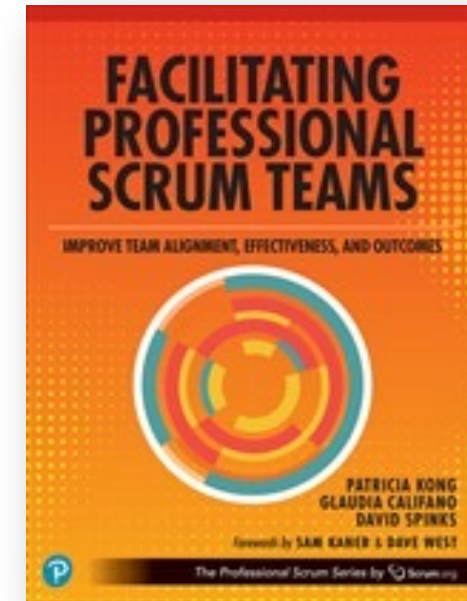
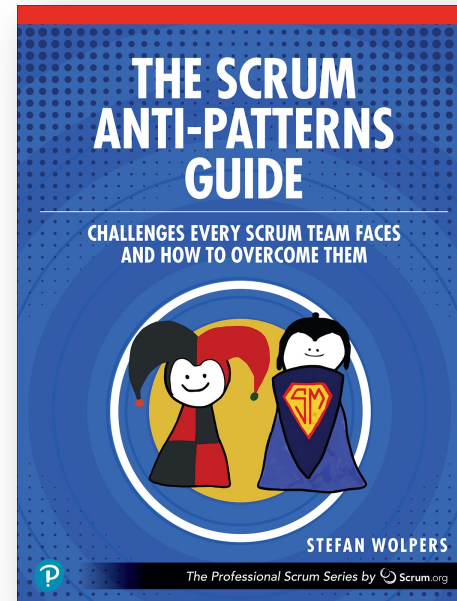
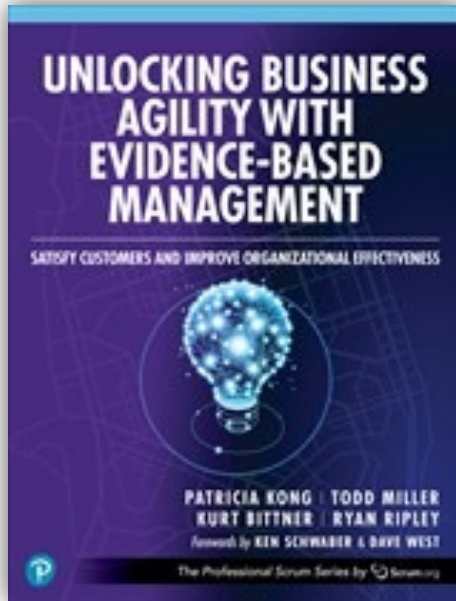
1. Finding Purpose
2. Using Empiricism to Progress toward Goals
3. Becoming (More) Effective
4. Managing and Overcoming Expectations
5. Separating the Signal from the Noise
6. Applying EBM at the Product Level
7. Applying EBM at the Portfolio Level
8. Applying EBM at the Organizational Level



# Questions

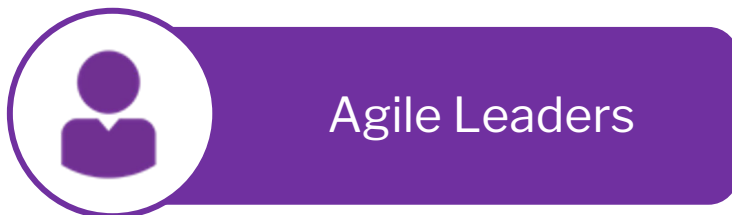
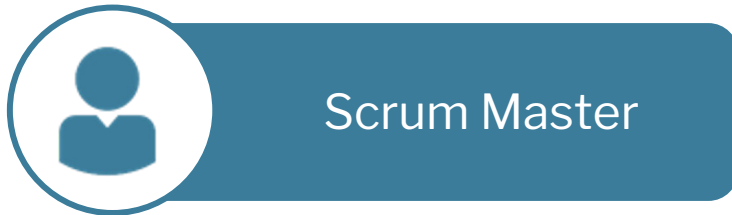


# New Books in the Professional Scrum Series



Use the code SCRUMORG for 35% through [InformIT!](#)

# Each role has a clear Learning Path



## Product Owner Learning Path

★★★★★ 4.9 from 5 ratings

Unwatch

As described in the [Scrum Guide](#), a Scrum Product Owner is responsible for maximizing the value of the product resulting from the work of the Development Team. How this is done may vary widely across organizations, Scrum Teams, and individuals.

The learning path is organized by a set of [Professional Scrum Competencies](#) which each contain a number of focus areas. Resources are laid out in a prescribed order, however it is your journey, so follow in the best way that helps you learn.

Understanding and Applying the Scrum Framework

Empiricism

Scrum Values

Scrum Roles

Scrum Events

Scrum Artifacts

Sprint Goal

Done

Scaling Scrum

Managing Products with Agility

### Understanding and Applying the Scrum Framework / Empiricism

The Agile Manifesto

Created by 17 visionaries in 2001, the Agile Manifesto was developed to look at the core principles and values for Agile software development. [0:04:00]

★★★★★ 4.8 from 6 ratings

Completed

Empiricism, the Act of Making Decisions Based on What Is

Ken Schwaber writes about commitment and Scrum as an empirical process. [0:03:30]

★★★★★ 4.8 from 7 ratings

Completed

The Three Pillars of Empiricism (Scrum)

READ THE SCRUM GUIDE

VIEW THE SCRUM FRAMEWORK

THE SCRUM GLOSSARY

FIND TRAINING

GET CERTIFIED

<https://www.scrum.org/pathway/scrum-master>

<https://www.scrum.org/pathway/product-owner-learning-path>

<https://www.scrum.org/pathway/team-member-learning-path>

<https://www.scrum.org/pathway/agile-leader-learning-path>



# Connect with the Scrum.org community



**Forums**  
Scrum.org



**X**  
@scrumdotorg



**LinkedIn**  
LinkedIn.com/  
company/  
Scrum-org



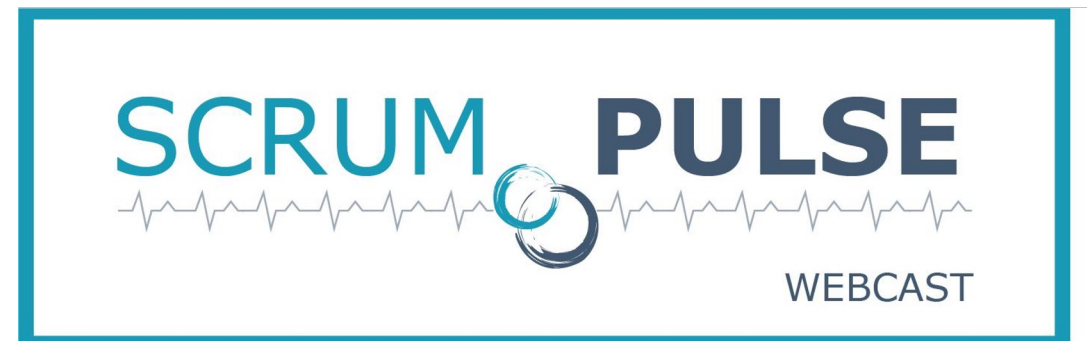
**Facebook**  
Facebook.com  
/Scrum.org



**RSS**  
Scrum.org/RSS



**YouTube**  
@ScrumOrg





# Thank you!