



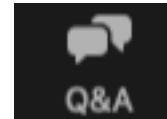
**Scrum.org™**  
*The Home of Scrum*

# 10 STEPS TO INTEGRATE EBM WITH SCRUM IN <sup>21</sup>~~60~~ DAYS OR LESS!

Anca Tanase, Magdalena Firlit, Nagesh Sharma, Ravi Verma

# 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



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



**Consistent**

**Global**

**Community**

# INTRODUCTIONS



**ANCA TANASE**

Head of Delivery

Lola Tech



**MAGDALENA FIRLIT, PST**

Founder & CEO

Agile In The Spotlight



**NAGESH SHARMA, PST**

Founder and CEO

Flowsphere India



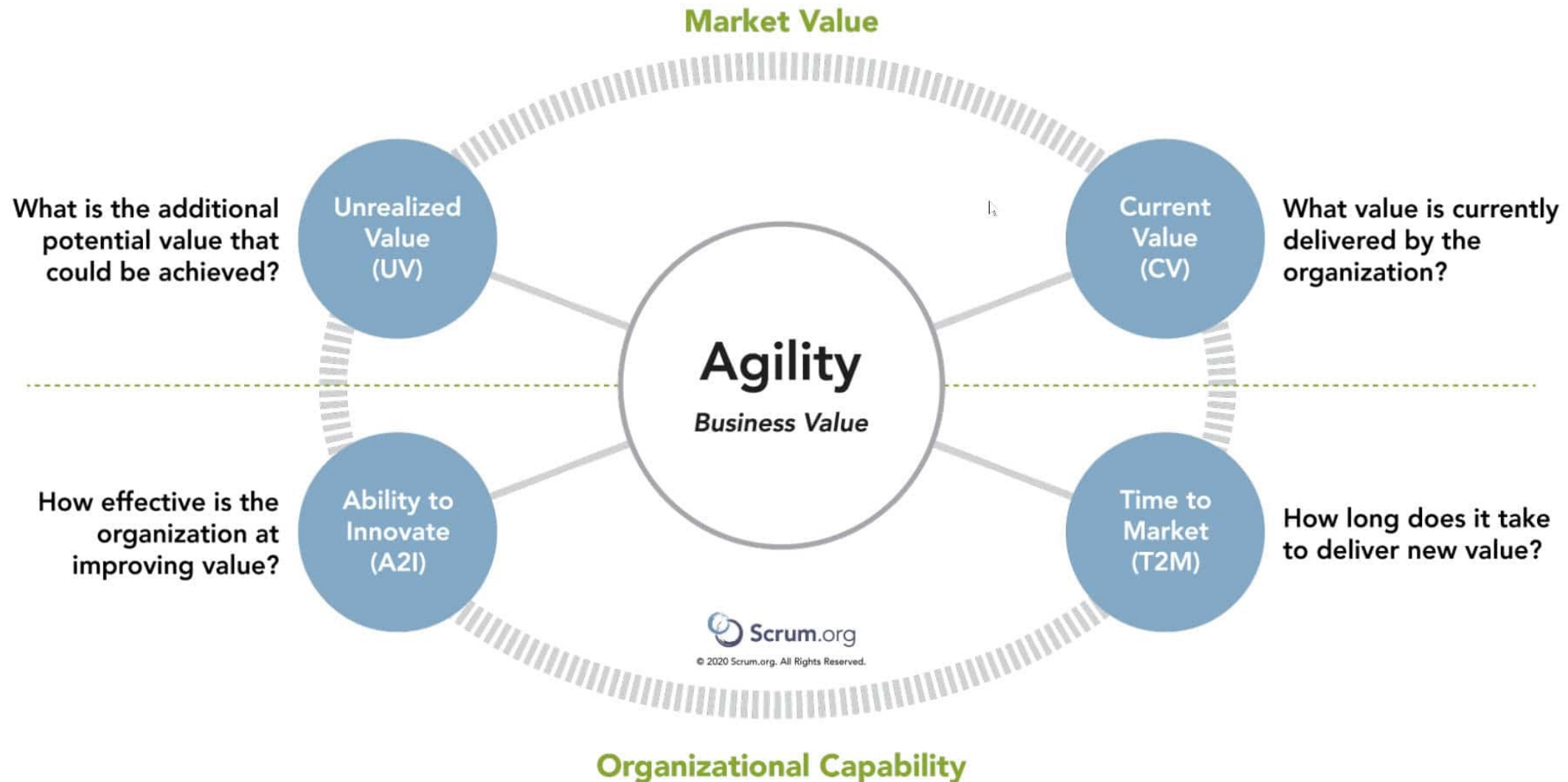
**RAVI VERMA, PST**

Founder and CEO

SmoothApps



# EVIDENCE BASED MANAGEMENT

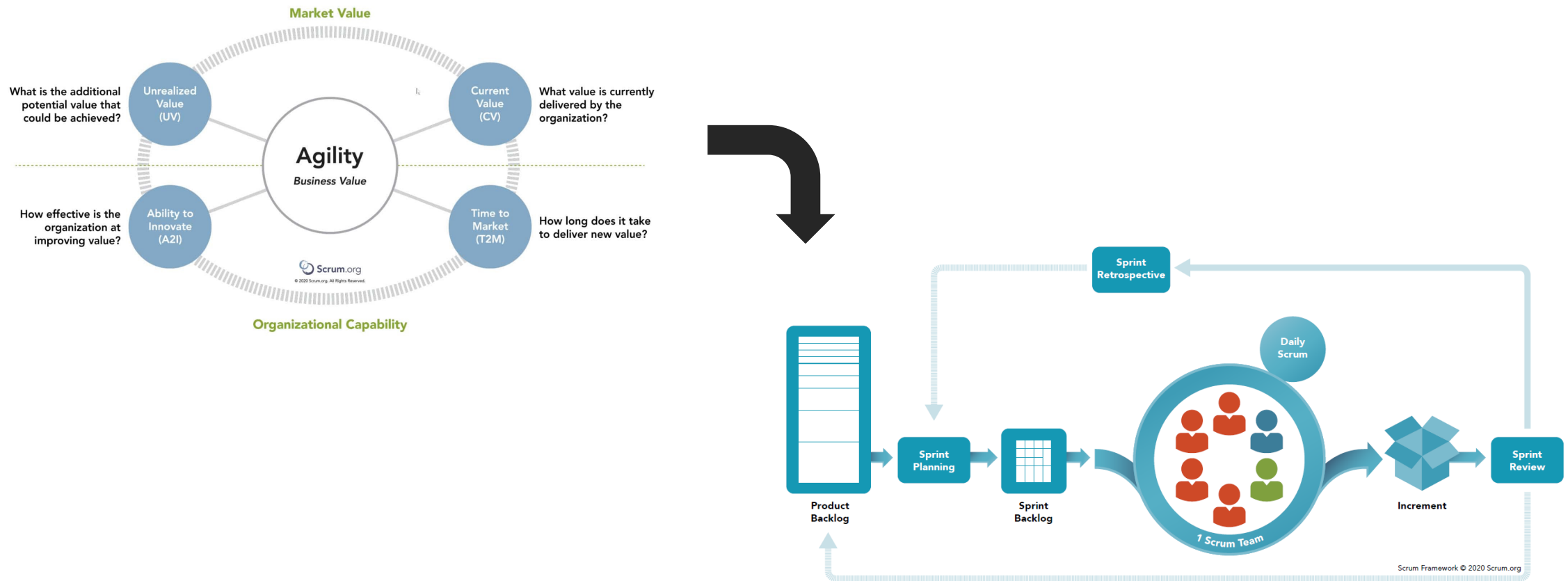


# TOP ADOPTION CHALLENGES

- Not understanding the power of the framework
- Focusing on goals without measuring the organizational capabilities and market value
- Focusing only on one Key Value Area (KVA) (often Time-to-Market)
- Lack of understanding Unrealized Value (UV)
- Decision-makers are not involved
- Being afraid of experimentation and no inspection & adaptation

# OVERCOMING EBM ADOPTION CHALLENGES

- One possible approach – integrate EBM with Scrum in 10 steps and 21 days...



# DAYS 1 TO 7 – REFINEMENT

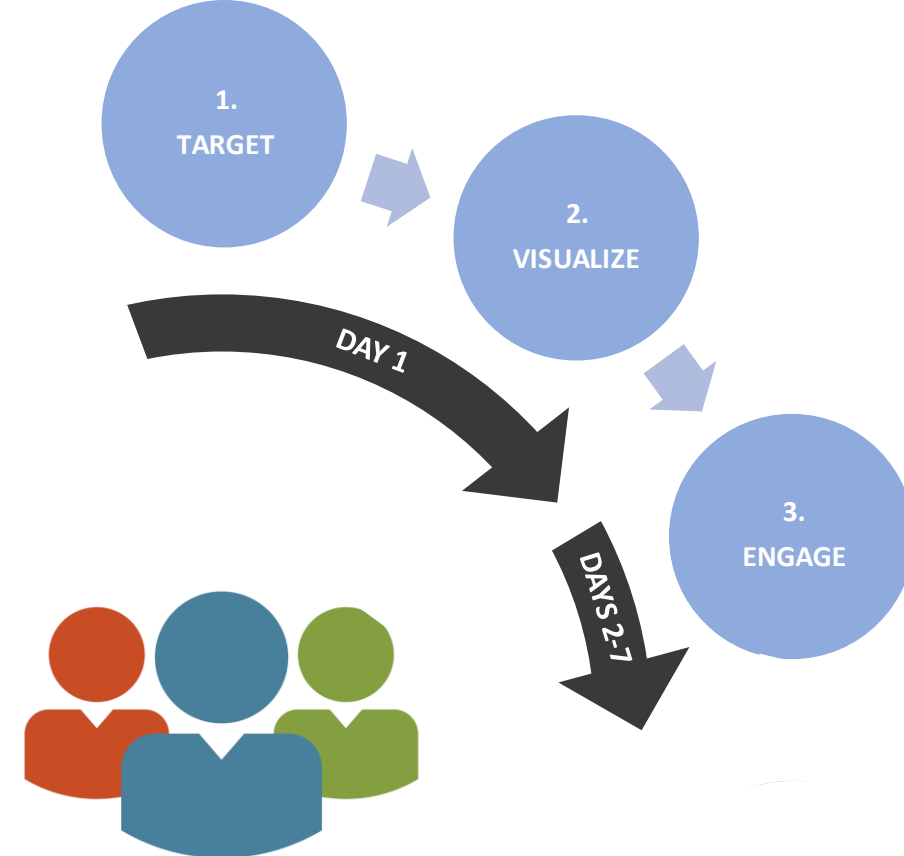
- 1. TARGET:** Product Vision,  
Product Goal  
(*Strategic Goal*),  
*Intermediate Goals*,  
Product Backlog
- 2. VISUALIZE:** Product Scoreboard
- 3. ENGAGE:** Scrum Team,  
Product Stakeholders





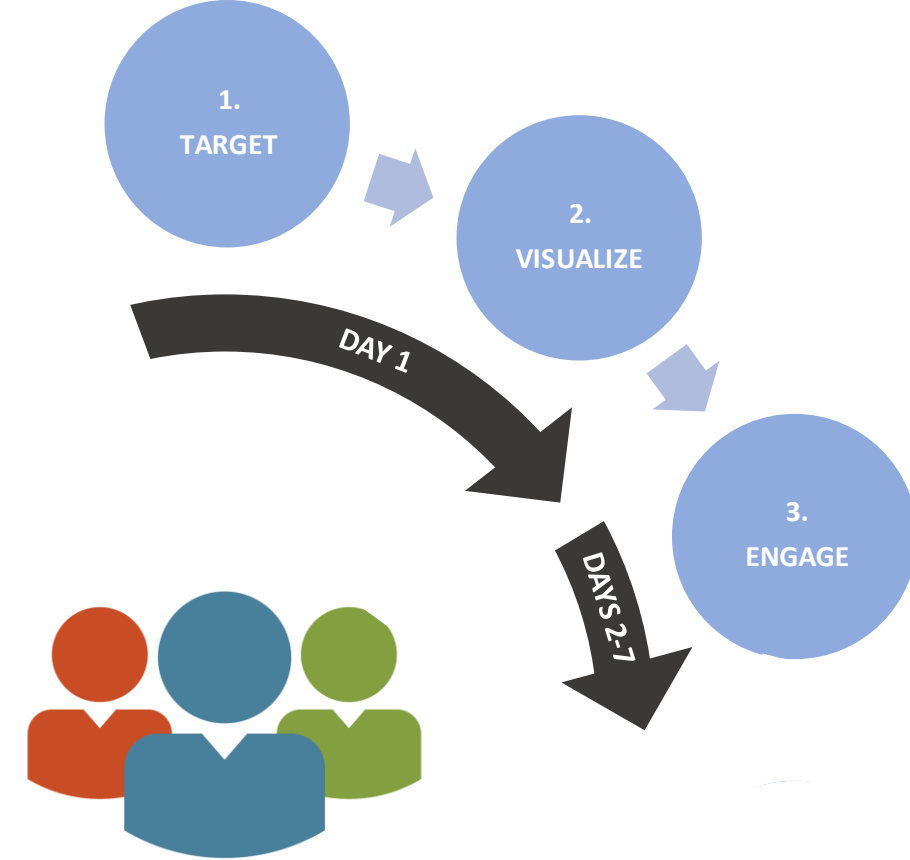
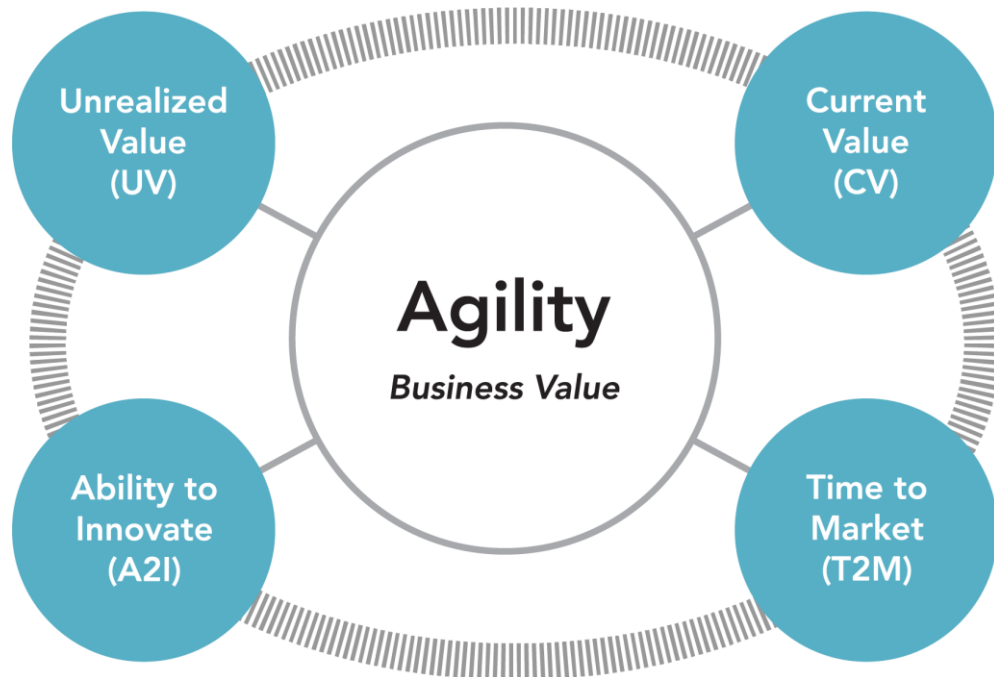
# DAYS 1 TO 7 – REFINEMENT

- A sample scoreboard...
- [Learn more in this blog - How To Start Managing Outcomes With Evidence Based Agility In 5 Minutes Or Less!](#)



# DAYS 1 TO 7 – REFINEMENT

- Which KVA would you focus on?
- Which KVM's would you use?

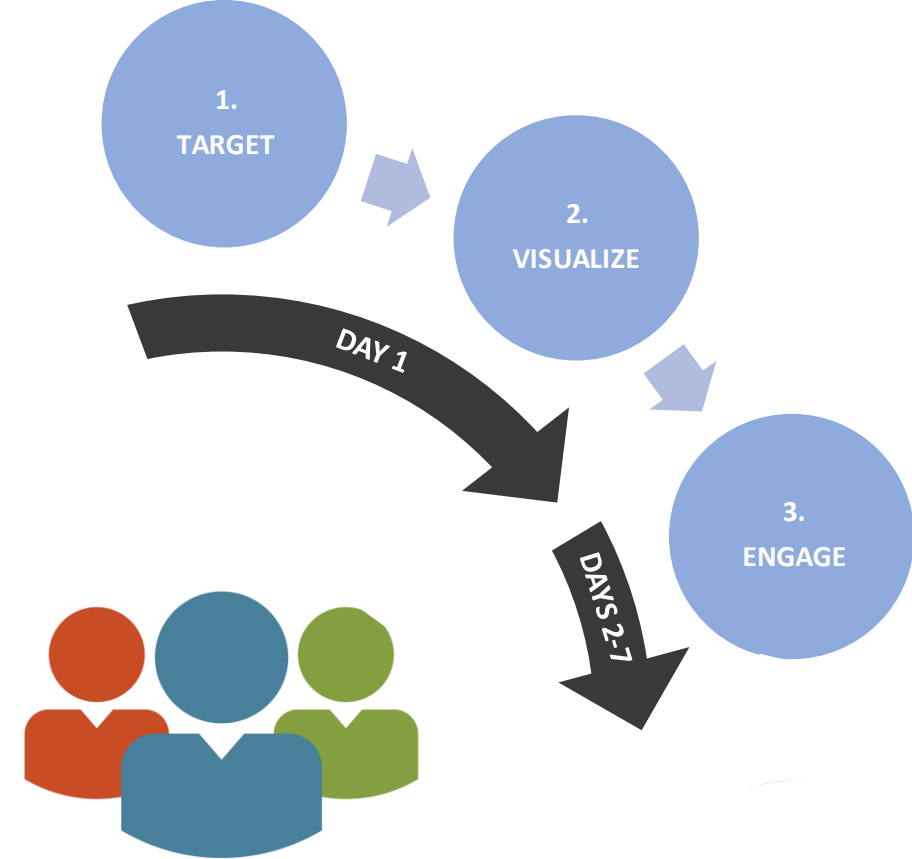


# DAY 8 – SPRINT PLANNING

**4. FOCUS:** Sprint Goal  
*(Immediate Tactical Goal)*

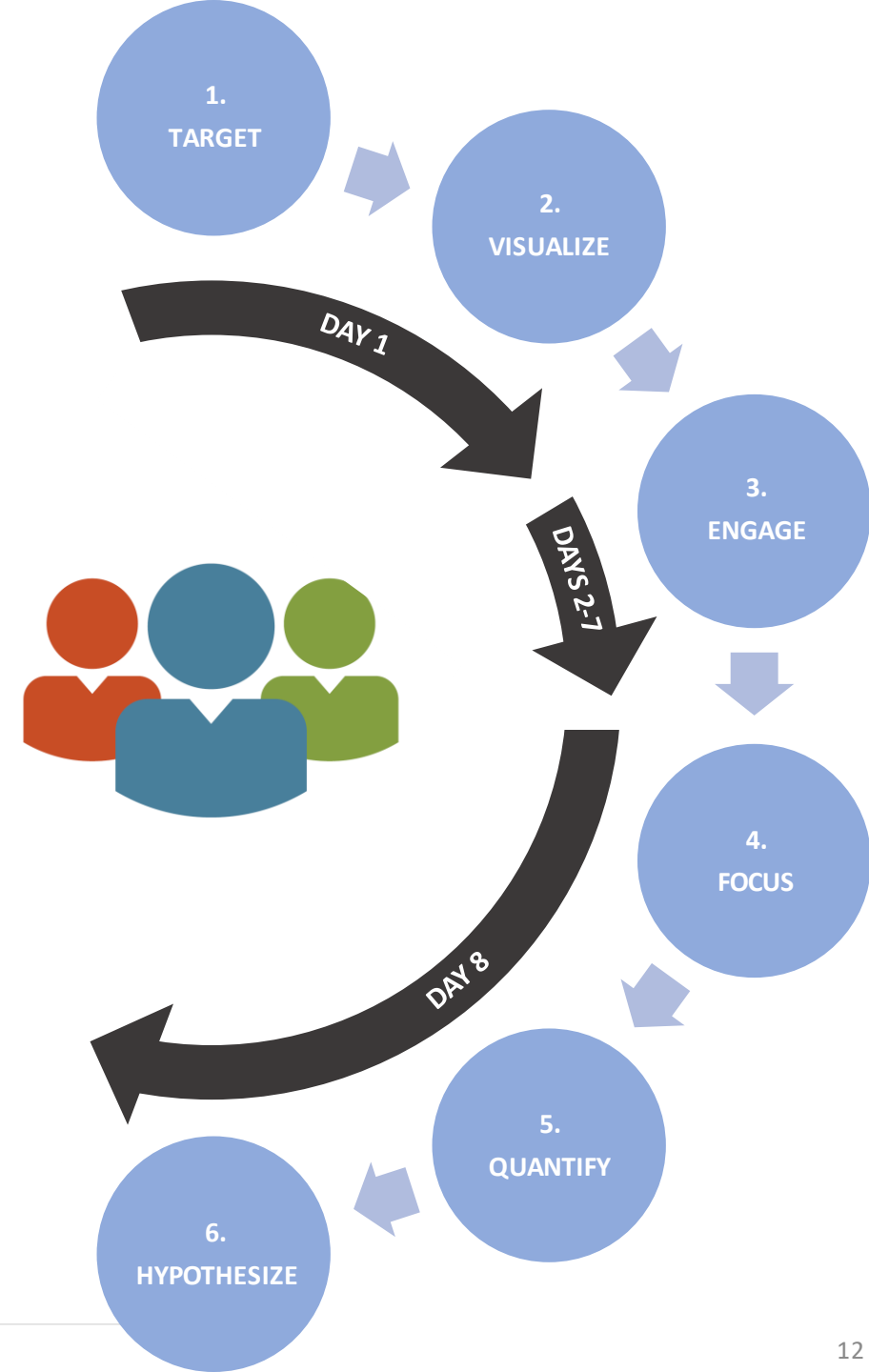
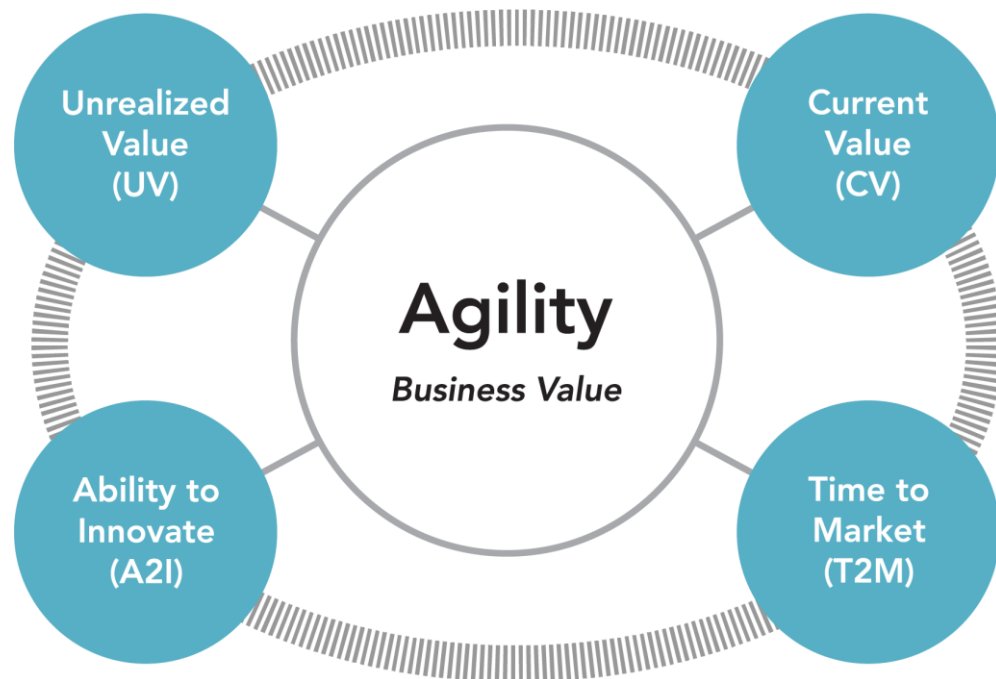
**5. QUANTIFY:** Sprint Goal  
*(Immediate Tactical Goal)*

**6. HYPOTHESIZE:** Sprint Backlog



# DAY 8 – SPRINT PLANNING

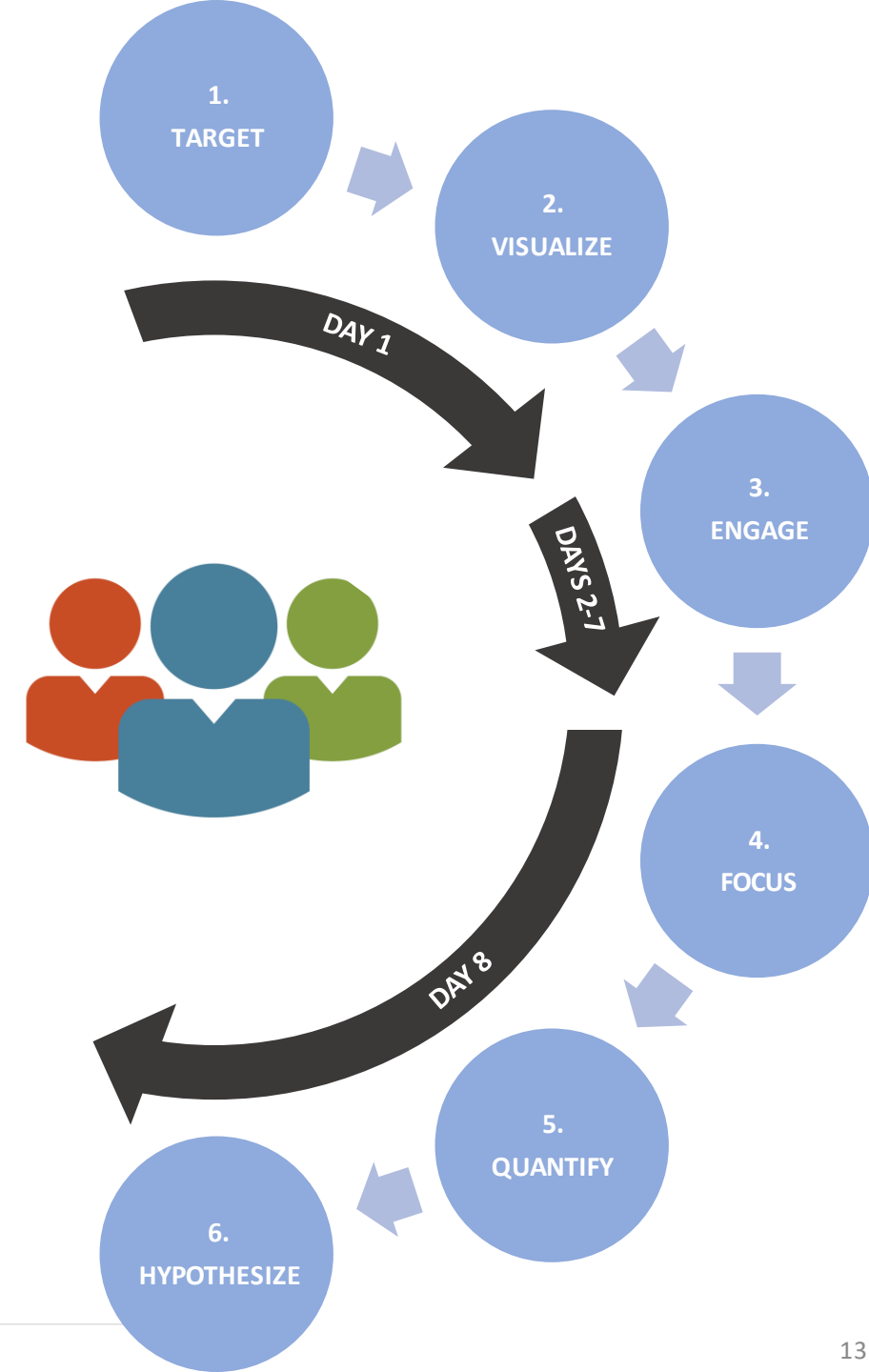
- Which KVA would you focus on?
- Which KVM's would you use?



# DAYS 9 TO 20 - SPRINT

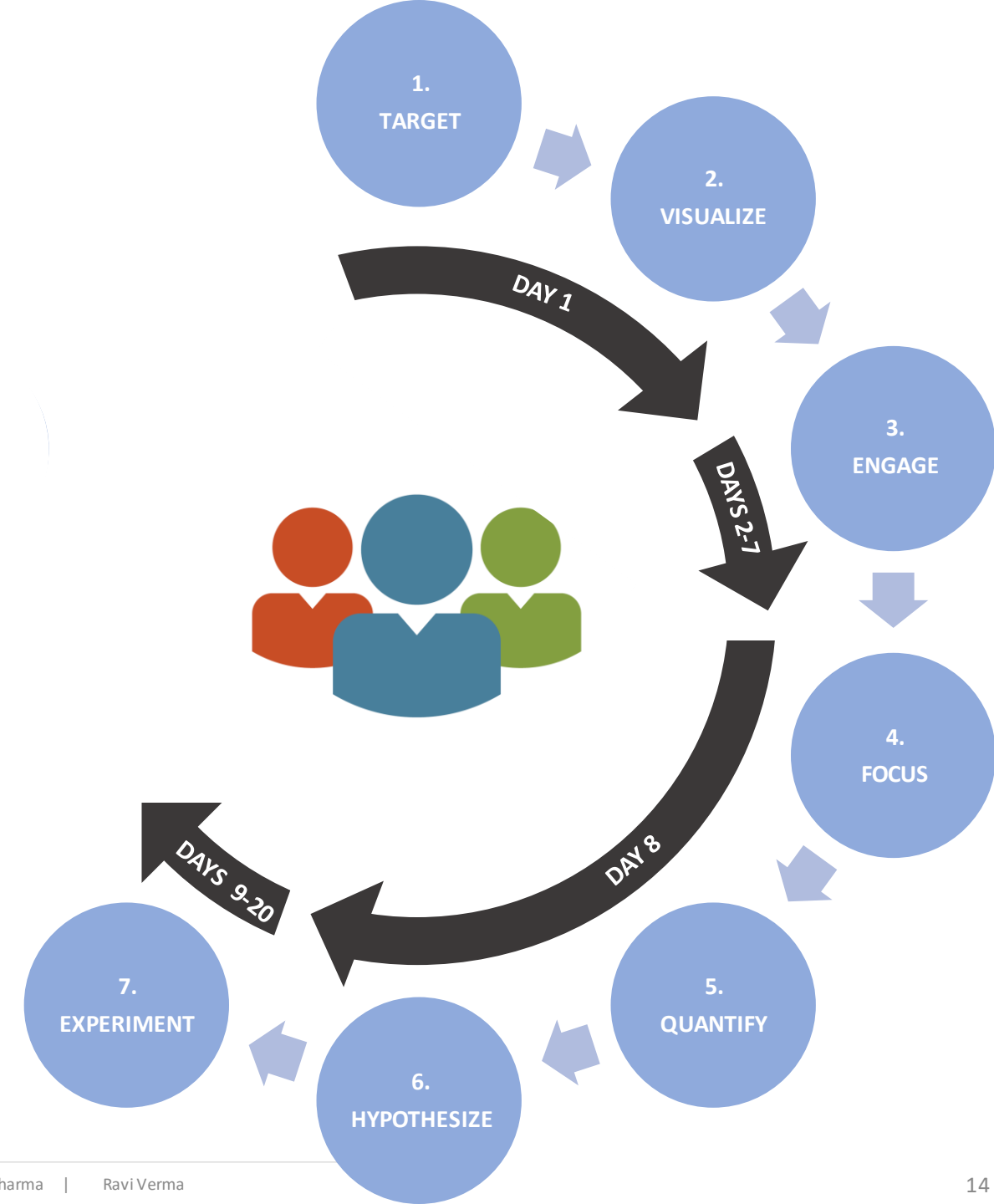
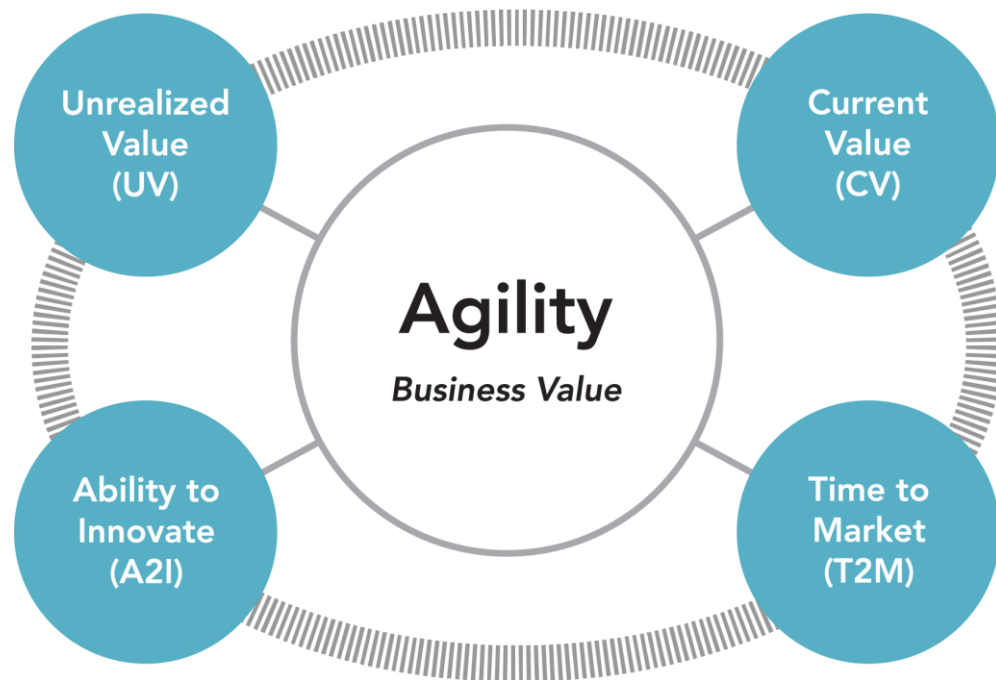
## 7. EXPERIMENT:

Sprint Backlog



# DAYS 9 TO 20 - SPRINT

- Which KVA would you focus on?
- Which KVM's would you use?



# DAY 21 – REVIEW, RETRO

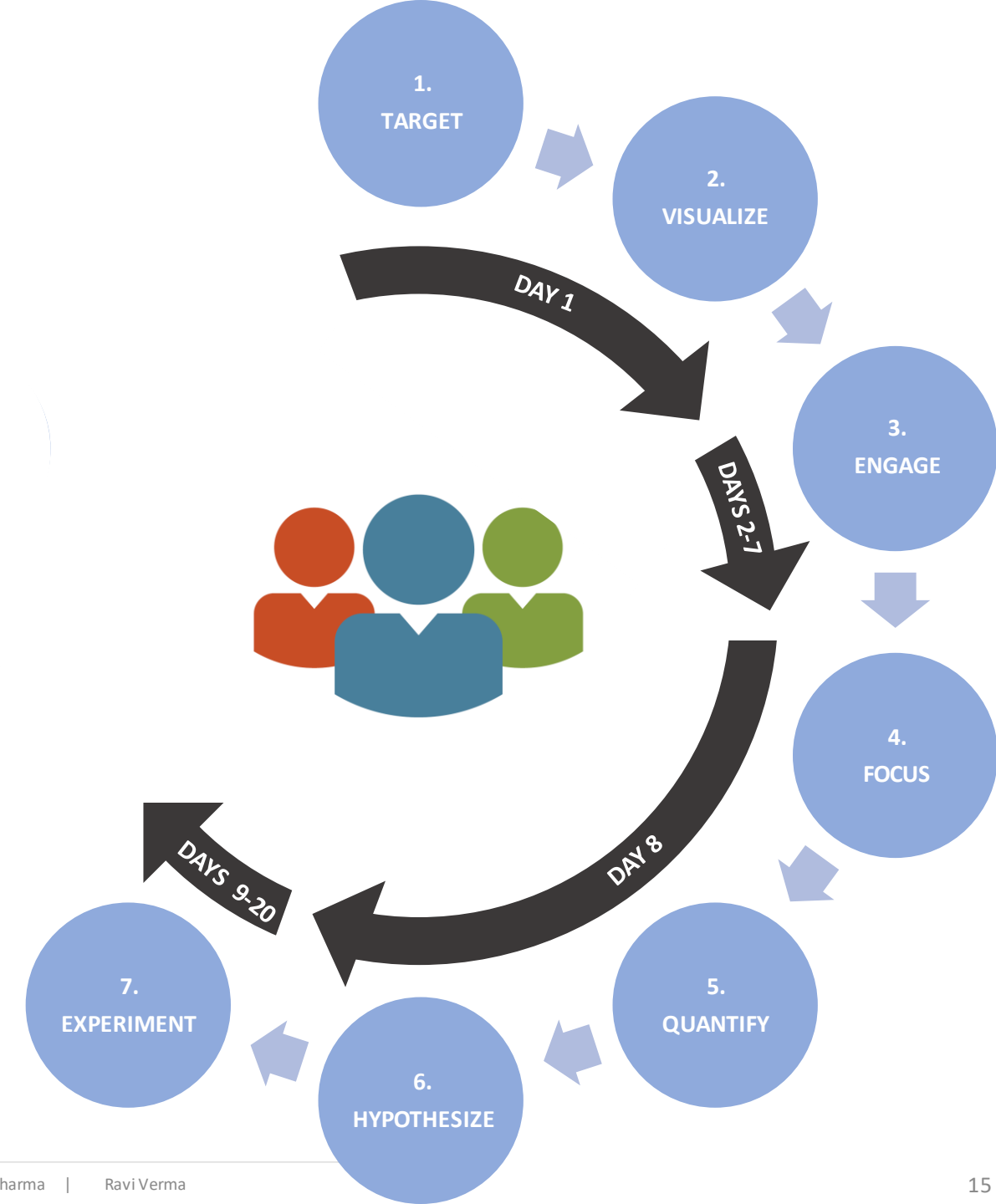
8. INSPECT: Increment,  
Product Scoreboard

9. LEARN: Attendee  
Collaboration

10. ADAPT: Product Vision,  
Product Goal  
(*Strategic Goal*),  
*Intermediate Goals*,  
Product Backlog,  
Product Scoreboard,  
DOD,  
Team Effectiveness

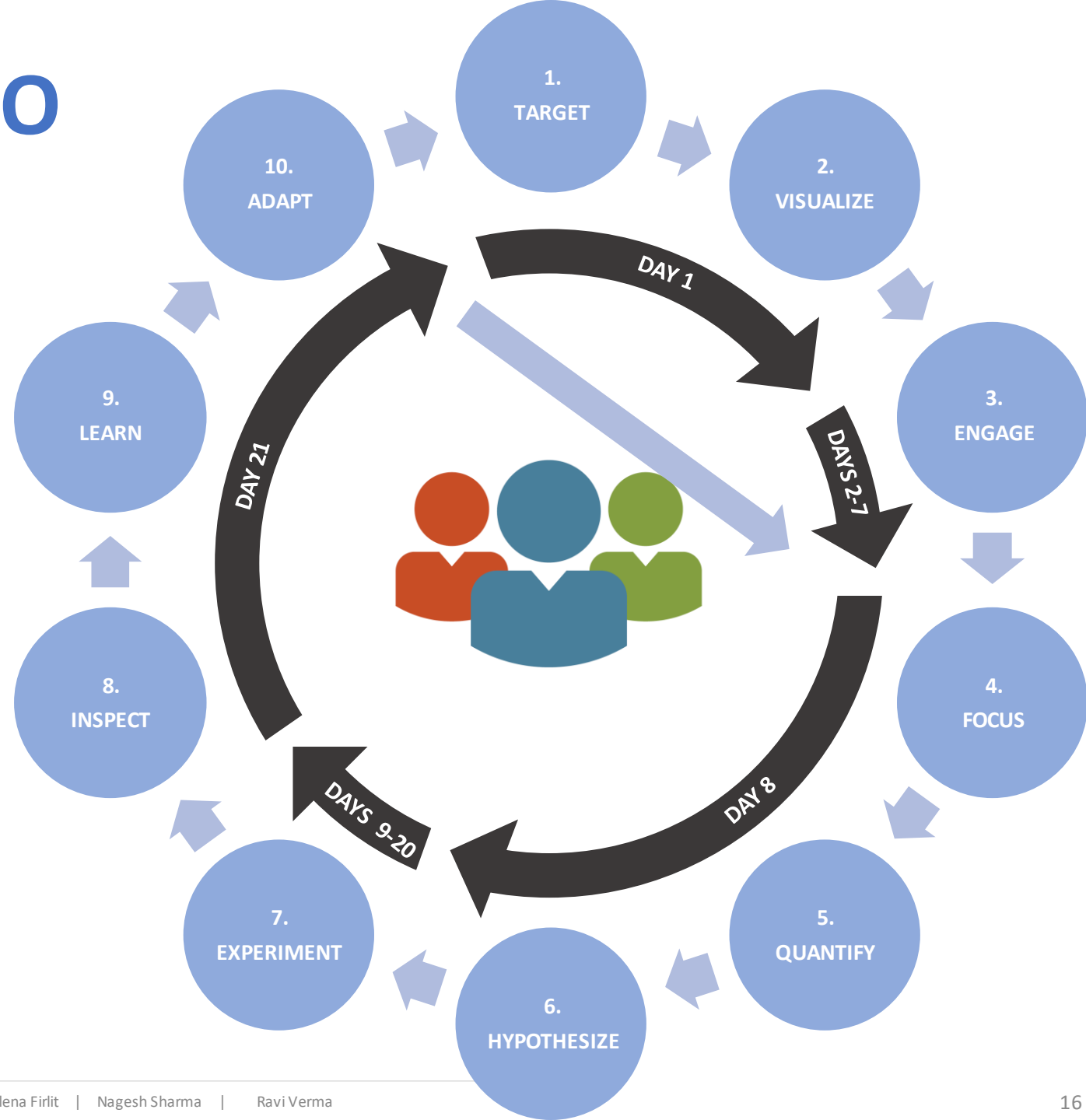
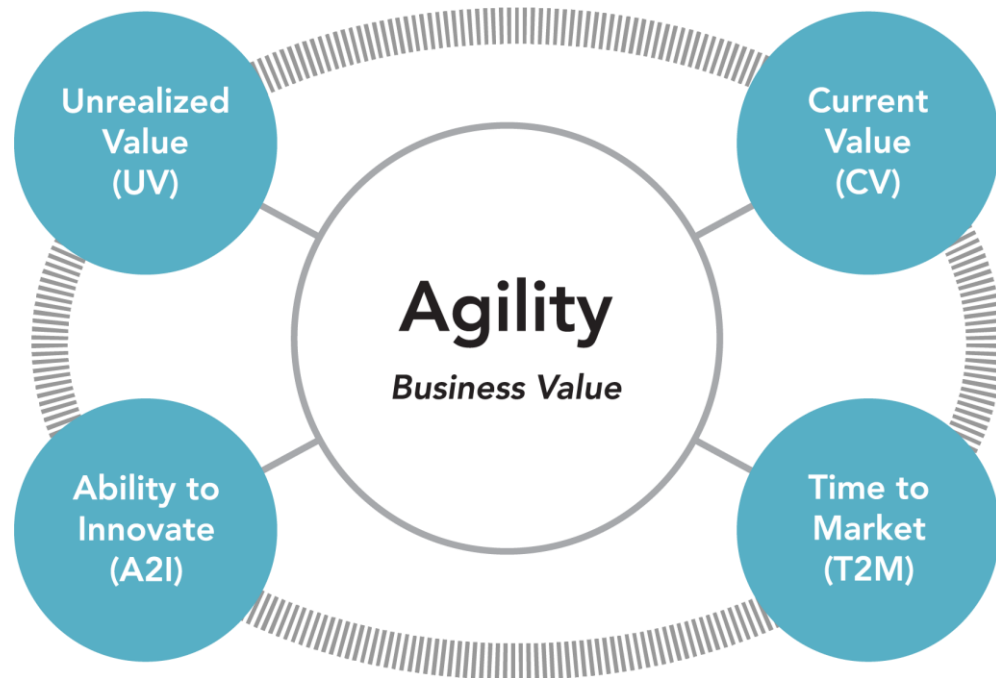
Sprint Review

Sprint Retrospective



# DAY 21 – REVIEW, RETRO

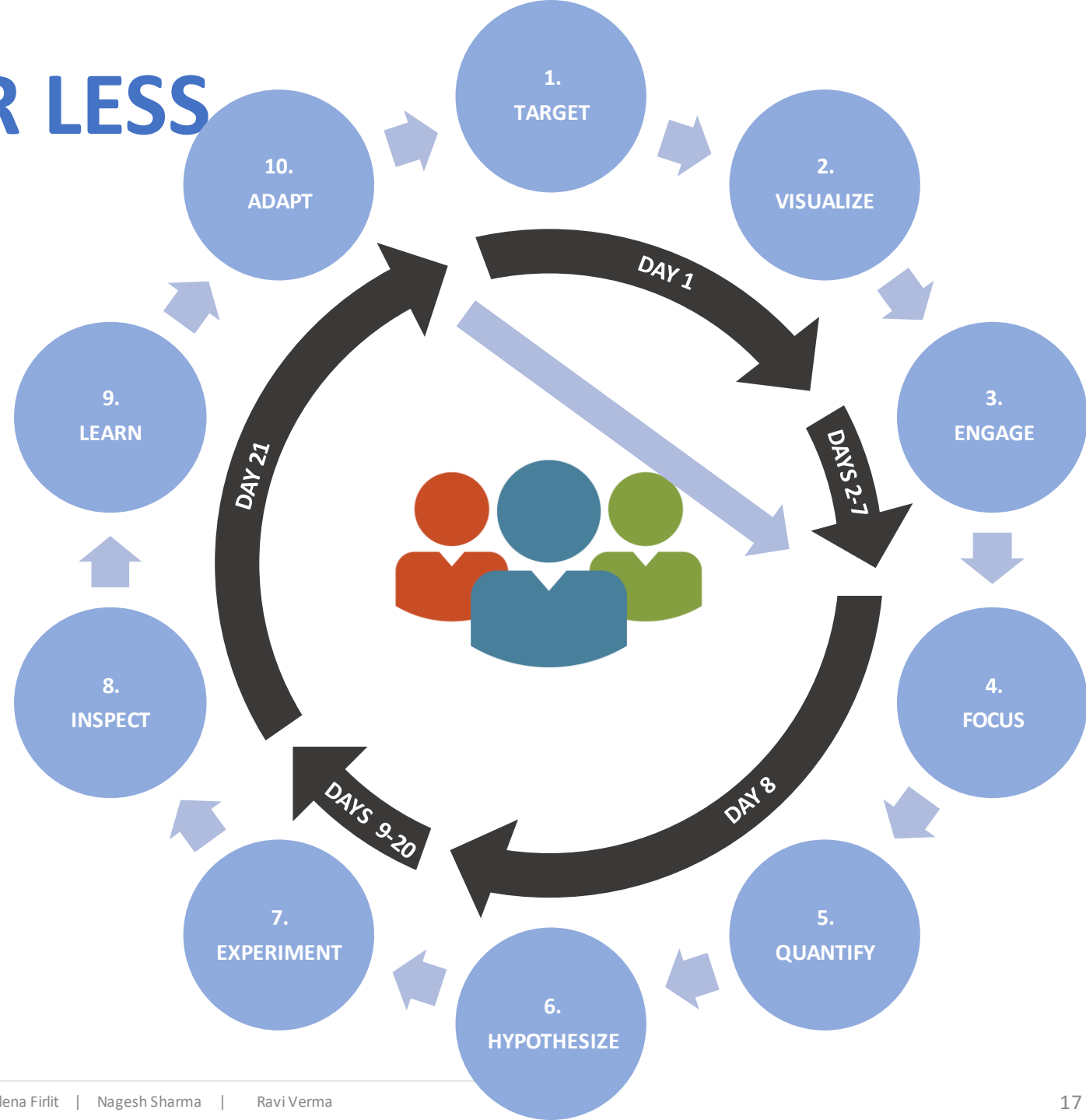
- Which KVA would you focus on?
- Which KVM's would you use?



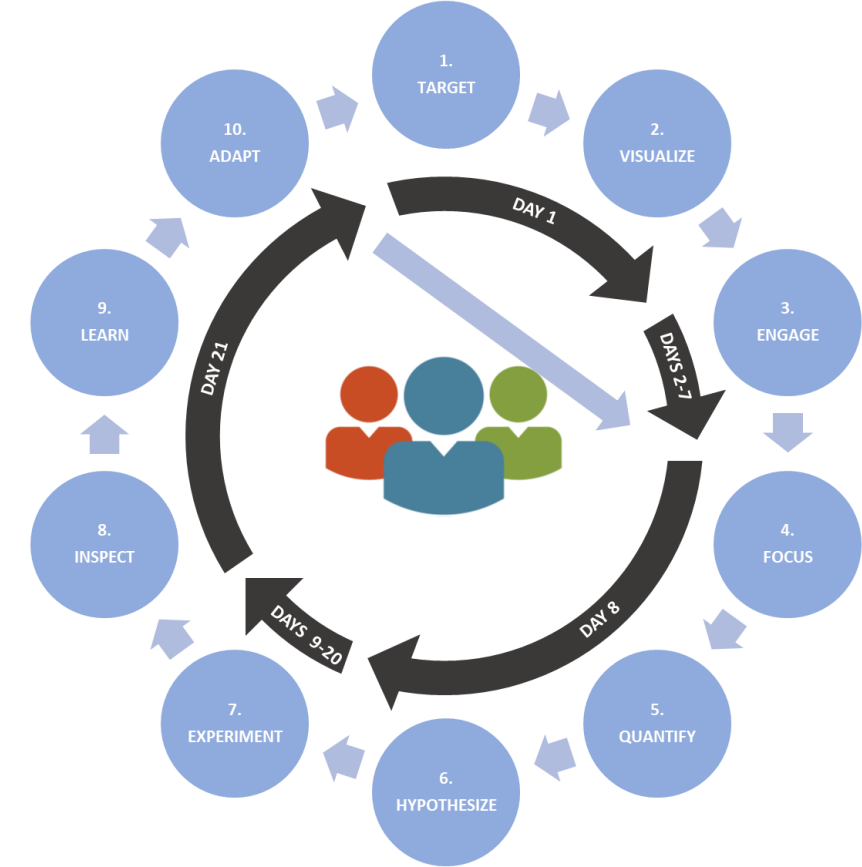
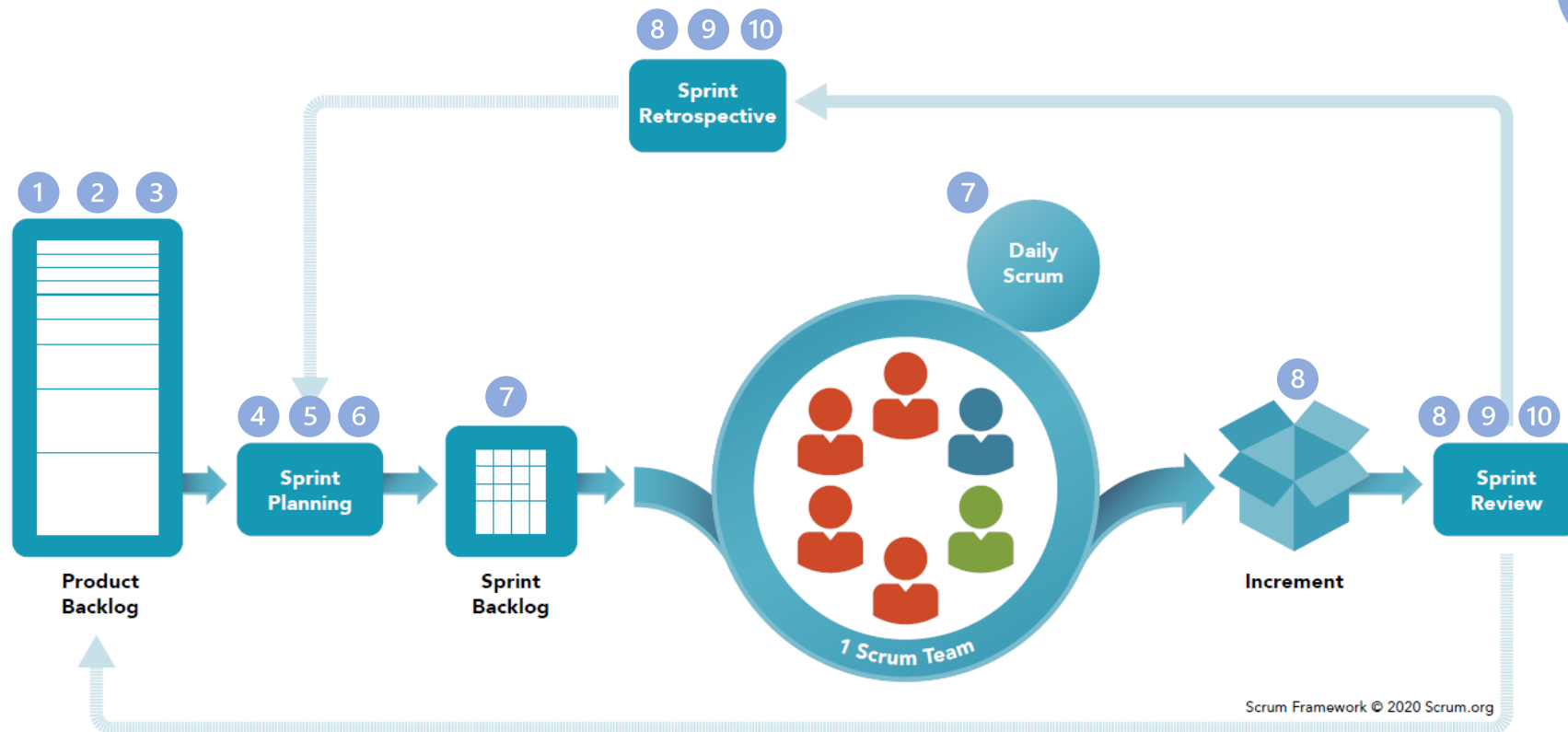


# 10 STEPS IN 21 DAYS OR LESS

1. TARGET
2. VISUALIZE
3. ENGAGE
4. FOCUS
5. QUANTIFY
6. HYPOTHESIZE
7. EXPERIMENT
8. INSPECT
9. LEARN
10. ADAPT



# 10 STEPS AND SCRUM









# CLOSING THOUGHTS

- ***Accept*** that failure is guaranteed in the complex domain.
- ***Realize*** that the biggest failure is the failure to rapidly, regularly learn and adapt.
- ***Befriend*** your best teacher – evidence.
- ***Engage*** your community with compelling, balanced scoreboards.
- ***Integrate*** with Scrum Roles, Events & Activities & Artifacts.

# REFERENCES

## How To Start Managing Outcomes With Evidence Based Agility In 5 Minutes Or Less!

 Ravi Verma 

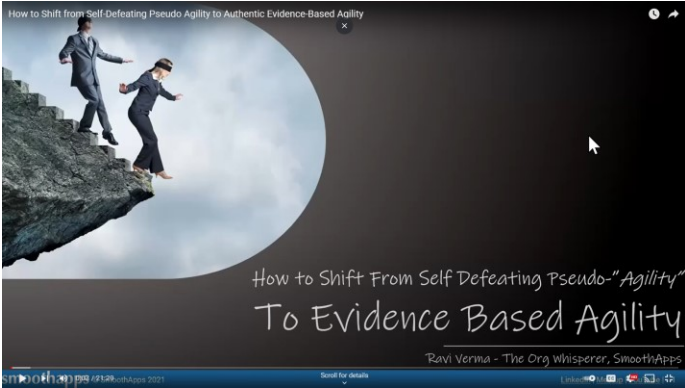
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★★★★★ 0 from 0 ratings

- 0 Comments
- Evidence Empiricism Professional Scrum Product Owner Product Goal Product Owner Product Backlog Sprint Backlog Self-Organization



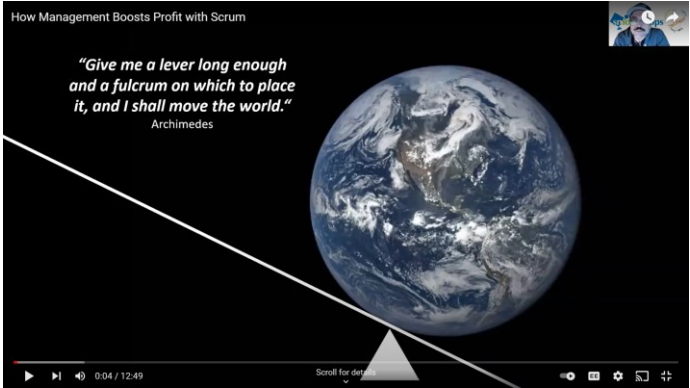
[How To Start Managing Outcomes With Evidence Based Agility In 5 Minutes Or Less!](#)



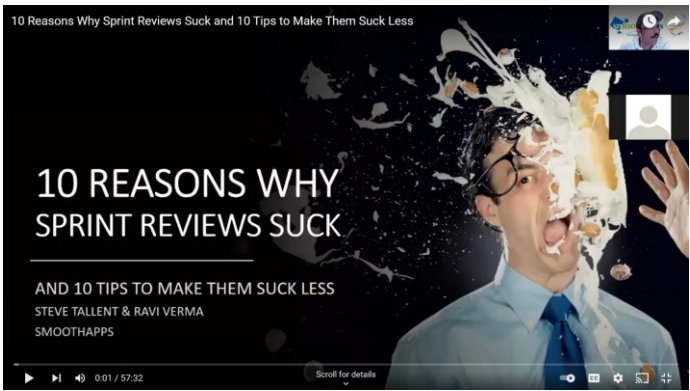
[How to Shift from Self-Defeating Pseudo Agility to Authentic Evidence-Based Agility](#)



[5 Ways Agile Scrum Teams Can Become Trusted Advisors](#)



[How Management Boosts Profit with Scrum](#)



[10 Reasons Why Sprint Reviews Suck and 10 Tips to Make Them Suck Less](#)



# REFERENCES



<https://youtu.be/gSqg88tB-gM>



<https://youtu.be/ICe3dDiXJw>



<https://www.scrum.org/resources/agile-metrics-scrum-pulse>

## Evidence-Based Management Guide

★★★★★ 4.6 from 10 ratings

Over the past two decades, most organizations have significantly increased the value gained from software through the adoption of the Scrum framework and Agile principles. The introduction of evidence-based management practices promises to deliver even further gain.

Software has moved far beyond being a business expense. It has evolved into a major investment to obtain specific goals in mind, goals that are often unobtainable in other ways. This change means that the need to manage software better has become an imperative. Evidence-Based Management for Software Organizations is the first useful method for transforming software from an expense into a profitable asset.

DOWNLOAD

<https://www.scrum.org/resources/evidence-based-management-guide>

## Real Estate Software Provider Uses Evidence-Based Management to Drive Its Largest Revenue Growth in 10 Years

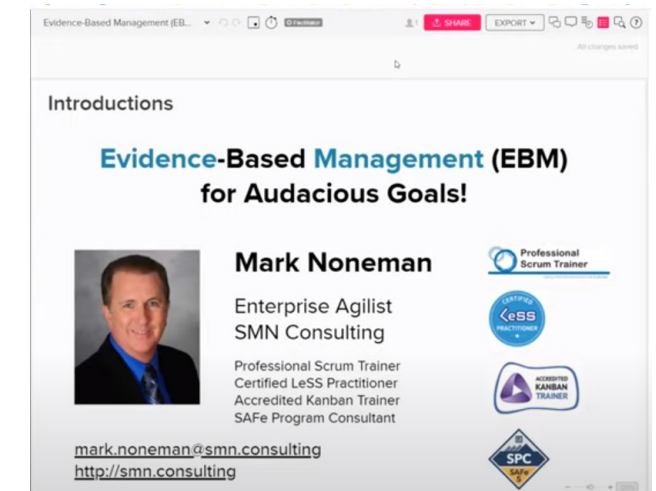
★★★★★ 5 from 2 ratings

A real-estate software company went through an Evidence-Based Management (EBM) workshop with Professional Scrum Trainer Ravi Verma. Upon implementing EBM they learned how to measure the value of their work and drove its largest revenue growth in 10 years.

DOWNLOAD



<https://www.scrum.org/resources/real-estate-software-provider-uses-evidence-based-management-drive-its-largest-revenue>



<https://youtu.be/ugF65lQIF6A>

# WHAT NEXT

- Learn to play with these ideas...



Product Owners  
Scrum Masters



Experienced Product  
Owners



Product Owners  
Scrum Masters  
UX Professionals



Agile Leaders  
Scrum Masters  
Product Owners



Experienced Practitioners  
Product Owners  
Agile Leaders

# ASK FOR HELP...



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# Q&A



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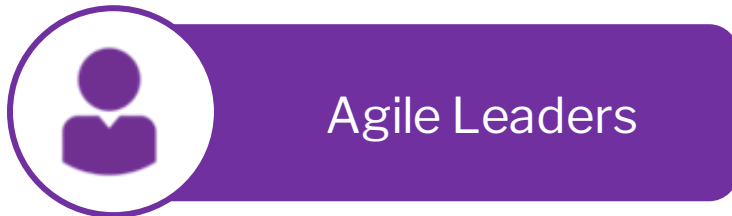
**RAVI VERMA, PST**

Founder and CEO  
SmoothApps





# 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. 10.04.001

★★★★★ 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. 10.03.301

★★★★★ 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>

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/company/Scrum-  
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**RSS**  
Scrum.org/RSS



Insights from Scrum.org's community of experts

## SCRUM PULSE

A free monthly webcast by Scrum.org **Professional Scrum Trainers** addressing common challenges faced by the software profession.



# Thank you!