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*The Home of Scrum*

# **How to Simplify and Create Transparency in your Product Backlog using Evidence-Based Management**

*Todd Miller, Ryan Ripley and Patricia Kong*

October 31, 2023

# 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





# WHO WE ARE

## Todd Miller

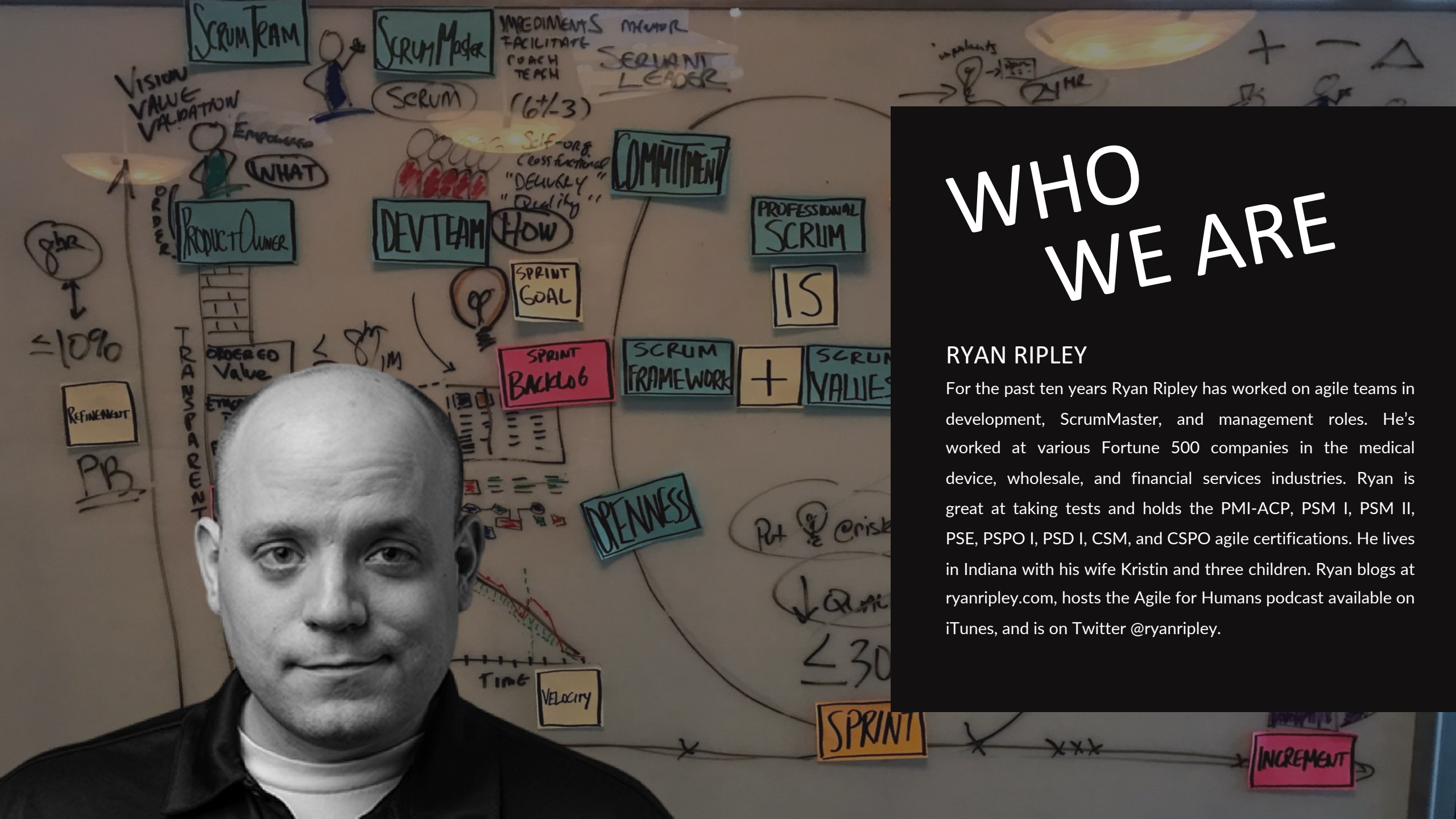
Todd is the co-author of the book *Fixing Your Scrum - Practical Solutions to Common Scrum Problems*, Professional Scrum Trainer for Scrum.org, and co-owner of Agile For Humans, LLC. He has practical experience as a Scrum Master, Product Owner, Software Developer, and Agile coach on a variety of technical and creative projects across a multitude of industries. He presently coaches and trains enterprises and teams across the United States on the Scrum framework, enterprise Agile transformation, and professional software development. On the technical side, he has development experience mostly in the Microsoft .NET technology stack but considers himself a tinkerer with Java and Python.



# WHO WE ARE

## 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.





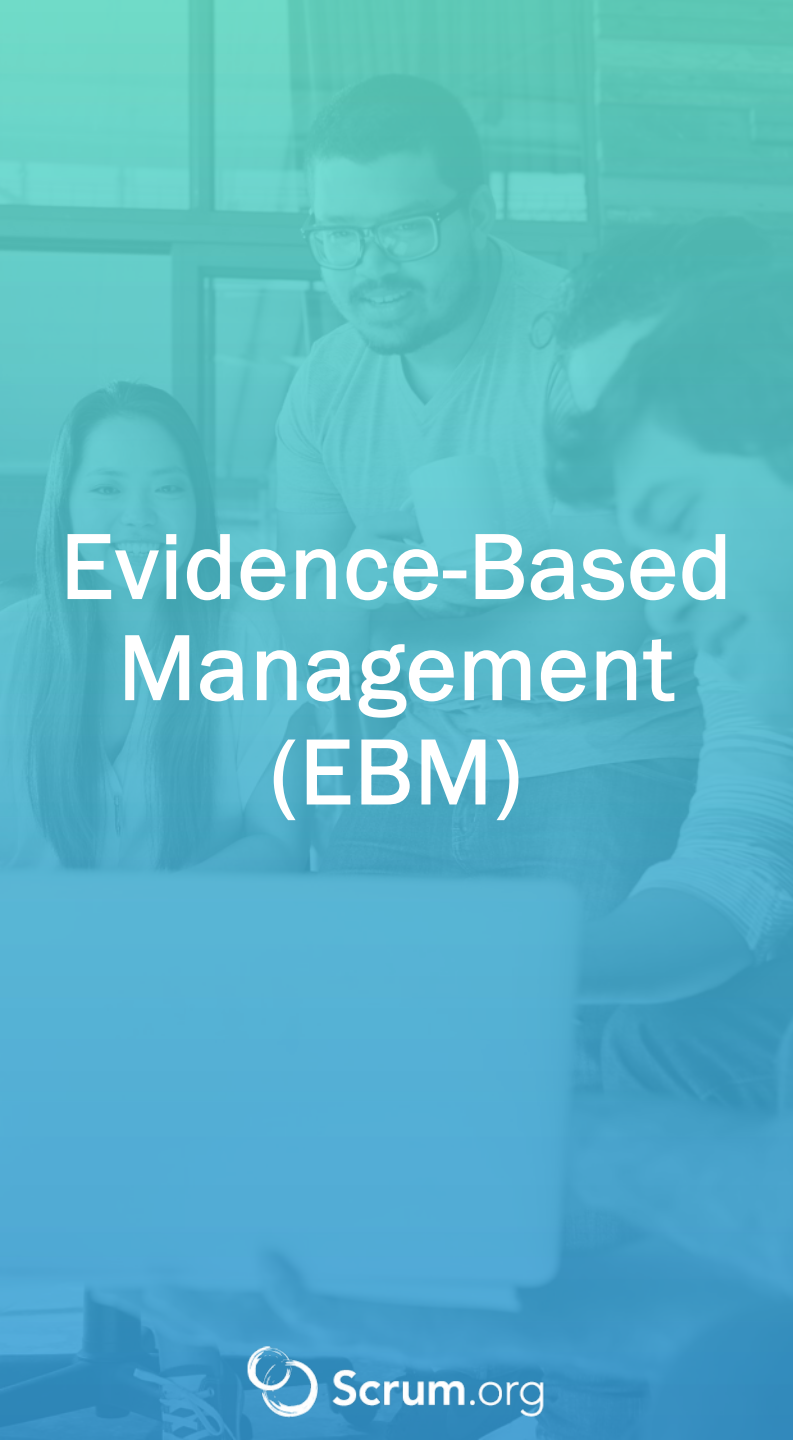
# Patricia Kong

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- Enterprise Agility and Learning Enablement
- Author
  - *Unlocking Business Agility with Evidence-Based Management*
  - *"Facilitating Professional Scrum Teams"*
  - *"The Nexus Framework for Scaling Scrum"*
- 15+ years in organizational behavior
- 14+ years learning agility and Scrum
- Youth mentor bridging the opportunity gap
- Boston - Paris - Boston

**Evidence-Based Management (EBM)** is a framework  
*that helps people, teams and organizations  
make better-informed decisions  
to help them achieve their goals.*





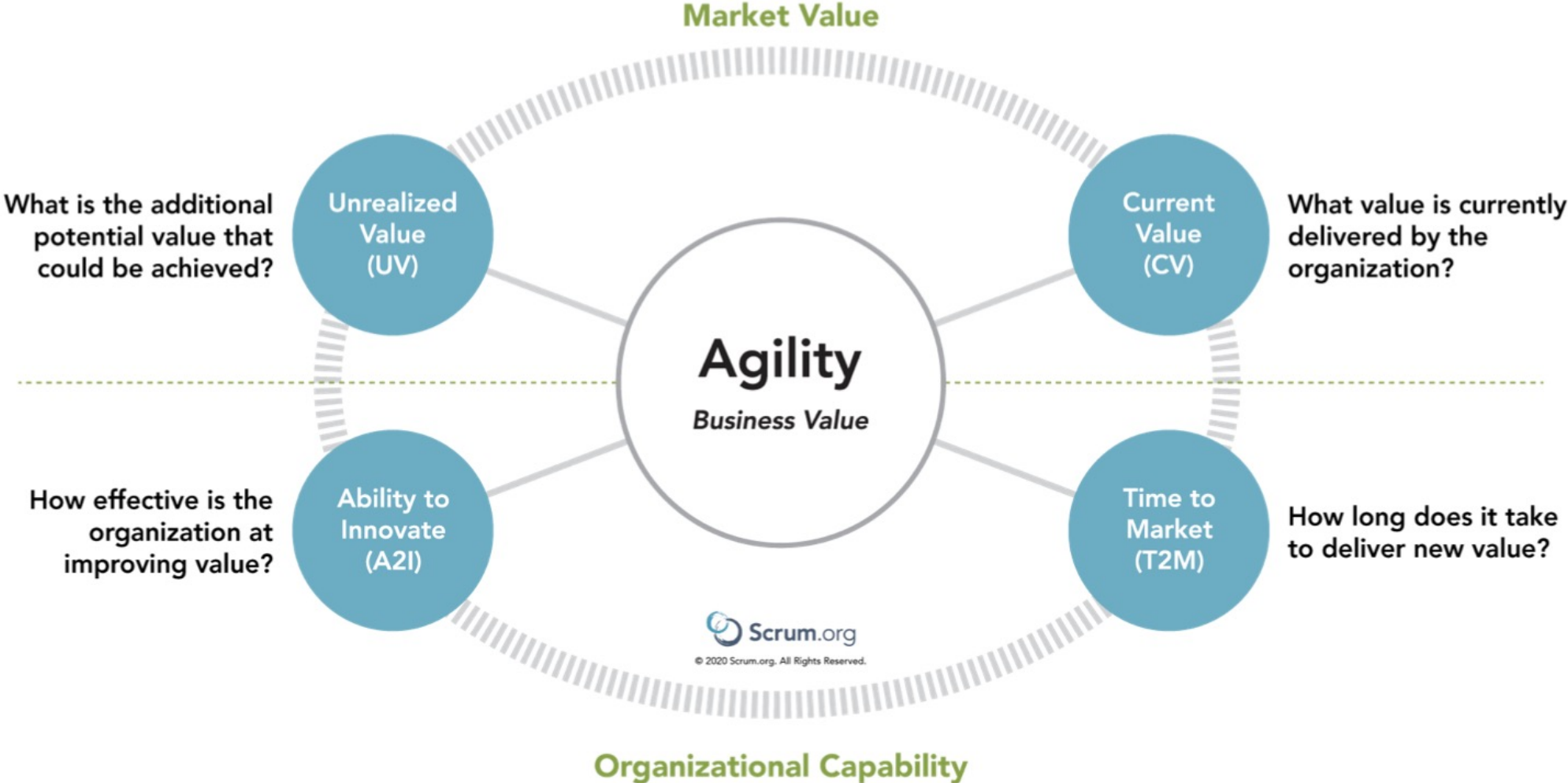
# Evidence-Based Management (EBM)

## EBM Elements

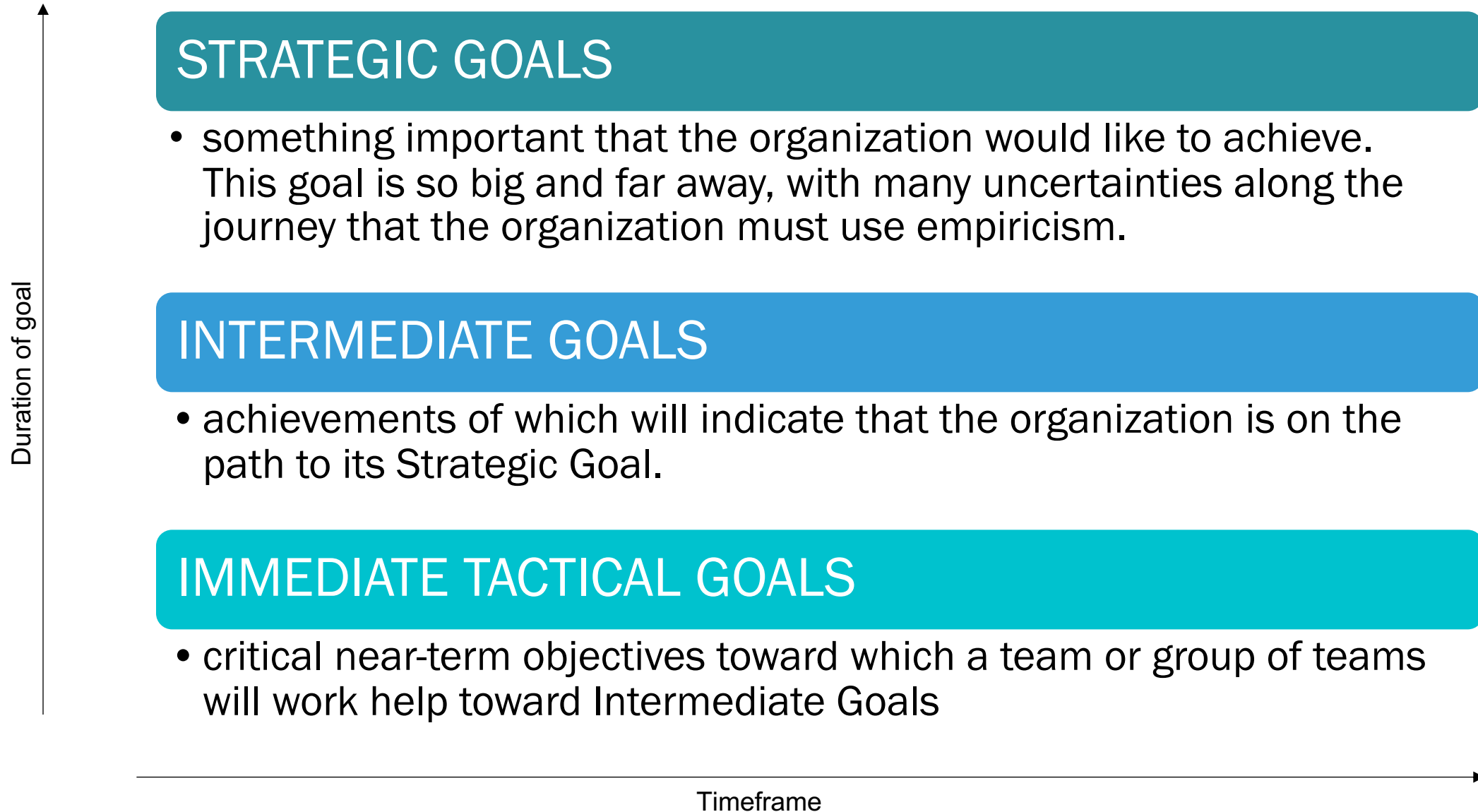
- GOALS
  - Strategic
  - Intermediate
  - Immediate tactical
- EVIDENCE
  - Key Value Areas
    - Unrealized Value (UV)
    - Current Value (CV)
    - Time-to-Market (T2M)
    - Ability-to-innovate (A2I)
      - Each supported by Key Value Measurements (KVMs)
- EMPIRICISM
  - Use goal structure and supporting evidence to better and more objective decisions. Guide by experience.



# Evidence-Based Management (EBM) – Key Value Areas



# Three Types of Goals in EBM




# UNLOCKING BUSINESS AGILITY WITH EVIDENCE-BASED MANAGEMENT

SATISFY CUSTOMERS AND IMPROVE ORGANIZATIONAL EFFECTIVENESS



**PATRICIA KONG | TODD MILLER**  
**KURT BITTNER | RYAN RIPLEY**

*Forewords by* **KEN SCHWABER & DAVE WEST**

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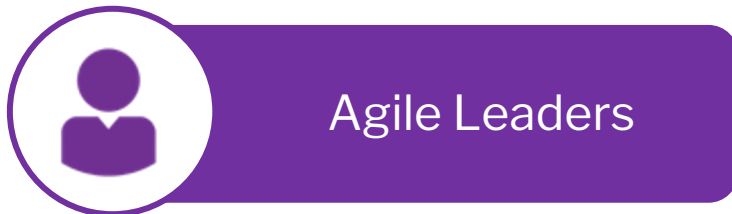
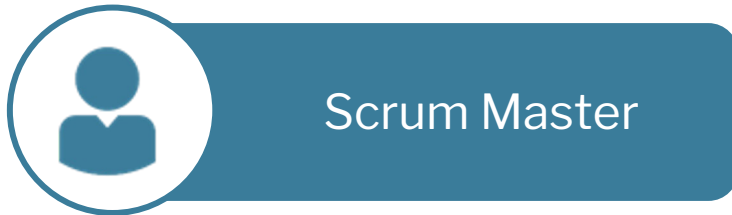
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# Questions

# 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>

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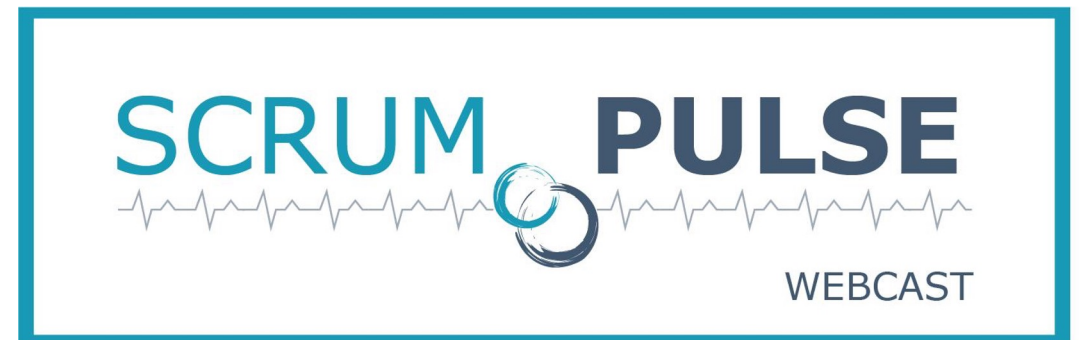
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# Thank you!