

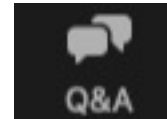
How the Scrum Values can Help You Practice Professional Scrum

Mary Iqbal



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



Recognized Technology Leader

Mary Iqbal



- 20+ years in program management
- Guided Agile transformation for 60+ teams
- Professional Scrum Trainer with Scrum.org



FOCUS
FOCUS ON THE WORK
OF THE SPRINT.



COURAGE
HAVE THE COURAGE TO DO
THE RIGHT THING AND TO
WORK ON TOUGH PROBLEMS.



COMMITMENT
THE SCRUM TEAM COMMITS
TO ACHIEVING ITS GOALS AND
TO SUPPORTING EACH OTHER.



OPENNESS
OPEN ABOUT THE WORK AND
THE CHALLENGES.

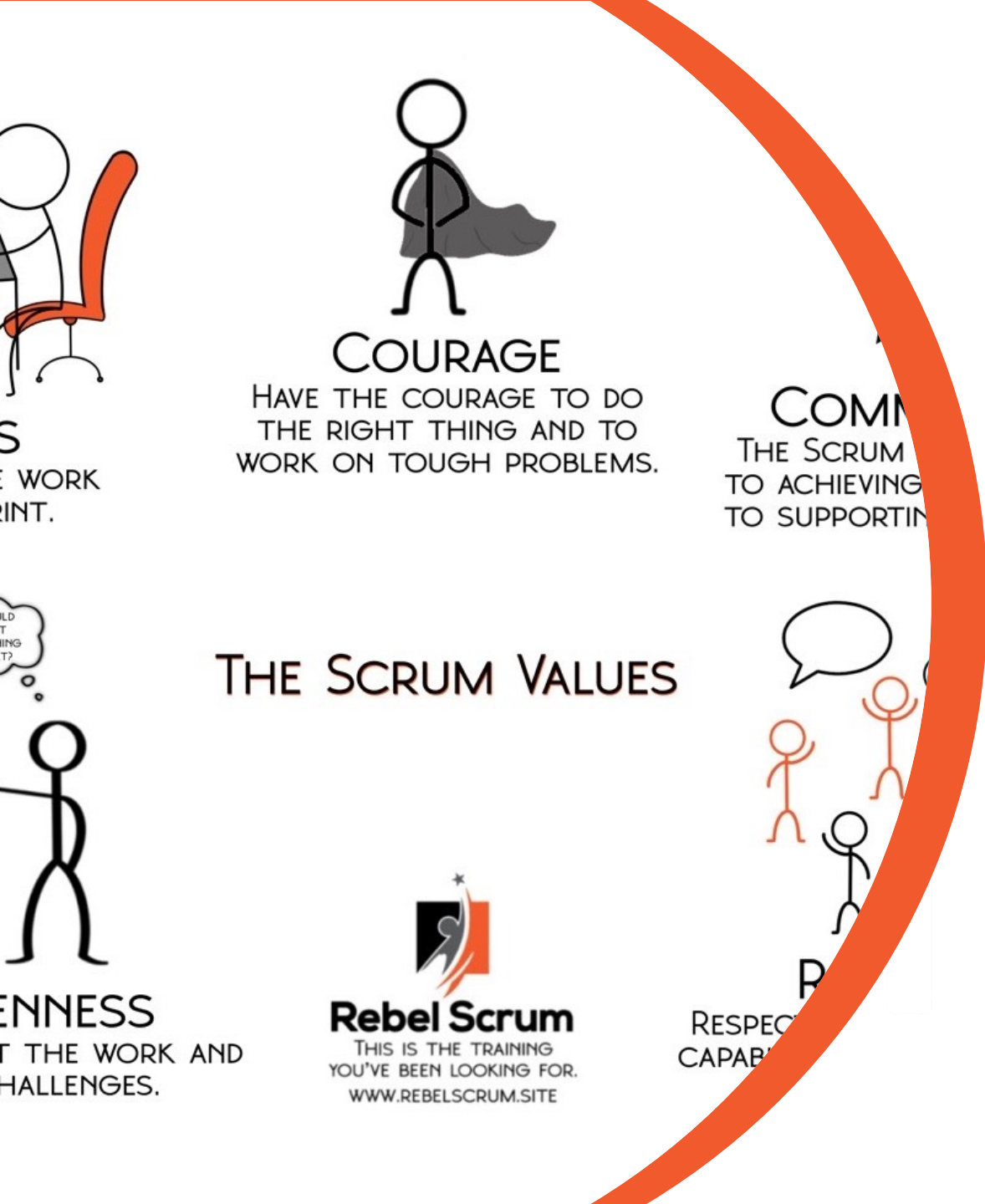
Five Scrum Values



RESPECT
RESPECT EACH OTHER TO BE
CAPABLE, INDEPENDENT PEOPLE.



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This is the training you've been looking for



WHY DO THE SCRUM VALUES MATTER?

“To be effective with Scrum requires something more than just following the mechanics and fundamentals of the framework...

It requires Trust.”

1

Focus

The Scrum Guide mentions Focus 11 Times

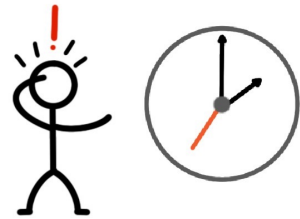
“The Scrum team’s primary focus is on the work of the Sprint to make the best possible progress toward these goals.”



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What are the things that distract the team?

INEFFECTIVE EVENTS



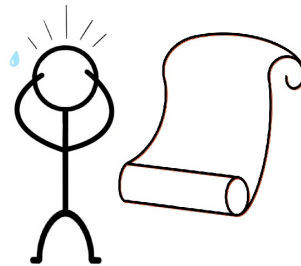
HIGH TECHNICAL DEBT



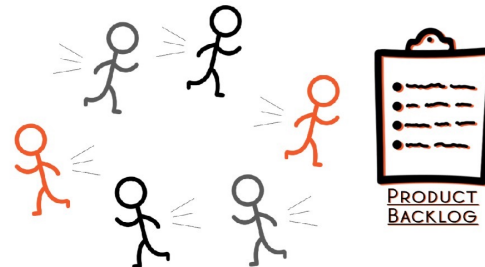
NO CLEAR PRODUCT GOAL



No DoD



PRODUCT BACKLOG NOT ORDERED



PBIS NOT RIGHT-SIZED



The New New Product Development Game

by Hirotaka Takeuchi and Ikujiro Nonaka

From the Magazine (January 1986)

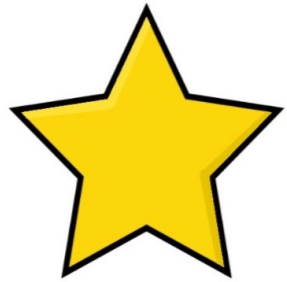
Harvard
Business
Review

In today's fast-paced, fiercely competitive world of commercial new product development, speed and flexibility are essential. Companies are increasingly realizing that the old, sequential approach to developing new products simply won't get the job done. Instead, companies in Japan and the United States are using a holistic method—as in rugby, the ball gets passed within the team as it moves as a unit up the field.

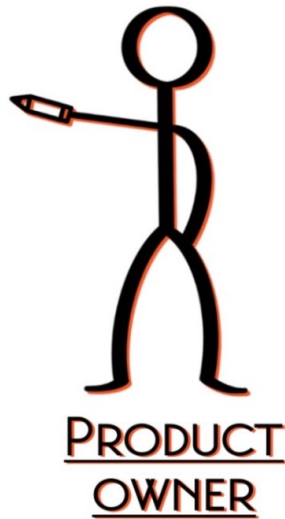
This holistic approach has six characteristics: built-in instability, self-organizing project teams, overlapping development phases, “multilearning,” subtle control, and organizational transfer of learning

“ Outstanding performance in the development of new, complex products is achieved when teams, as small and self-organizing units of people, are **fed with objectives, not with tasks** ”

HOW CAN THE PRODUCT OWNER IMPROVE FOCUS?



PRODUCT
GOAL



Clear Product vision & Goal



Clear, Concise, Ordered Product Backlog



Include Technical Debt in the Product Backlog



Collaborate with Developers on Dependencies, sizing



Be Available for Questions



Focus on Incremental Delivery mindset – what is the most valuable thing we can do next?

How can the Scrum Master improve Focus?

YOUR MISSION, SHOULD YOU CHOOSE TO ACCEPT IT...




- Coach the Scrum team in Scrum practices (are stories right-sized?)
- Ensure all events are positive, adhere to the purpose & are kept within the timebox
- techniques for creating Product Goal
- Techniques for Product Backlog Mgmt.
- Promote artifact transparency
- Coaching in Incremental Delivery
- Remove impediments

You can't do all that at once.
Focus on the most pressing
matters **first**.



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But I could just fix
this one thing...

HOW CAN DEVELOPERS IMPROVE FOCUS?

Don't risk the Sprint Goal

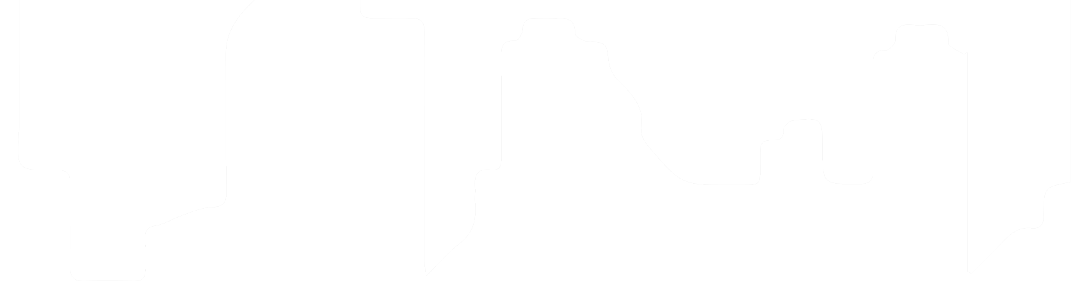
Use Daily Scrum to track progress against the Sprint Goal

Escalate impediments at least every Daily Scrum

Develop sustainable pace – don't pull too much work into the Sprint & right-size PBIs



**THE PURPOSE OF THE
SPRINT IS TO DELIVER
A 'DONE' INCREMENT
THAT MEETS THE
SPRINT GOAL**



2

Commitment

Commitment: the most mis-understood Value

“The Scrum Team commits to achieving its goals and to supporting each other.”

I AM STRUGGLING
WITH THIS..



LET ME HELP!



What does the Scrum team commit to?



Product Goal



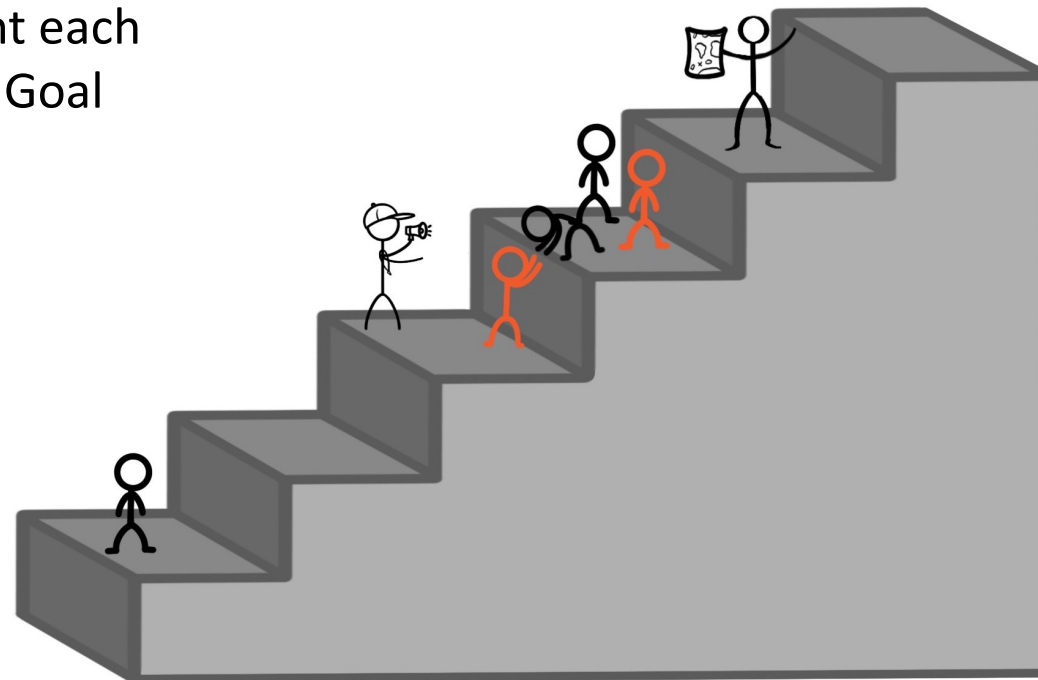
Delivering a 'done' increment each Sprint that meets the Sprint Goal



Helping Each other



PRODUCT
GOAL



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3

Openness

“The Scrum Team and its stakeholders are open about the work and the challenges.”



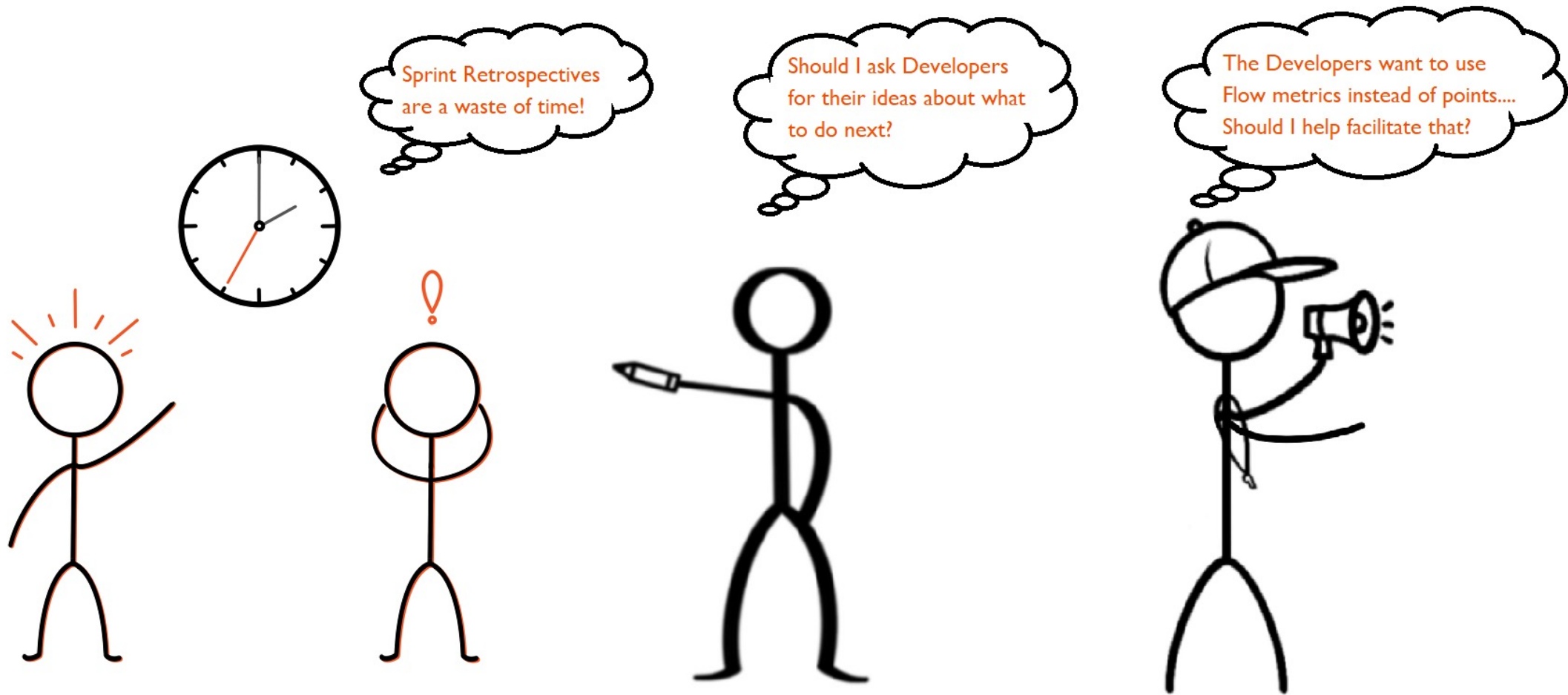
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 [Scrum.org/PSM](https://www.scrum.org/PSM)

Openness means being honest but also open to other ideas



4

Respect

“Scrum Team members respect each other to be capable, independent people, and are respected as such by the people with whom they work.”



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RESPECT



Healthy conflict is necessary



Use complimentary practice of Team Agreements



Keep events positive & within Timebox



5

Courage

“The Scrum Team members have the courage to do the right thing, to work on tough problems.”



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Courage

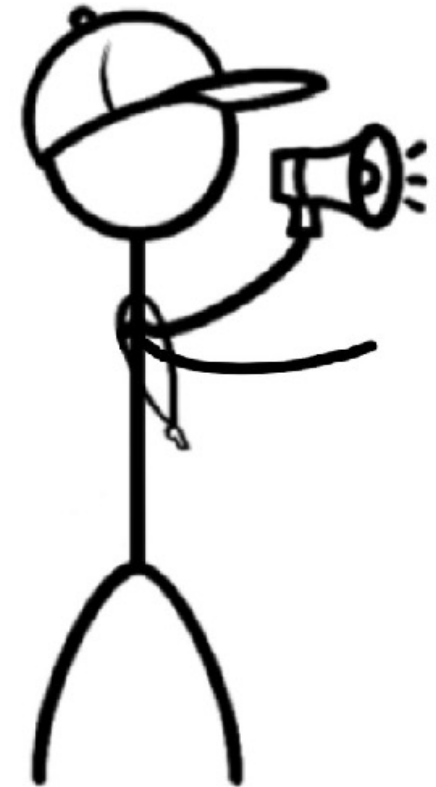
THE CEO ASKED ME TO
MAKE THIS CHANGE, SHOULD
I JUST DO IT?



I THINK WE NEED TO FIX
SOME TECHNICAL DEBT
BUT THE CUSTOMER
WON'T BE HAPPY



HOW CAN I TELL THE
MANAGERS THAT THEY
NEED TO LET THE TEAM
SELF-ORGANIZE?





COURAGE



Promote Role Clarity



Do the right thing



Say it, but say it with respect

Use the Retrospective

How can we as a Scrum team better live the Scrum values?

Courage

Focus

Commitment

Respect

Openness



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We think work can be fun, too

If you believe that work can deliver value and be fun, then we want to work with you. Signup for one of our upcoming classes!



RebelScrum.site/scrum-training

Signup for our blog for
weekly tips in your inbox

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Rebel Scrum

This is the training you've been looking for

Contact



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<http://rebelscrum.site>