



Scrum.org
The Home of Scrum

What is Professional Scrum

Eric Naiburg
eric.naiburg@scrum.org

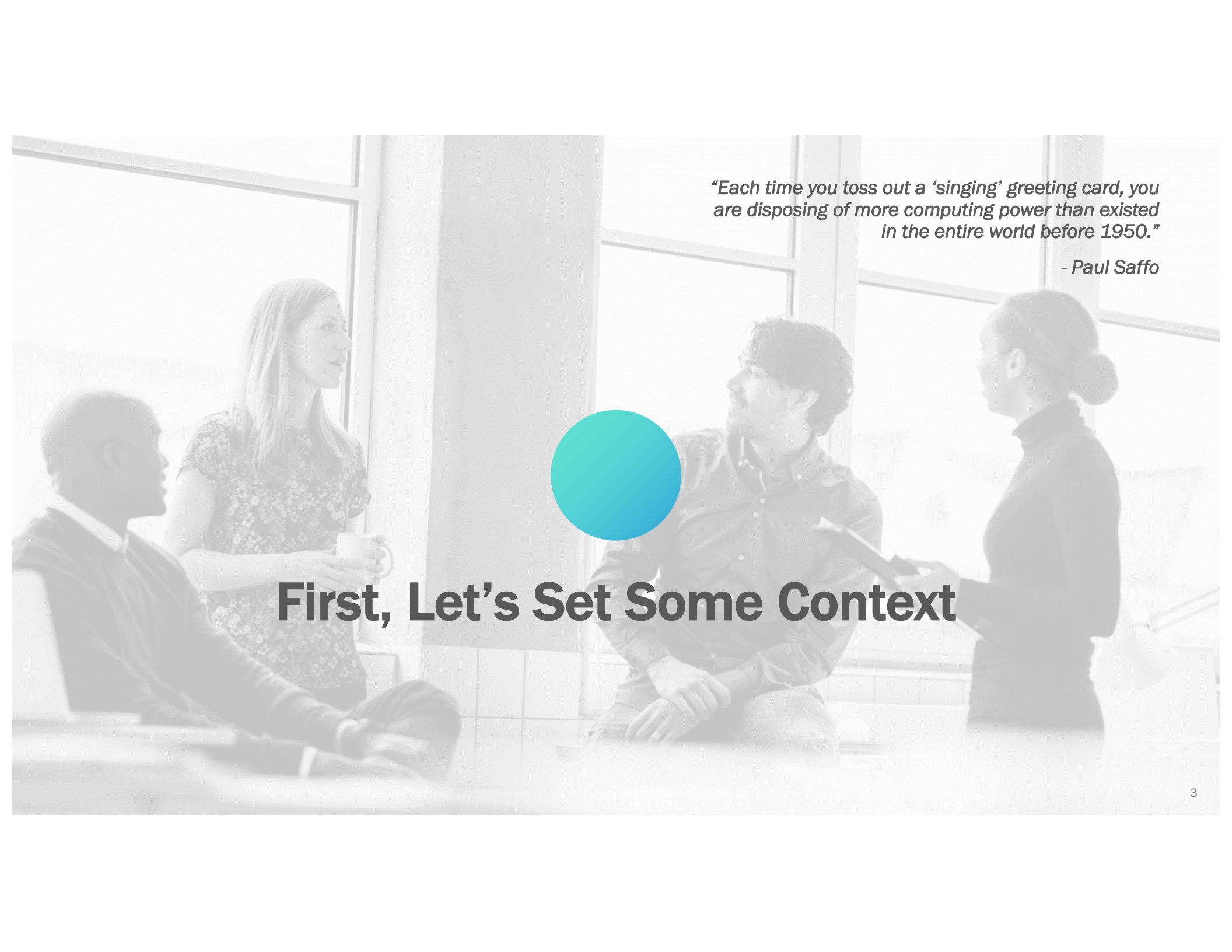
June 21, 2022

©1993 - 2022 Scrum.org All Rights Reserved

Eric Naiburg - eric.naiburg@scrum.org

- Scrum.org Chief Operating Officer
- Author of
 - UML for Mere Mortals
 - UML for Database Design



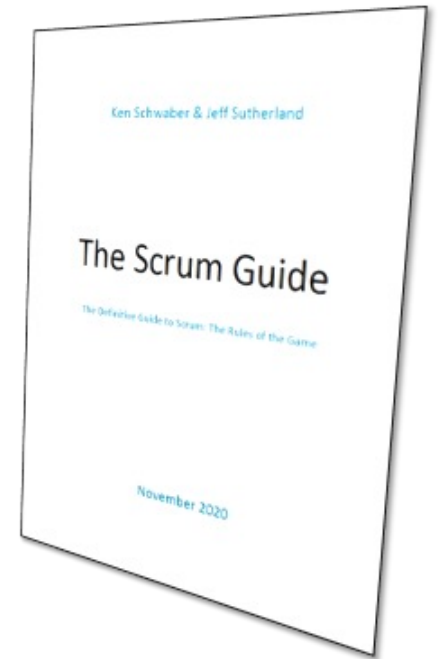


"Each time you toss out a 'singing' greeting card, you are disposing of more computing power than existed in the entire world before 1950."

- Paul Saffo

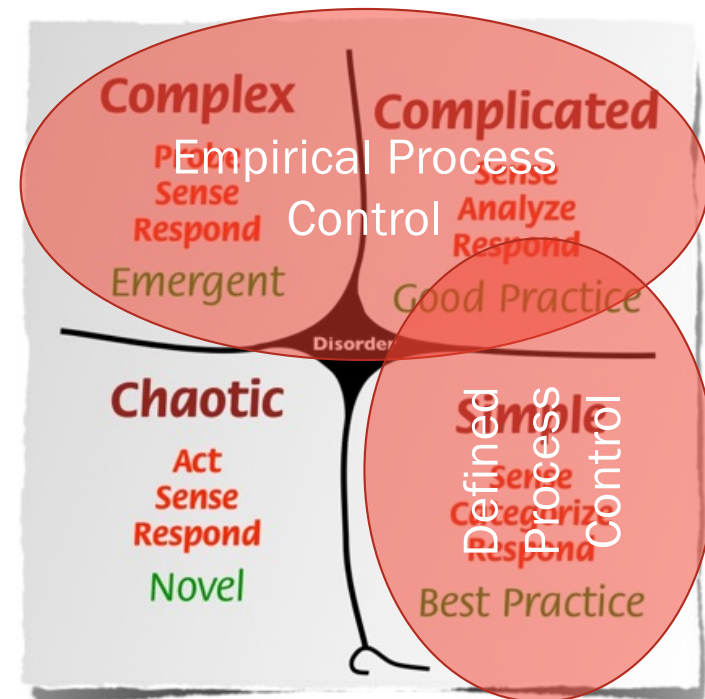
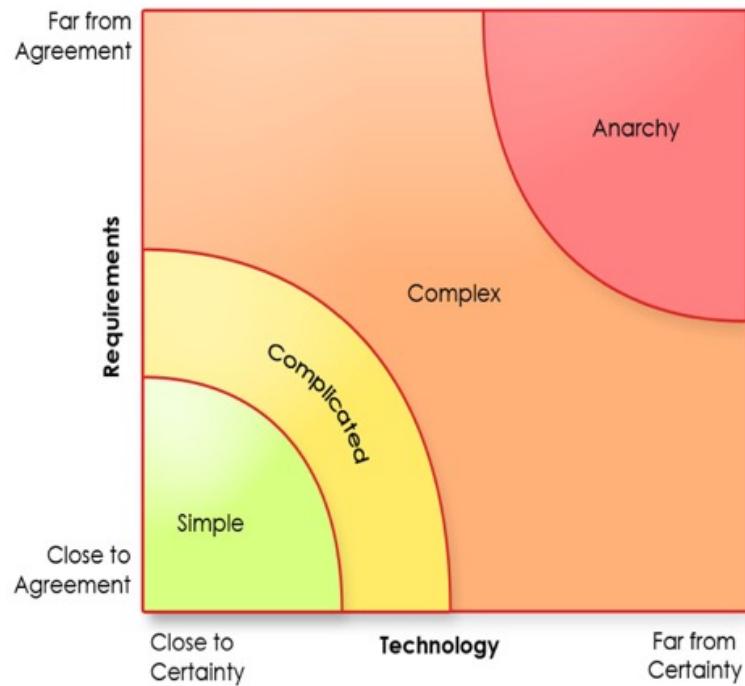
First, Let's Set Some Context

Scrum has Reached the Age of 27

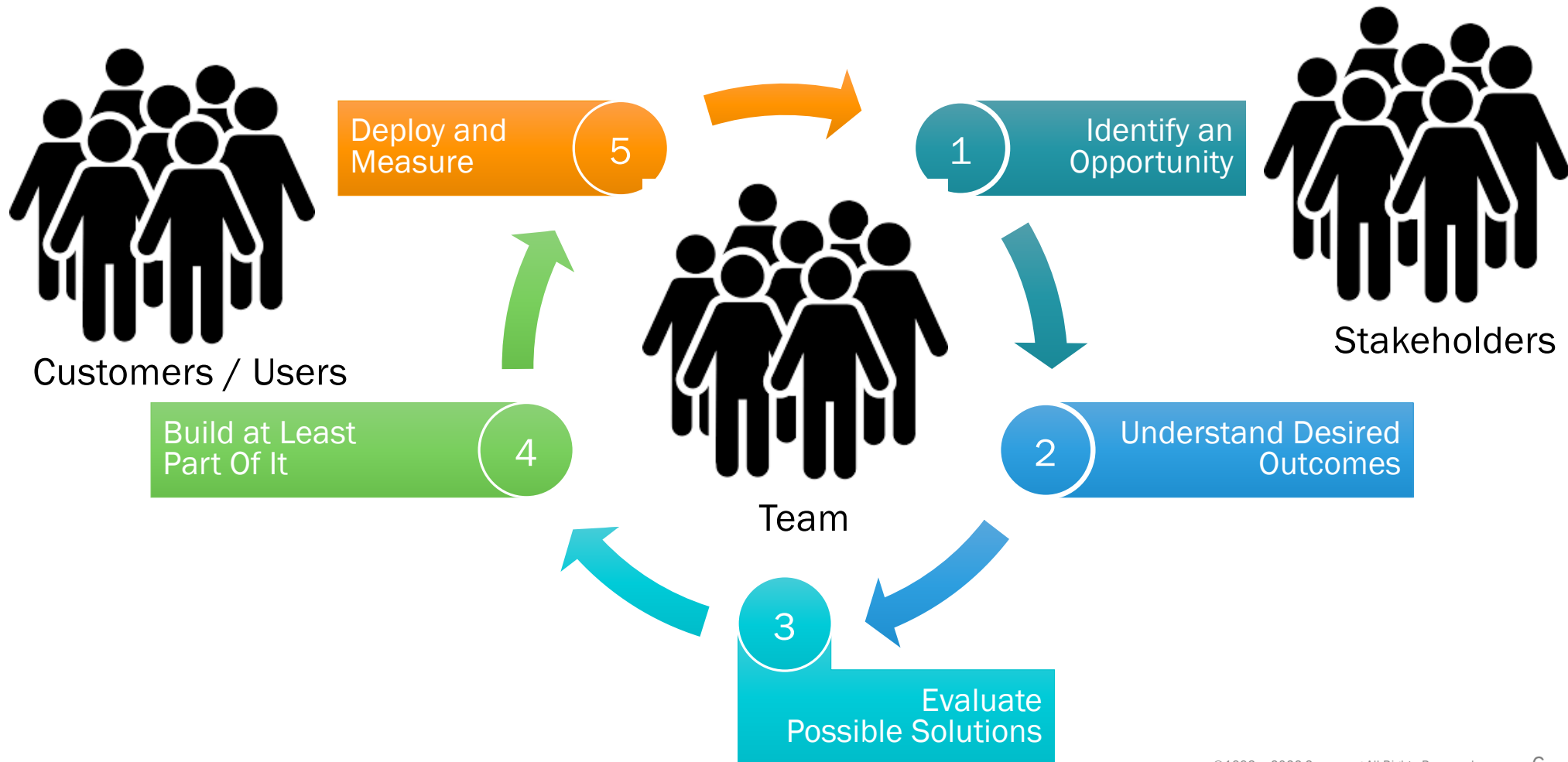


Scrum forms the basis of the majority of Agile approaches

The Spectrum of Process Complexity

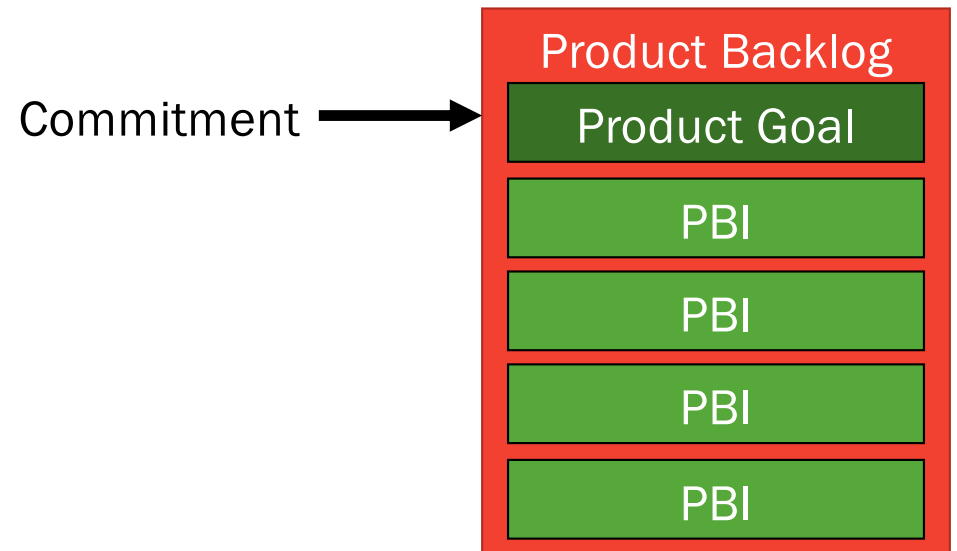


Probe, Sense And Respond..

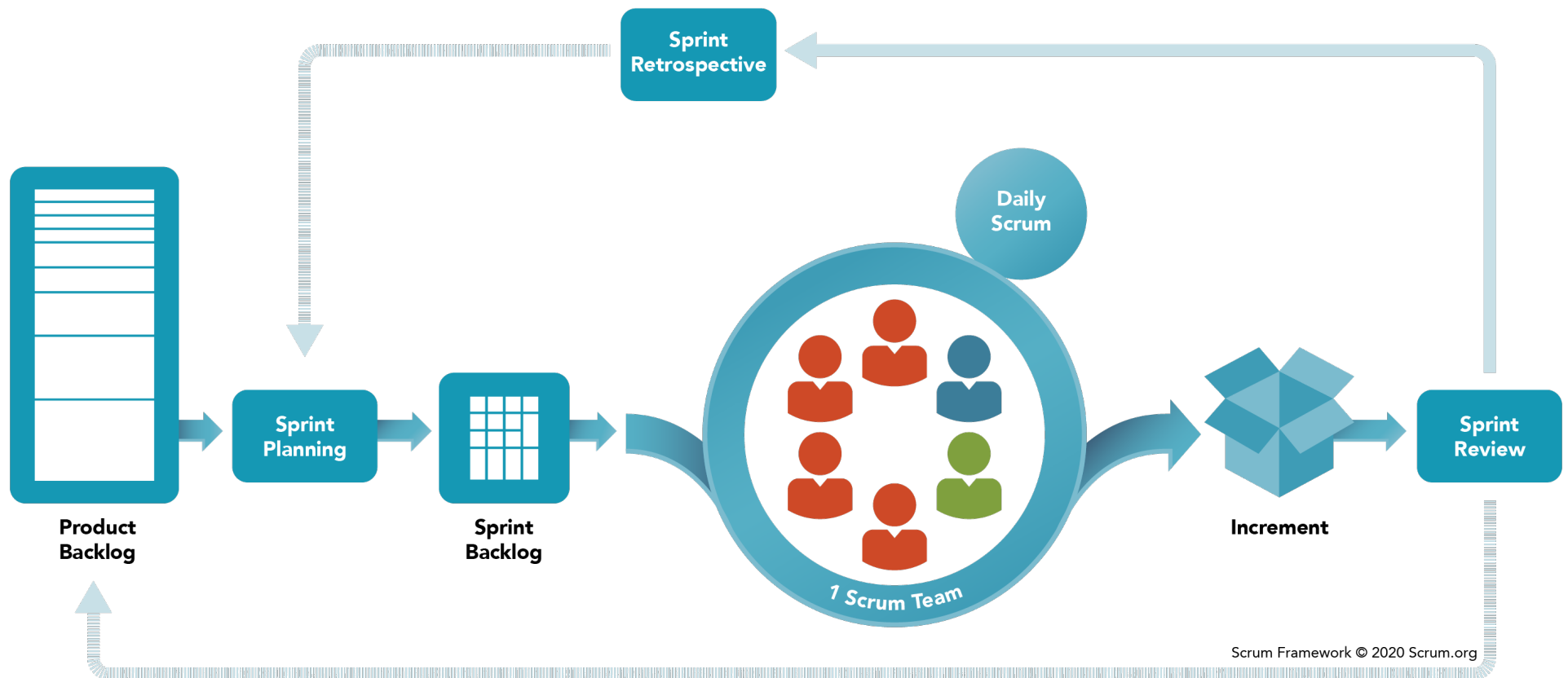


It Starts With A Product Goal

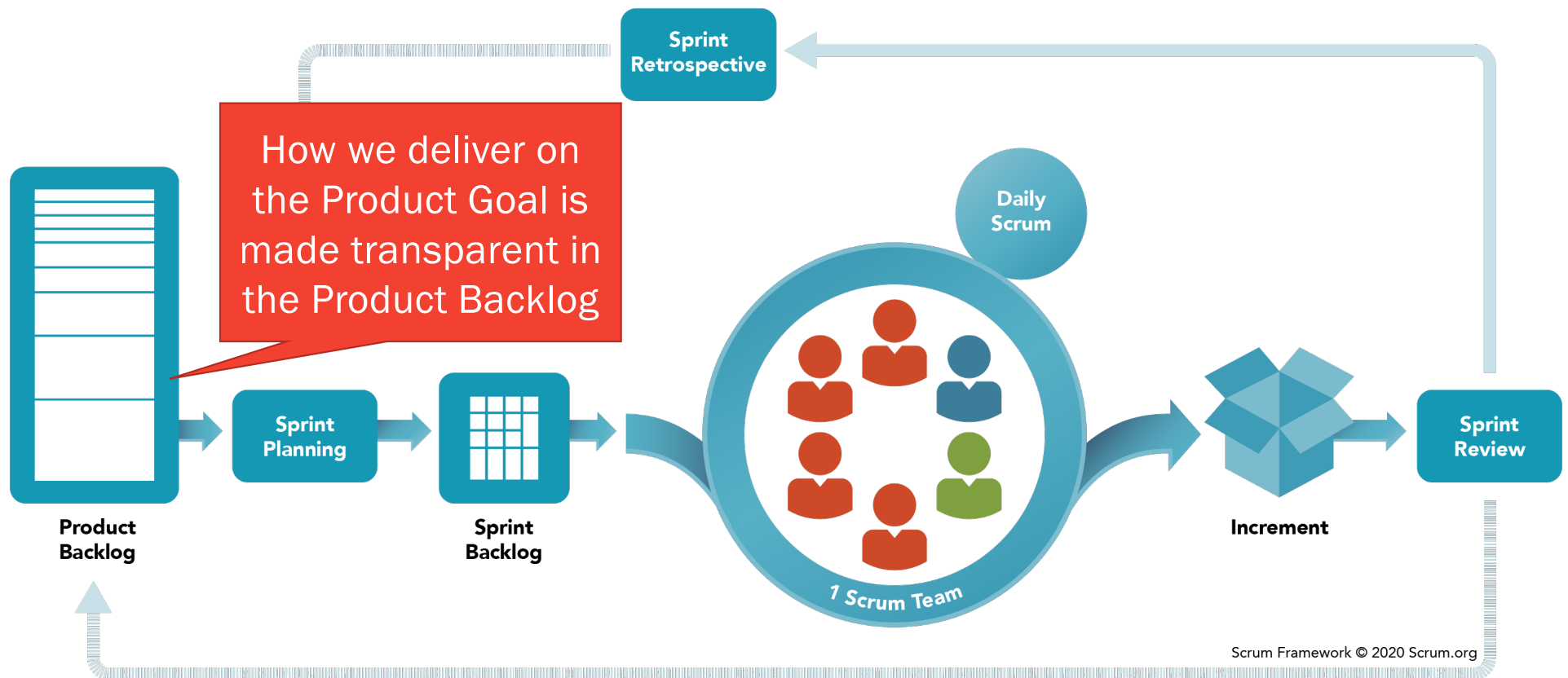
- Provides the WHY
- Something we strive for and it is measurable when you have attained it
- There is only one Product Goal at a time
- Provides transparency when planning, working and reviewing
 - “How is this helping us move towards our Product Goal?”



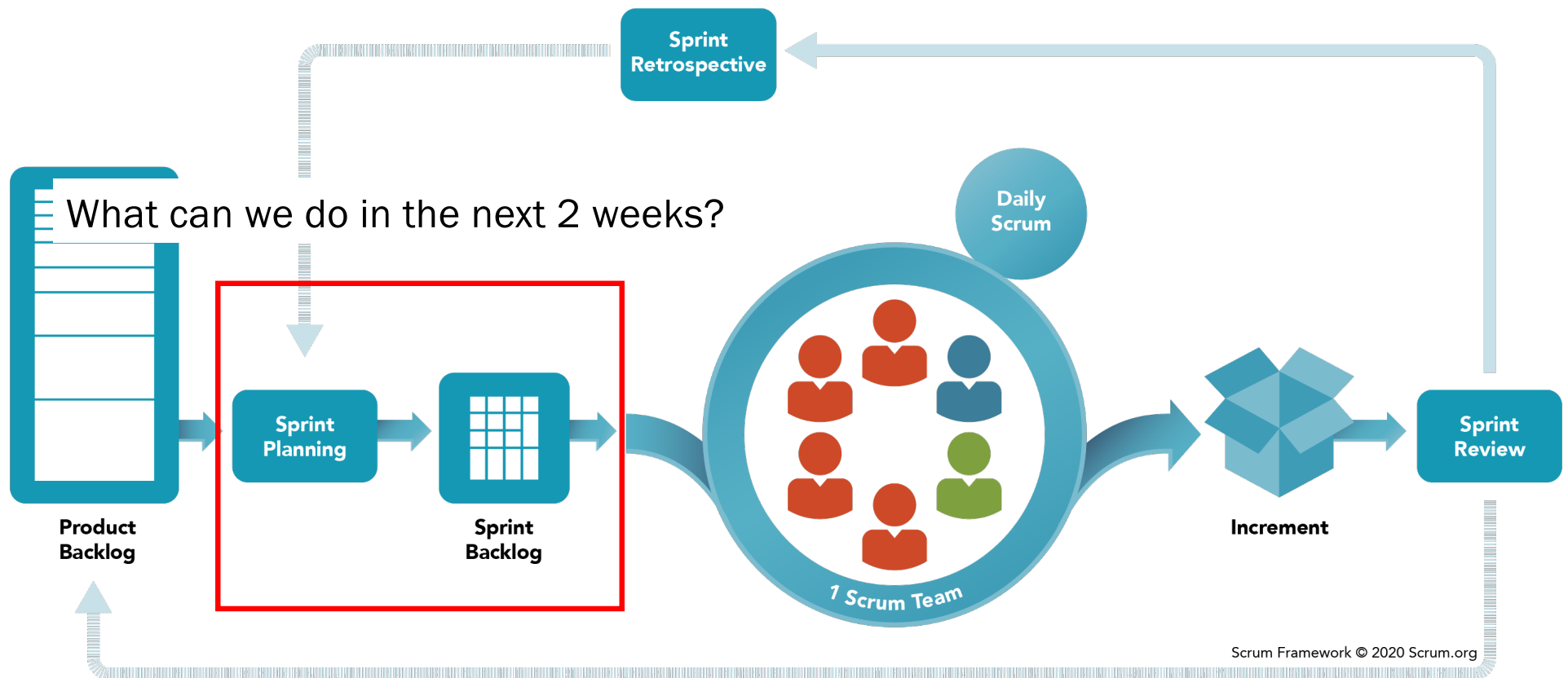
The Scrum Framework



Then a Product Backlog

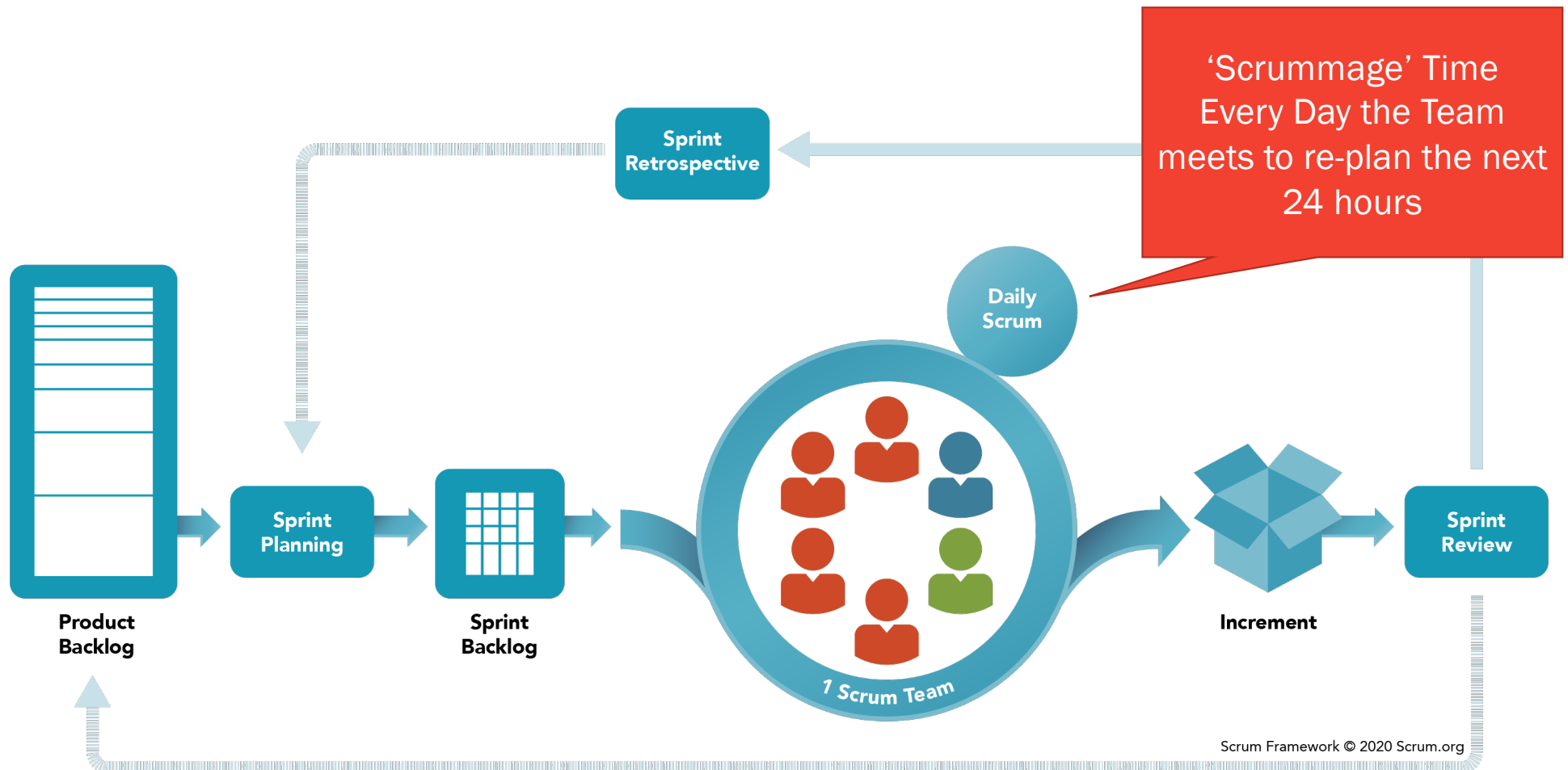


The Sprint



Scrum Framework © 2020 Scrum.org

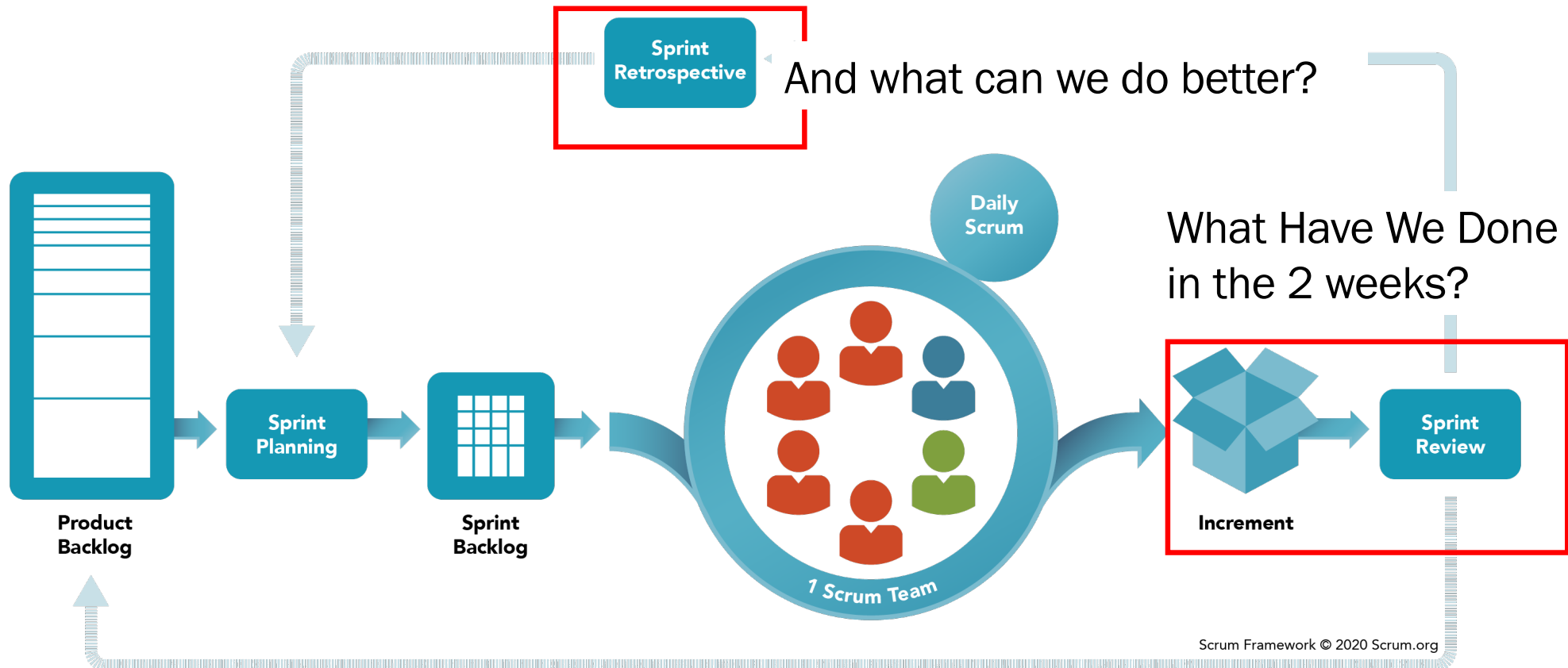
Daily Scrum Ensures Transparency



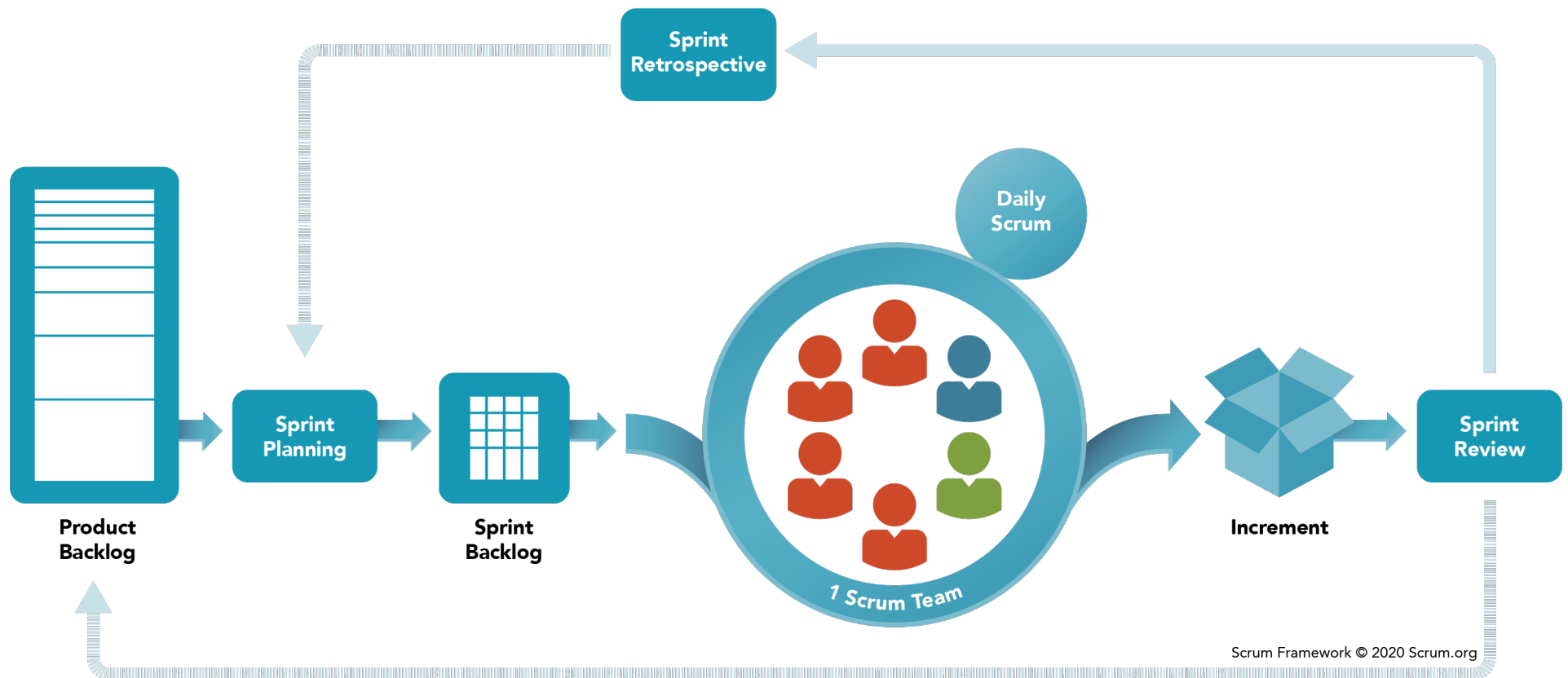
Scrum Framework © 2020 Scrum.org

©1993 - 2022 Scrum.org All Rights Reserved

The Sprint Review and Retrospective



It is As Simple As That!



And Three Accountabilities



The what, who, how changes depending on the situation

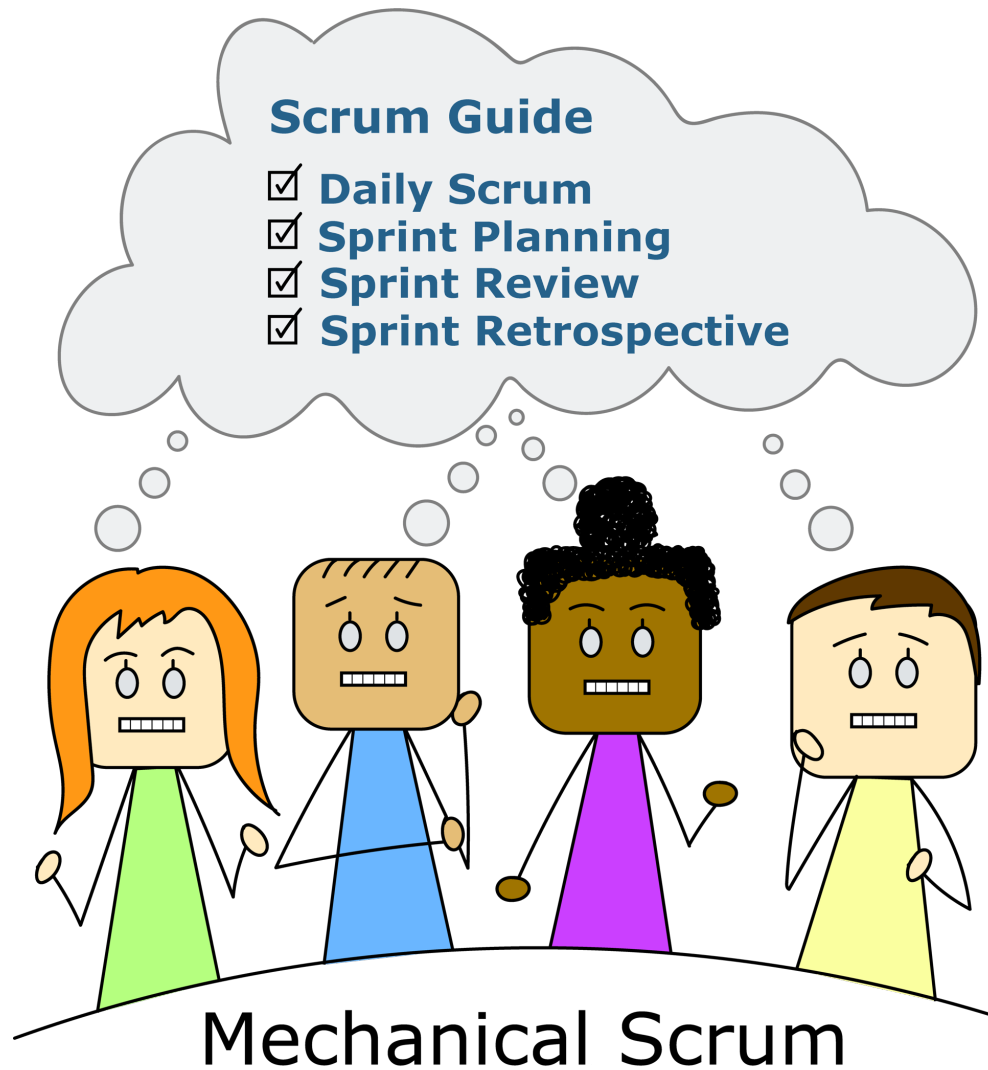
- Product Owner - Maximizing the value of the product and the Scrum Team
- Developers– Deliver the increment of value (working together)
- Scrum Master – Helps PO, Developers Team and Organization do ‘Scrum’ and be agile.

Scrum Team

Must have all the skills it needs to deliver a done Increment – ideally more than one team member has the competency.



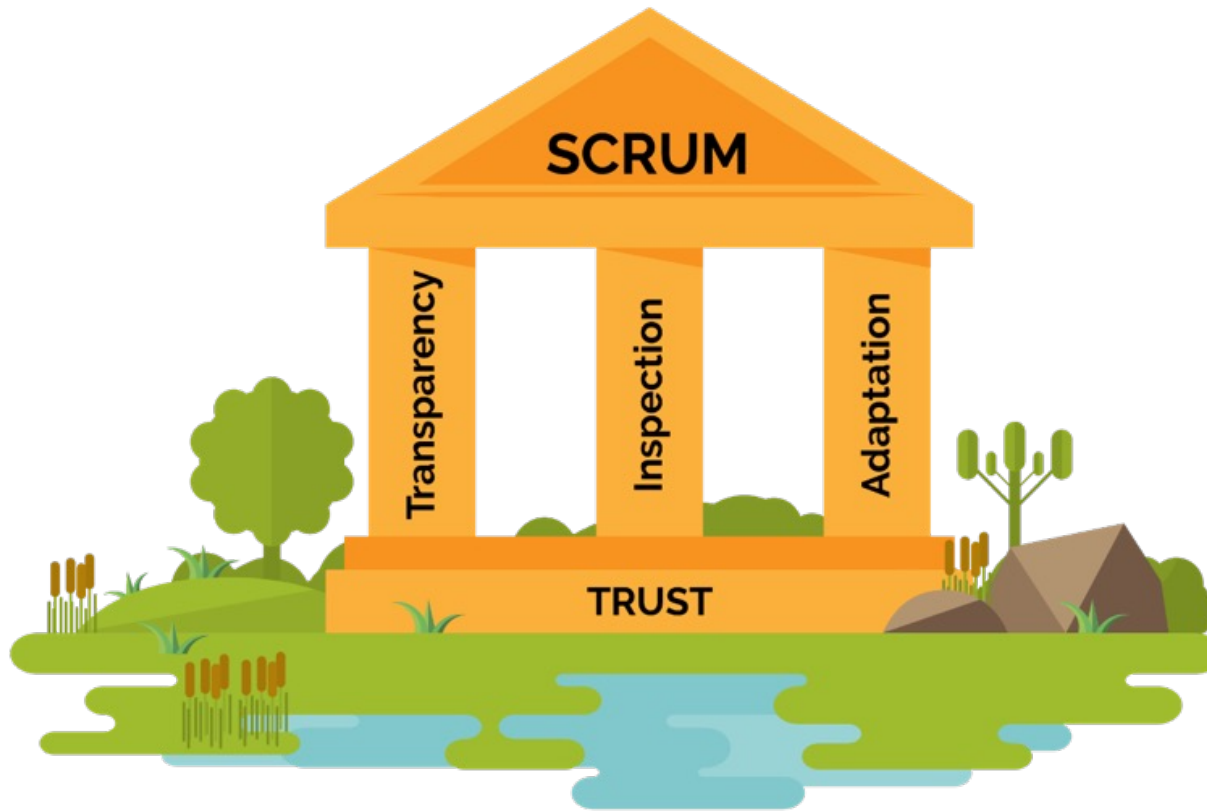
However





Professional Scrum is More than the Framework

Principles & Values of Scrum



COURAGE

Scrum Team members have courage to do the right thing and work on tough problems



FOCUS

Everyone focuses on the work of the Sprint and the goals of the Scrum Team



COMMITMENT

People personally commit to achieving the goals of the Scrum Team



RESPECT

Scrum Team members respect each other to be capable, independent people



OPENNESS

The Scrum Team and its stakeholders agree to be open about all the work and the challenges with performing the work

Credit: ABN AMRO Bank N.V.

Self-management must extend to everyone



Growth Mindset

- “Individuals who believe their talents can be developed (through hard work, good strategies, and input from others) have a growth mindset. They tend to achieve more than those with a more fixed mindset (those who believe their talents are innate gifts).”
- Complex problems require out-of-the-box thinking to apply different solutions and try new things, often doing things that have not been done before.
- When Scrum Teams and their organizations embrace a growth mindset, Scrum Team members feel far more empowered and committed; they also receive far greater organizational support for collaboration and innovation.



January 2016 [HBR article](#) by Carol Dweck

Outcome Oriented

- Outcome oriented Scrum Teams work on problems that, when solved, deliver value to customers and stakeholders and if value is not being delivered, they adapt and evolve.
- The [Agile Manifesto](#) describes four elements:
 - Individuals and interactions over processes and tools
 - Working software over comprehensive documentation
 - Customer collaboration over contract negotiation
 - Responding to change over following a plan
- When combined with the Scrum Values, these elements help describe the need to be outcome oriented.
- Scrum Teams need to balance different needs between the types of stakeholders.
- With Professional Scrum, Scrum Teams strive to do the right things for stakeholders by delivering value.



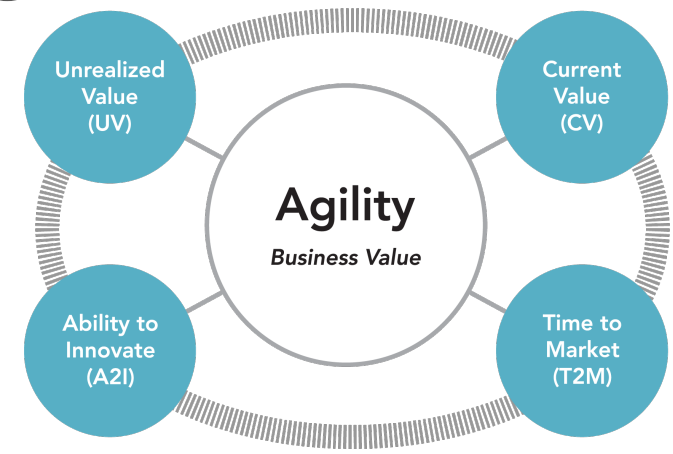
Ethical Behavior

- To be a professional means embracing a set of ethical standards.
- These standards both unify members of a profession and define that profession to the outside world, as does the Hippocratic Oath for the medical profession.
- As Scrum is used in many industries and on various types of products at a global level, ethical standards may depend on the type of work being done and be defined by the industry, team and organization.



Measuring Value

- The measurement of value helps Scrum Teams to focus on outcomes while gathering metrics that help guide improvement.
- [Evidence-Based Management](#)[™] (EBM) is a framework organizations can use to help them measure, manage, and increase the value they derive from their product delivery.
- EBM focuses on improving outcomes, reducing risks, and optimizing investments.
- EBM helps organizations put their right measures in place to invest in the right places, make smarter decisions and reduce risk using an iterative and incremental approach.





Professional Scrum Requires a Change in Mindset



"Don't be trapped by dogma – which is living with the results of other people's thinking."

- Steve Jobs



What Does It All Mean ?

The Core Ideas Are Very Simple

Empirical
Empowered Teams
Improvement

- Empirical process drives a different way of solving problems
 - No longer run the system, but instead do the least to learn something
- Empowered teams that are focused on a clear set of outcomes
 - Not 'resources' allocated to many different things
- Improvement for the deliverable and the way you work
 - Nobody owns the process / product other than the people doing it

Scrum



DO NOT LEAVE YOUR BRAIN AT HOME

- Post industrial knowledge work requires a different way of working
- Scrum provides a foundation for the post-industrial world
- The Scrum framework is focused on
 - Empirical process
 - Self Management
 - Continuous Improvement
- To do it right you have to add
 - Values
 - A growth mindset
 - Outcome Oriented people
 - Ethics
 - Delivering value
 - Helping each other do it

Who is Scrum.org ?



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



Consistent

Global

Community

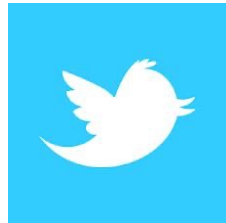


Questions?

Connect with the Scrum.org community



Forums
Scrum.org
/Community



Twitter
@scrumdotorg



LinkedIn
LinkedIn.com
/company/Scrum.org



Facebook
Facebook.com
/Scrum.org



RSS
Scrum.org/RSS



SCRUM PULSE

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



Thank you!