



**Scrum.org™**  
*The Home of Scrum*

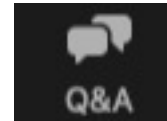
# The Power of Stories

## Peter Götz

2021-04-21

# 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



# About Our Speaker

- Peter is a Scrum and DevOps nerd living near Munich.
- He loves starting small projects in order to abandon them quickly.
- He is one of the authors of the Professional Scrum Team book.

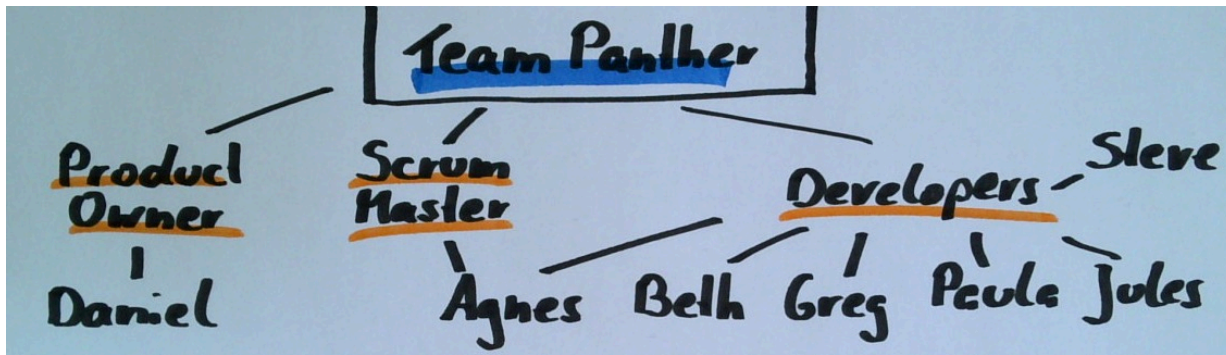
Twitter: [@petersgoetz](https://twitter.com/petersgoetz)

Website: <https://pgoetz.de>



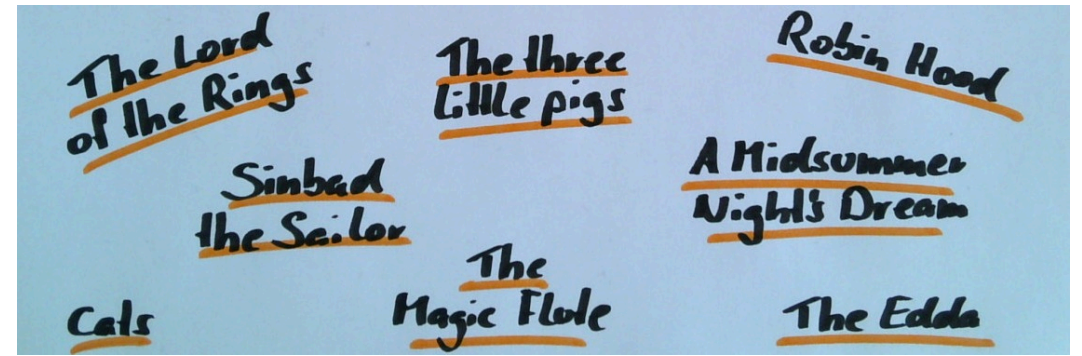
# Why are Stories More Powerful Than Facts?

## FACTS



- Information
- Observation
- Logic
- Focus on detail
- Snapshot in time

## STORIES



- Meaning
- Experience
- Empathy
- Include context
- Progressive development

# What Makes a Good Story?

## Simple

easy to follow

language of the audience

highlight the main points

## Emotional

use humor, joy and pain

suck the audience into the story

increases identification and motivation

## True & Real

be authentic and honest

bend the truth, but don't break it

# How Can We Use Stories in a Scrum Context?



# How Can We Use Stories in a Scrum Context?

- Collect stories
  - From the Scrum Team
  - From the organization
- Share experiences from other teams
- Listen to learn from
  - Product Owners
  - Developers
  - Stakeholders
  - Other Scrum Masters

Scrum Master





# How Can We Use Stories in a Scrum Context?

- Obvious: use stories in your Product Backlog
  - User Stories
  - Story Maps
- Listen to customers, users, and developers
- Talk about the future of the product
  - Its vision
  - Its quality goals
  - How to get there

Product Owner



# How Can We Use Stories in a Scrum Context?

- Discuss technical challenges by using stories
- Share personal stories with each other
- Listen to the Product Owner and stakeholders
- Share success and failure stories with
  - Your organization
  - On conferences and meetups

Developer



# How Will You Use Stories From Now On?

Think about your own team and organization

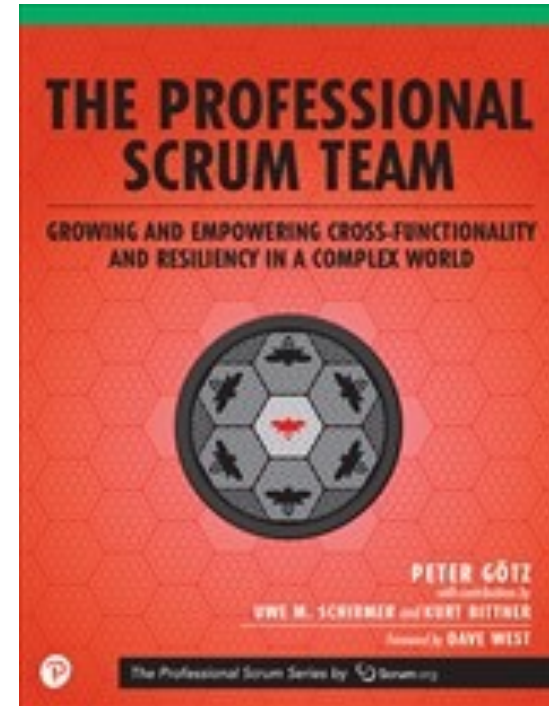
It is up to you  
now

- Where can you use (more) stories and storytelling as a
  - Scrum Master
  - Product Owner
  - Developer
  - Leader
  - Stakeholder

# The Professional Scrum Team

[Order book](#)

*Use discount code SCRUMORG  
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# Questions

# Each role has a clear Learning Path

Product Owner

Developers

Scrum Master

Agile Leaders

## 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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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!