“Build projects around motivated individuals.
Give them the environment and support they need,
and trust them to get the job done.”

Mission

A short statement that stays constant for your team throughout the process and gives them something to work toward

Product vision

When you set a vision, you're making it clear what the team is responsible for and where your team's boundaries are.

A mission tells me why we're doing the work. A product vision helps me imagine what the work will be like when we're done.

Virtual
Verde

Virtual Verde's Mission:

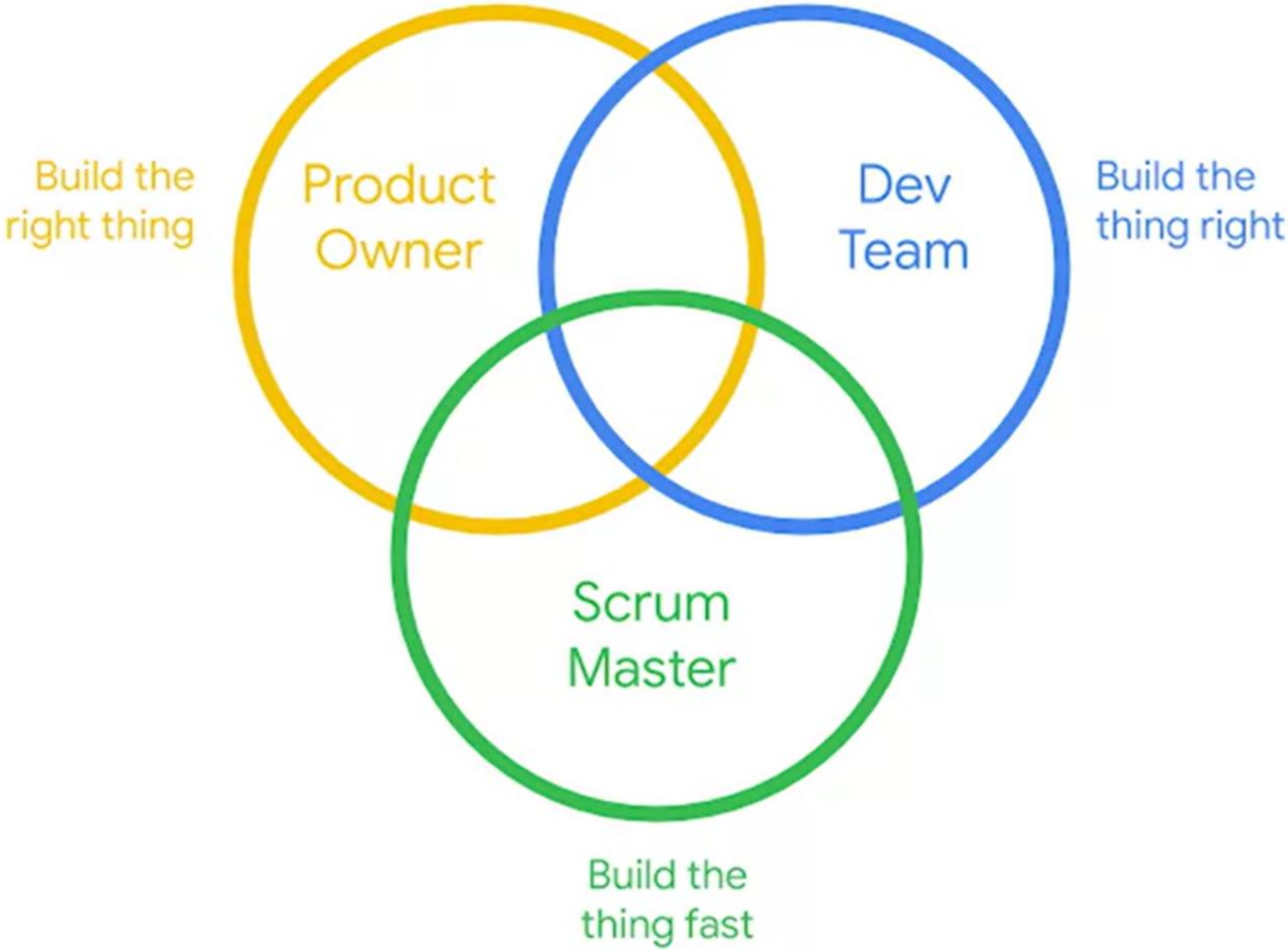
Virtual Verde improves users' health and happiness by bringing their at-home workspace to life!

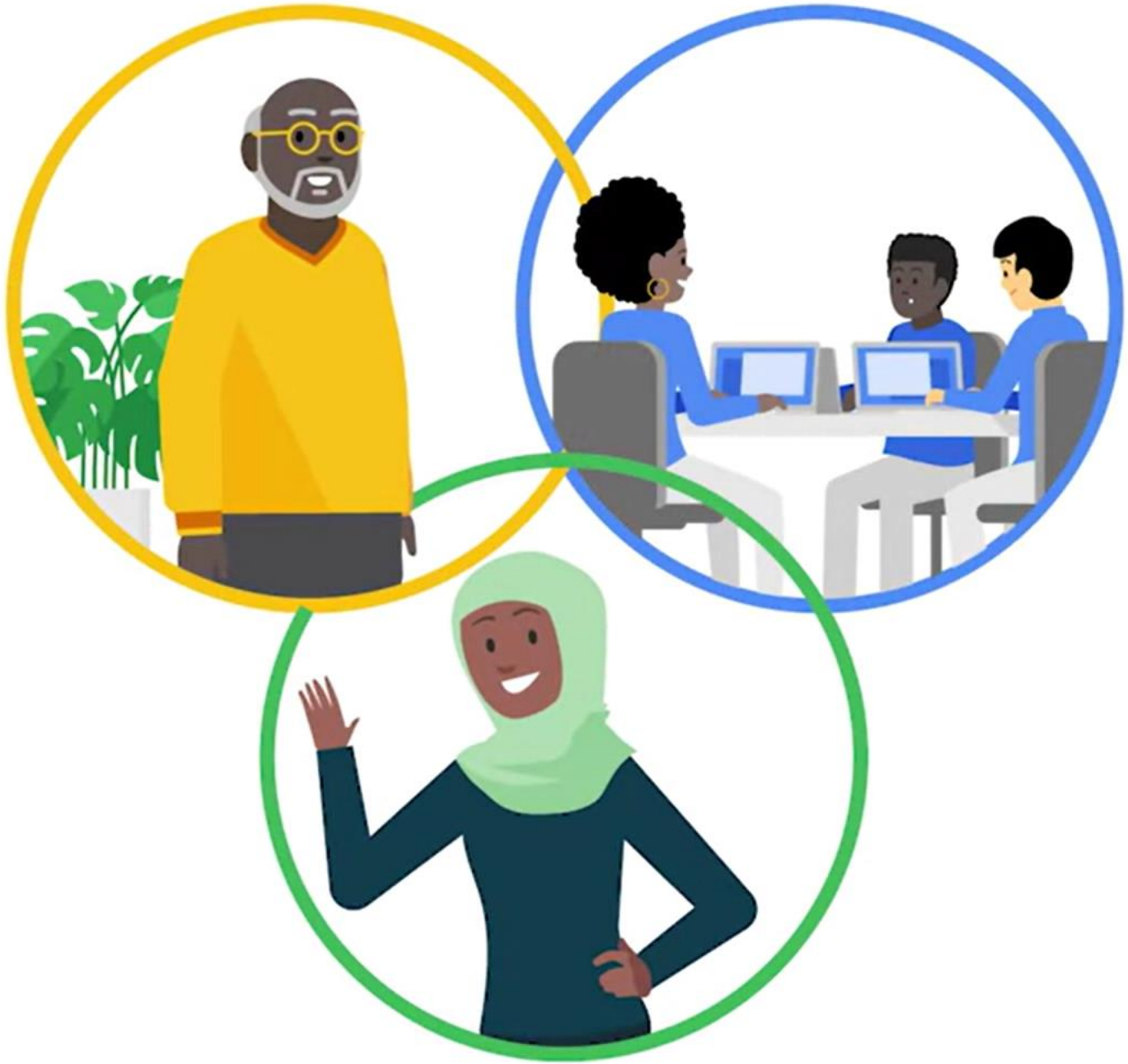
Virtual Verde's Product Vision:

Virtual Verde is a living marketplace that transforms the home office.

Scrum Team roles

- Scrum Master
- Product Owner
- Development Team (or Developers)


Build the right thing
Product Owner
Dev Team
Build the thing right
Scrum Master
Build the thing fast



Scrum Teams are **cross-functional**. When a Scrum Team delivers something, it's the accomplishment of the entire team.

Scrum Teams are **self-organizing** (or self-managing).