## **Key Roles Required**

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| **Key Role Requirement** | **Rationale** |
| Scrum Master | Facilitates Scrum adoption, coaches teams, removes impediments, and ensures Agile best practices are followed. |
| Product Owner | Acts as the Voice of the Customer, prioritizes the Product Backlog, and ensures marketing and product development align with business goals. |
| Agile Coach | Helps teams and leaders understand and apply Agile principles, guiding them through the transition to Agile ways of working. |
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## **Training Needs Assessment**

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| **#** | **Key Skill and Competency Requirements to Implement Scrum at NAD Inc.** |
|  | Communication Skills - Ability to clearly convey ideas, facilitate discussions, and engage stakeholders effectively. |
|  | Agile company mindset - Understanding and embracing Agile values, principles, and frameworks for continuous improvement. |
|  | Leadership & Facilitation - Ability to lead teams, without authority, facilitate meetings, unblocking team members, and ensure effective Scrum ceremonies. |
|  | Collaboration & Teamwork – Teams simply have to work more cross-functional in an agile environment. |
|  | Problem-Solving - Identifying and addressing obstacles, improving workflow efficiency. |
|  | Data-Driven Decision Making - Utilizing analytics and feedback to drive continuous improvements. |
|  | Time Management - Ensuring Sprints and deliverables stay on track, with a predictable release date, without compromising quality. |
|  | Technical Awareness - Understanding of IT systems, software development, and Agile tools. |
|  | Stakeholder management - Engaging / aligning various stakeholders, balancing competing priorities. |
|  | Change Management - Guiding teams smoothly from traditional to Agile ways of working. |

## **Challenges and Recommendations**

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| **Key Challenges to Implement Scrum** | **Recommendations to Address the Challenges** |
| No scrum experience | Provide training to PMs, and mentors for the entire company. |
| Resistance to change | Introduce Agile gradually, highlighting benefits and success stories to encourage adoption. |
| Fragmented communication | Daily standups, stakeholder reviews, status reports, and retrospectives (scrum ceremonies) |
| Overwhelming stakeholder demands during active release cycle | Use the product backlog and clear sprint commitments to protect scope and timelines. |
| Change requests | Establish a structured change management process within the Scrum framework to handle changes efficiently. |
| Technology Lag | IT upgrades with Agile product development cycles to ensure timely improvements. |
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