## **Key Roles Required**

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| **Key Role Requirement** | **Rationale** |
| **Scrum Master** | To facilitate Scrum processes, remove impediments, and ensure adherence to Scrum practices. Essential for guiding the team through the transition to Scrum and addressing inefficiencies. |
| **Product Owner** | To manage and prioritize the Product Backlog, ensure that the team is working on the highest-value items, and act as the voice of the customer. Critical for aligning product development with customer needs and market demands. |
| **Agile Coach** | To provide specialized training and support for the team on Agile and Scrum practices, especially since the team is new to Scrum. Helps ensure a smooth transition and improves the team’s overall Scrum adoption and effectiveness. |
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## **Training Needs Assessment**

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| **#** | **Key Skill and Competency Requirements to Implement Scrum at NAD Inc.** |
|  | **Scrum Framework Knowledge** - Understanding Scrum roles, events, and artifacts. |
|  | **Facilitation Skills** - Ability to lead Scrum ceremonies effectively. |
|  | **Backlog Management** - Skills to prioritize and manage the Product Backlog. |
|  | **Agile Mindset** - Adopting and promoting Agile principles and values. |
|  | **Change Management** - Ability to manage and adapt to organizational change. |
|  | **Communication Skills** - Effective communication within the team and with stakeholders. |
|  | **Conflict Resolution** - Skills to handle and resolve conflicts that may arise within the team. |
|  | **Stakeholder Management** - Engaging and managing relationships with stakeholders. |
|  | **Data Analysis** - Competency in analyzing and making decisions based on data. |
|  | **Continuous Improvement** - Skills to identify areas for improvement and implement changes. |

## **Challenges and Recommendations**

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| **Key Challenges to Implement Scrum** | **Recommendations to Address the Challenges** |
| **Resistance to Change** | Provide comprehensive training and support to help the team understand and embrace Scrum. Facilitate workshops and coaching sessions to address concerns and build trust. |
| **Lack of Scrum Experience** | Hire an experienced Scrum Master and Agile Coach to guide the team through the initial stages of Scrum adoption and provide ongoing support. |
| **Fragmented Communication** | Implement tools and practices to improve communication and collaboration, such as regular team meetings, communication platforms, and information radiators. |
| **Inefficient Backlog Management** | Train the Product Owner in backlog management techniques and best practices. Establish clear processes for backlog refinement and prioritization. |
| **Delayed Technology Upgrades** | Enhance collaboration between IT and marketing teams to ensure technology upgrades are timely and meet the needs of the marketing team. |
| **Fragmented Stakeholder Engagement** | Develop a stakeholder engagement plan to streamline communication and decision-making processes. Assign clear points of contact and establish regular feedback loops. |
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