

Sprint Goal, Definition of Done, and Product Goal

Each of the three artifacts contain 'commitments' to them. For the Product Backlog it is the Product Goal, the Sprint Backlog has the Sprint Goal, and the Increment has the Definition of Done. They exist to bring transparency and focus toward the progress of each artifact.

Get the free Daily Team To-do list [here](#) to take your team to the next level!

The screenshot shows a website for Nashun Consulting Ltd. with the tagline 'Help you do it right the first time'. The main content is titled 'Scrum To-do List' and includes a list of tasks:

- 1. Update list of impediments from daily scrum, stand-up and other context
- 2. Review any impediments above
- 3. Update any team impediments
- 4. Update sprint report to include any impediments
- 5. Prepare up any information feeding up sprint backlog, sprint goals, sprint objectives
- 6. Update team backlog and sprint board and visible to team members
- 7. Arrange meetings and have them to coach any new or newly team members, product owners or stakeholders

Below the list, there is a paragraph starting with 'NOTE: Want to learn how to upgrade your team's productivity, get them working their best hours and get them planned for the day? Click on the Daily To-do list Checklist so you can learn the steps you MUST follow to coordinate and communicate with your team every day! Get your Daily To-do list Checklist [now!](#)'

On the right side, there is a 'Download Now' button and a section titled 'Download the FREE Ebook Limited Time Offer!' with a sub-link 'Download The "How to..."'.

A red arrow points from the text 'Grab it now!' to the 'Download Now' button.