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INTEROFFICE MEMORANDUM

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**TO:** CLAIRE, FINANCE AND ACCOUNTING (PROJECT SPONSOR)

**FROM:** PETER SCHULD (SCRUM MASTER)

**SUBJECT:** ADAPTIVE PROJECT LEADERSHIP – C&A FOODS ONLINE

**DATE:** APRIL 29<sup>TH</sup>, 2018

**CC:** ASHLEY, MARKETING AND SALES (PRODUCT OWNER)

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**PURPOSE**

Within a large software development project team member spend more time communicating than coding and efficient communication becomes a critical success factor.

**SUMMARY**

This memo describes the leadership style in the C&A Foods Online project and the communication approach inside the Agile project team and to stakeholders

**DISCUSSION**

The C&A Foods Online software project consists of three different roles: **Firstly**, the cross-functional development team with different experts and analysts, such as business analysts, software developers, software testers and release managers. The development team is self-organizing, and they pull the project tasks, they estimate the tasks and they decide what they are working on. **Secondly**, the scrum master is a moderator who resolves impediments and who is responsible for following the AGILE framework. **Finally**, the product owner is the liaison to the outside world and to all other stakeholders. The product owner gathers information to outline the product and to define the importance of certain requirements by prioritizing them.

The SCRUM project team has five types of regular meetings:

1. Project starts with a product **kick-off meeting** where the project requirements are presented to the project team and together they prioritize the product backlog, which contains every product feature that should eventually be implemented.
2. Product backlog gets specified into the Sprint backlog implemented in two to four weeks cycles. **Sprint planning meetings** create sprint backlog before the work starts.
3. **Daily Scrum meeting** (approx. 15 min stand-up meetings) share status, impediments and promises of team members
4. **Sprint review meetings** demonstrate the realized backlog items to the product owner and

5. **Sprint retrospective meetings** inspect the sprint and find improvements for the next sprint.

## RECOMMENDATION

I recommend keeping the project sponsor updated about SCRUM meetings (weekly updates, meeting schedules and minutes) and to keep frequent communication to stakeholders involved in the project.

Nice work - good description of how the team will work, and how the leadership will work with the team.

Debra Hildebrand , May 4 at 8:03am