

Scrum Ceremonies – Quick, Clear & Real

**Master the 5 core events that drive Agile
teams to success**

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Scrum Master



Sprint Planning

Purpose: Define what will be delivered in the upcoming sprint.

Who Attends: Scrum Master, Product Owner, Development Team

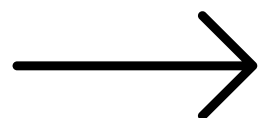
Duration: 2 hours for a 2-week sprint

Questions Asked:

- Why is this Sprint valuable?
- What can be Done this Sprint?
- How will we do the work?

Example: A PO presents 5 user stories from the prioritized backlog. The dev team estimates and commits to 4 based on capacity. The sprint goal? “Improve checkout flow on mobile.”

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Daily Scrum

Purpose: Quick sync to align the team and surface blockers.

Who Attends: Developers (Scrum Master/Product Owner may attend but don't speak)

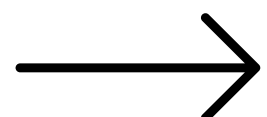
Duration: 15 mins max

Questions Asked:

- What did I do yesterday?
- What will I do today?
- Any blockers?

Example: A developer shares that he completed the login page UI, plans to connect it to the backend today, and is facing an issue with API integration.

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Sprint Review

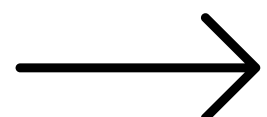
Purpose: Inspect the increment, gather feedback, and adapt the product backlog.

Who Attends: Scrum Team + Stakeholders

Duration: 2 hours for a 2-week sprint

Example: A PO watches the new reporting dashboard demoed live. A stakeholder suggests adding export functionality → added to backlog.

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Sprint Retrospective

Purpose: Inspect how the last Sprint went and plan improvements.

Who Attends: Scrum Team

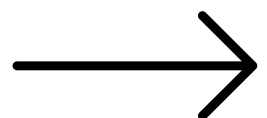
Duration: 1.5 hours for a 2-week sprint

Questions Asked:

- What went well?
- What didn't go well?
- What can we improve?

Example: Team notes that tasks were not clearly estimated, so in the next Sprint, they decide to improve story point discussions.

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Backlog Refinement

(Not an official ceremony, but vital!)

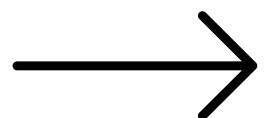
Purpose: Refine and prioritize the Product Backlog items to ensure they are clear, detailed, and ready for upcoming Sprints.

Who Attends: PO, BA, SM, Dev Team

Duration: Ongoing (often 1-2 times per week)

Example: PO & BA clarifies acceptance criteria on a new “user onboarding” story → They break it down into smaller tasks such as designing UI, setting up APIs, and testing. The team discusses and agrees on the estimated effort required for each task.

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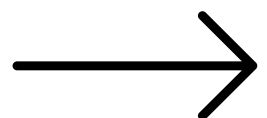


Why Are These Ceremonies Important?

- Keep everyone aligned
- Enable early feedback
- Promote continuous improvement
- Enhance transparency

Final Thoughts: Scrum events aren't just "meetings" – they're strategic checkpoints to inspect, adapt, and improve. Mastering these events = building better products + happier teams.

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**Drop your
thoughts in the
comments —
let's learn from
each other!**

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Let's Connected