

Staff Kickoff Briefing Script – Enterprise Application Project (EAP)

Purpose of this script

This script is used by staff to **introduce the Enterprise Application Project (EAP)** to interns in a consistent, professional, and aligned way.

The goal of the kickoff is to:

- set expectations clearly;
- explain roles and responsibilities;
- establish trust and ownership;
- avoid mixed messages later in the project.

This script reflects all **approved governance, intern-facing documents, and execution planning**.

1. Opening the project

Suggested wording:

“Welcome to the Enterprise Application Project.

This project is set up as a professional software development project, not as a classroom exercise.”

Key points to communicate:

- interns are trusted with real responsibility;
 - staff will coach and observe, not run the project;
 - learning happens through doing, not through instructions.
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2. Explaining the project context

Suggested wording:

“You will work in a Scrum team and deliver a real product.

You are responsible for planning, quality, and delivery.”

Emphasise:

- Scrum is the working framework;
- quality and delivery matter;
- problems and defects are normal in real projects.

Avoid:

- talking about assessments in detail;
 - mentioning incidents or simulations.
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3. Clarifying team roles

Explain clearly and explicitly:

Product Owner

- One intern is the Product Owner.
- The Product Owner decides scope and priorities.
- Staff do not take product decisions.

Scrum Master

- One intern is the Scrum Master.
- The Scrum Master facilitates Scrum events.
- Staff act as Scrum Coaches, not Scrum Masters.

DevOps responsibility

- DevOps is a team responsibility.
- One or more interns take a leading role.
- Pipelines, deployments, and operational issues belong to the team.

Suggested wording:

“These roles belong to you.
Staff will not take them over.”

4. How planning works

Explain:

- Sprint length is two weeks;
- Sprint Planning happens every Sprint;
- backlog items must be ready before entering a Sprint.

Introduce:

- Definition of Ready (DoR);
- Definition of Done (DoD).

Suggested wording:

“The Definition of Ready helps you decide what can be planned.
The Definition of Done helps you decide what is finished.
These are team agreements.”

5. Quality and professionalism

Make expectations explicit:

- code is reviewed;
- tests run in the pipeline;
- delivery issues are handled professionally;
- transparency is expected.

Suggested wording:

"Mistakes are allowed.
Ignoring problems is not."

6. How staff will act

Be explicit about staff posture:

- staff act as Scrum Coaches;
- staff act as sponsors;
- staff observe and challenge;
- staff do not solve problems for the team.

Suggested wording:

"If we step in too much, we are doing something wrong."

7. Communication and collaboration

Explain:

- one office day per week;
- remote work on other days;
- Microsoft Teams as the main collaboration tool.

Encourage:

- open communication;
 - asking questions early;
 - making decisions visible.
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8. Closing the kickoff

End with clarity and trust.

Suggested wording:

“You are trusted to run this project professionally.
Use that trust.
Reflect, improve, and take ownership.”

Invite questions, but avoid:

- detailed technical discussions;
- solving problems during the kickoff.

Final reminder for staff

- Stick to this script.
- Avoid adding personal interpretations.
- Consistency across staff is critical.

This kickoff sets the tone for the entire project.

End of Staff Kickoff Briefing Script