



SCRUM ROLES

SYED ALI SHAN | MS-SPM

WHATS MORE IMPORTANT?

EFFECIENCY

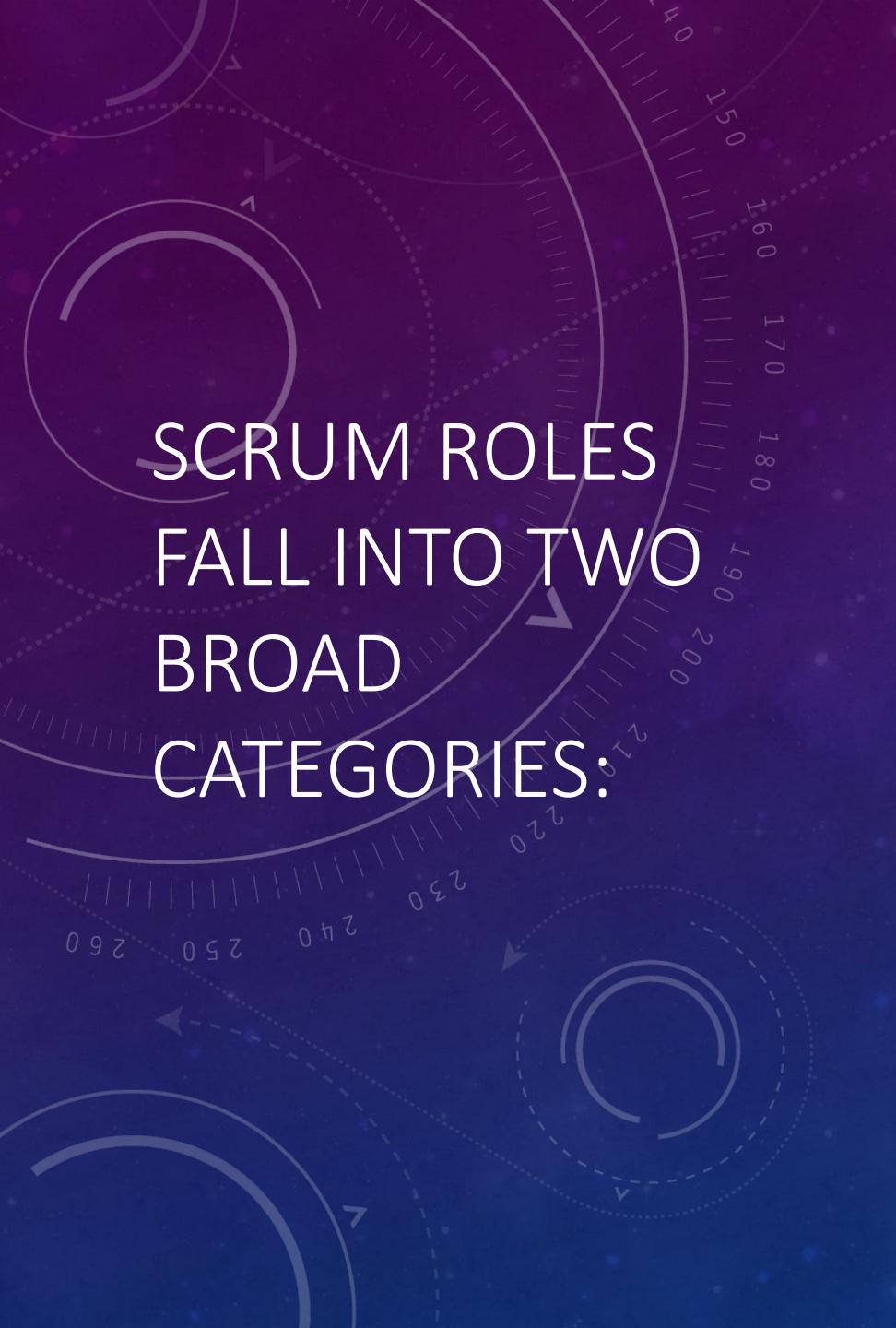
EFFECTIVENESS

PETER DRUCKER

*“There is nothing so useless as doing
efficiently that which should not be done at
all.”*

WHATS MORE IMPORTANT?

- Hands down, it's effectiveness.
- Don't worry about efficiency until you figure out how to be effective.
- A very efficient development team working on the wrong things is a waste of time.
- A super-effective development team, however, can easily learn efficiency.
- Always work on the right things first.



SCRUM ROLES
FALL INTO TWO
BROAD
CATEGORIES:

Core Roles

Non Core Roles

NON CORE ROLES

- Non-core roles are those roles which are not mandatorily required for the Scrum
- may include team members who are interested in the project, have no formal role on the project team,
- may interface with the team, but may not be responsible for the success of the project.
- The non-core roles should also be taken into account in any Scrum project.

NON CORE ROLES

- 1) Customers
- 2) Consumers/Users
- 3) Sponsors
- 4) Vendors
- 5) Scrum Guidance Body

NON CORE ROLES

Non core roles can be internal or external.

Marketing team.

Legal

Compliance

Customers

CORE ROLES



Core roles are those roles which are mandatorily required for producing the product of the project.



They are committed to the project



Responsible for the success of each



Sprint of the project and of the project as a whole.

CORE ROLES

Scrum Master

Product Owner

Scrum Team

A cartoon illustration of a superhero standing on a yellow gradient background. The superhero has a beard, blue eyes, and a friendly expression. He is wearing a blue suit jacket over a white shirt with a red collar and a yellow pendant. A red cape flows behind him. A small black briefcase with a gold clasp sits on the floor to his left.

PRODUCT OWNER

1. Who is Product Owner?
2. His roles and Responsibilities?
3. Traits of a Product Owner.
4. Challenges and Issues faced by Product Owner

WHO IS PRODUCT OWNER

- The Product Owner is the person responsible for maximizing business value for the project.
- Responsible for articulating customer requirements
- Maintaining business justification for the project.
- The Product Owner represents the **Voice of the Customer.**
- Choosing the right product owner is **Crucial** for any Scrum project.



HIS ROLE AND RESPONSIBILITIES

1. He is responsible for Describing requirements
2. Anticipate Client Requirements.
3. Defining a Product Vision
4. Preparing the Backlog.
5. Prioritizing the Backlog.
6. Making sure Backlog is visible to all



HIS ROLE AND RESPONSIBILITIES

5. Making sure every one in the team understands the Backlog
6. Closely collaborating with the team
7. Accepting or Rejecting work results
8. Steering the project by tracking and forecasting its progress.



HIS ROLE AND RESPONSIBILITIES

9. Act as a bridge between stake holders and scrum team
10. Over viewing the development process

A cartoon illustration of a superhero businessman standing on a yellow gradient background. He has a beard, is wearing a blue suit with a red cape, and has a briefcase at his feet.

RECAP

1. Effectiveness vs Efficiency
2. Peter Drucker's Quote
3. Core vs Non Core Roles
4. Scrum Guidance Body
5. RACI Matrix
6. Product Owner
 1. Who is he
 2. Roles & Responsibilities
 3. Product Backlog



HIS ROLE AND RESPONSIBILITIES

“Having one person in charge across releases ensures **continuity** and reduces **handoffs**, and it encourages **long-term thinking**”

TRAITS OF PRODUCT OWNER

Decision Maker

Models

Biases

FEW BIASES THAT EXIST

- Confirmation Bias
- Availability Heuristic
- Survivor Ship Bias
- Halo Effect

TRAITS OF PRODUCT OWNER

- Writer Jonathan Swift observed, “***Vision is the art of seeing things invisible.***”
- The product owner is a Visionary who can envision the final product
- AND Communicate the vision



TRAITS OF PRODUCT OWNER

The product owner is also a *Doer* who sees the vision through to completion. Should have deep market knowledge

He should be an excellent story teller

Accepting feedback graciously.

Giving feedback constructively

Asking and listening.

TRAITS OF PRODUCT OWNER



Exhibiting integrity and being culturally sensitive, courageous, a problem solver, and decisive;



Giving credit to others where due .



Being a life-long learner



Being able to sift through massive amounts of information to obtain the most important information.



TRAITS OF PRODUCT OWNER

Ensures that *tough decisions* are made.

For instance, should the Launch date be postponed or should less functionality be delivered?

The product owner must be a team player

TRAITS OF PRODUCT OWNER



Being able to build effective teams,



Have fun and share humour effectively with team members.

TRAITS OF PRODUCT OWNER

- We can think of the product owner as ***Primus inter pares***, first among peers, regarding the product.

TRAITS OF PRODUCT OWNER

Primus inter pares

Primus inter pares is a Latin phrase meaning first among equals. It is typically used as an honorary title for someone who is formally equal to other members of their group but is accorded unofficial respect, traditionally owing to their seniority in office.



TRAITS OF PRODUCT OWNER

Product Owner Should
NOT be *Indecisive.*

Should not employ
Laissez-faire style
leadership.



LAISSEZ-FAIRE

Laissez-Faire
pronounced as (Laizzy
Fair) is a French Term.

Dictionary meaning is
“Leave it”

DISADVANTAGES OF LASSEZ-FAIRE

Lack of
Guidance

Potential
Ignorance of
the Leader

Unsuitable for
Less Competent
and Less Skilled



TEAM PLAYER

No genius can make all the right decisions at all the time.

Neuroscientific research reveals even the best qualified person can make wrong decisions if the person decides alone.

The wisdom of many is preferable over brilliance of one



SELECTING THE RIGHT PRODUCT OWNER?

THE RIGHT PRODUCT OWNER?

- Excellent Communicator
- Great Negotiator
- He is a Bridge between the *Suits* and the *Techies*
- Some times say “No”
- Some times “negotiate a Compromise”



COMMON MISTAKES?

- 1) Underpowered
- 2) Over Worked
- 3) The Partial Product owner
- 4) Proxy
- 5) Product Owner Committee
- 6) The Distant

A cartoon illustration of a superhero businessman standing on a yellow gradient background. He has a beard, blue eyes, and a wide smile. He is wearing a blue suit jacket over a white shirt with a red collar and a yellow tie. A red cape flows behind him. A black briefcase with a gold clasp sits on the floor to his left.

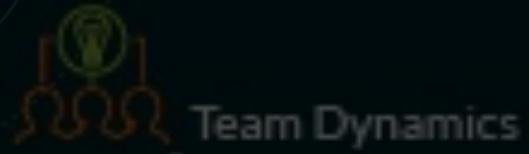
RECAP

1. Integrity
2. Primus Inter Pares
3. Laizy Faire
4. Decision Maker
5. Feedback Graciously
1. Common Mistakes
 1. Underpowered
 2. Proxy
 3. Committee

Here are all the things a **Scrum Master Does**



SCRUM MASTER



Team Dynamics



Learning



Product



Big Picture

SCRUM MASTER

- Scrum Master is the ***Servant Leader***
- Manager, Director?
- Facilitator
- Protector of the team



SERVANT LEADER

1. Replaces Self Interest with Service to others.
2. Influences rather than power and control
3. Focusing on other strengths rather than weakness
4. Listening, rather than giving orders
5. Long range benefits, rather than short term profits



SCRUM MASTER RESPONSIBILITIES

1. Learn about Agile
2. Coach
3. Mentor
4. Remove Impediments



SCRUM MASTER RESPONSIBILITIES

5. Provide appropriate feedback
6. Supervise Creation of Information Radiators
7. Prepare, moderate and facilitate the meetings
8. One on One coachings
9. Mediate in conflicts

SERVANT LEADER

1. Listening
2. Empathy
3. Foresight
4. Persuasion
5. Healing
6. Conceptualization
7. Building a sense of community





SCRUM MASTER RESPONSIBILITIES

11. Assist with release planning
12. Assist daily scrum
13. Assist *Retrospective*
14. Support team to use agile practices