

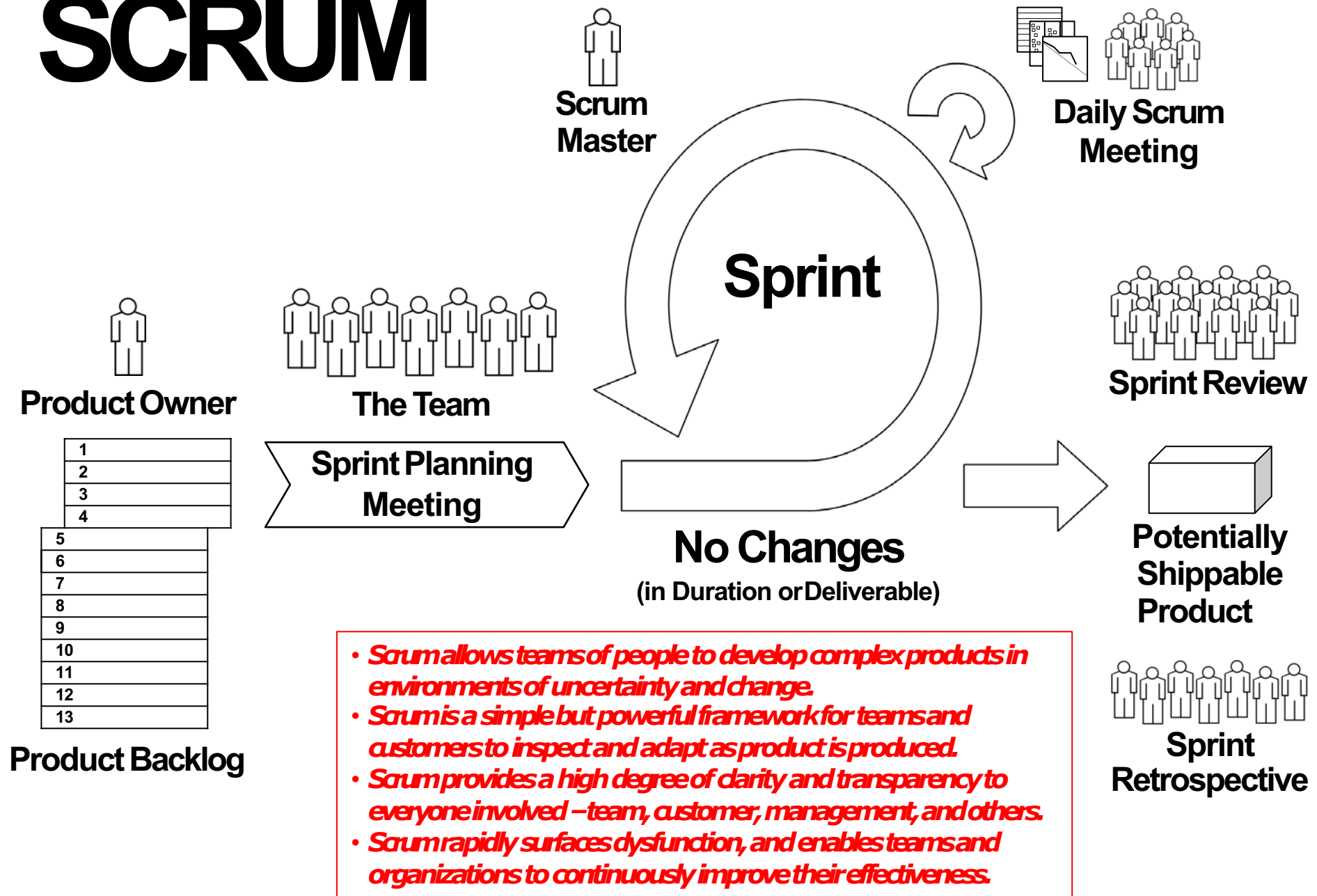
Introduction to Scrum

The Problems Many Companies Face

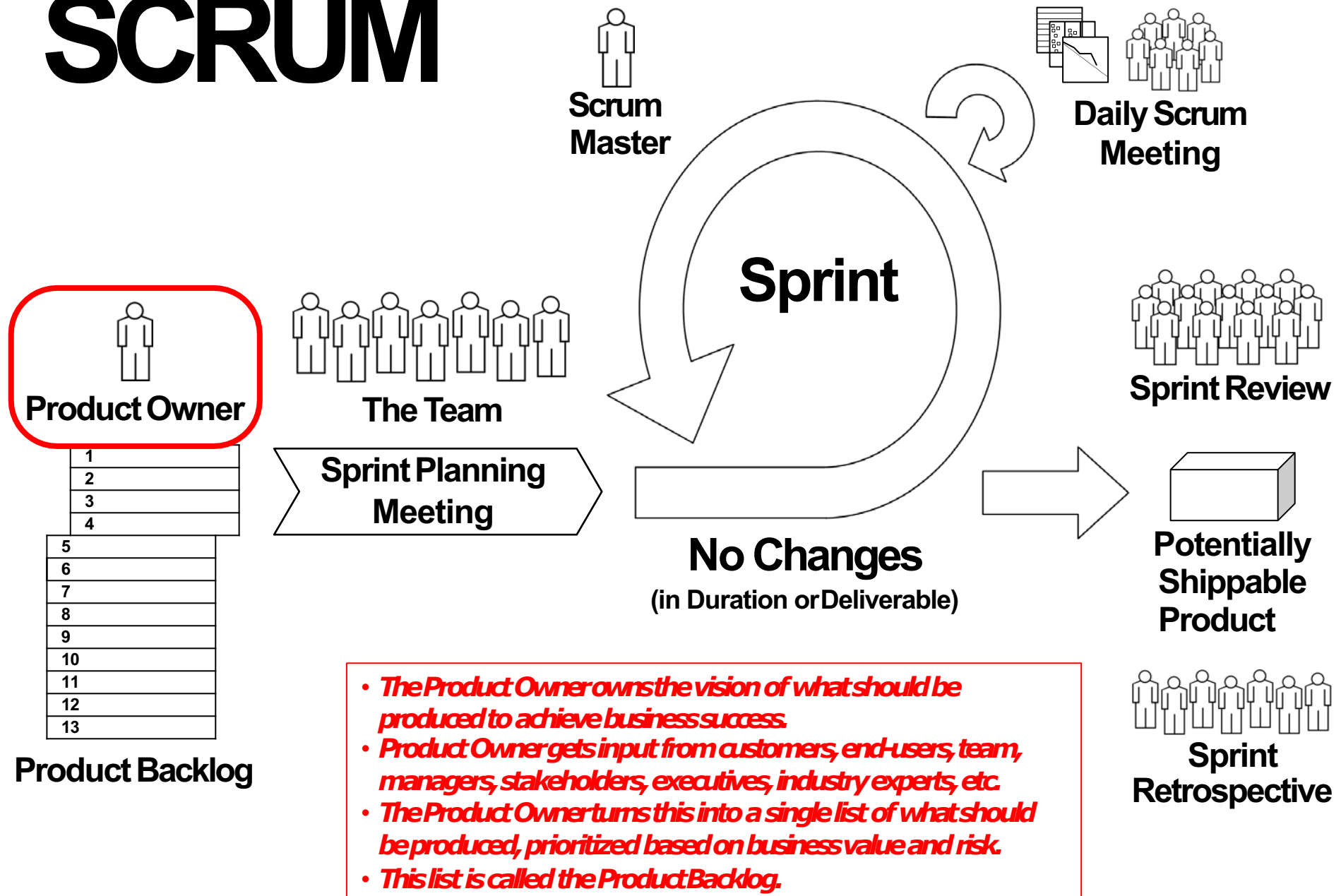
- Time-to-market for products is too long
- Project failure rate is unacceptably high
- ROI delivered frequently falls short
- Responding to change is difficult and costly
- Customer orientation is weak
- Software quality is poor
- Productivity could be higher
- Employee morale, drive and accountability is low
- Widespread micromanagement is required
- Employee turnover rates are too high

The Basics of Scrum

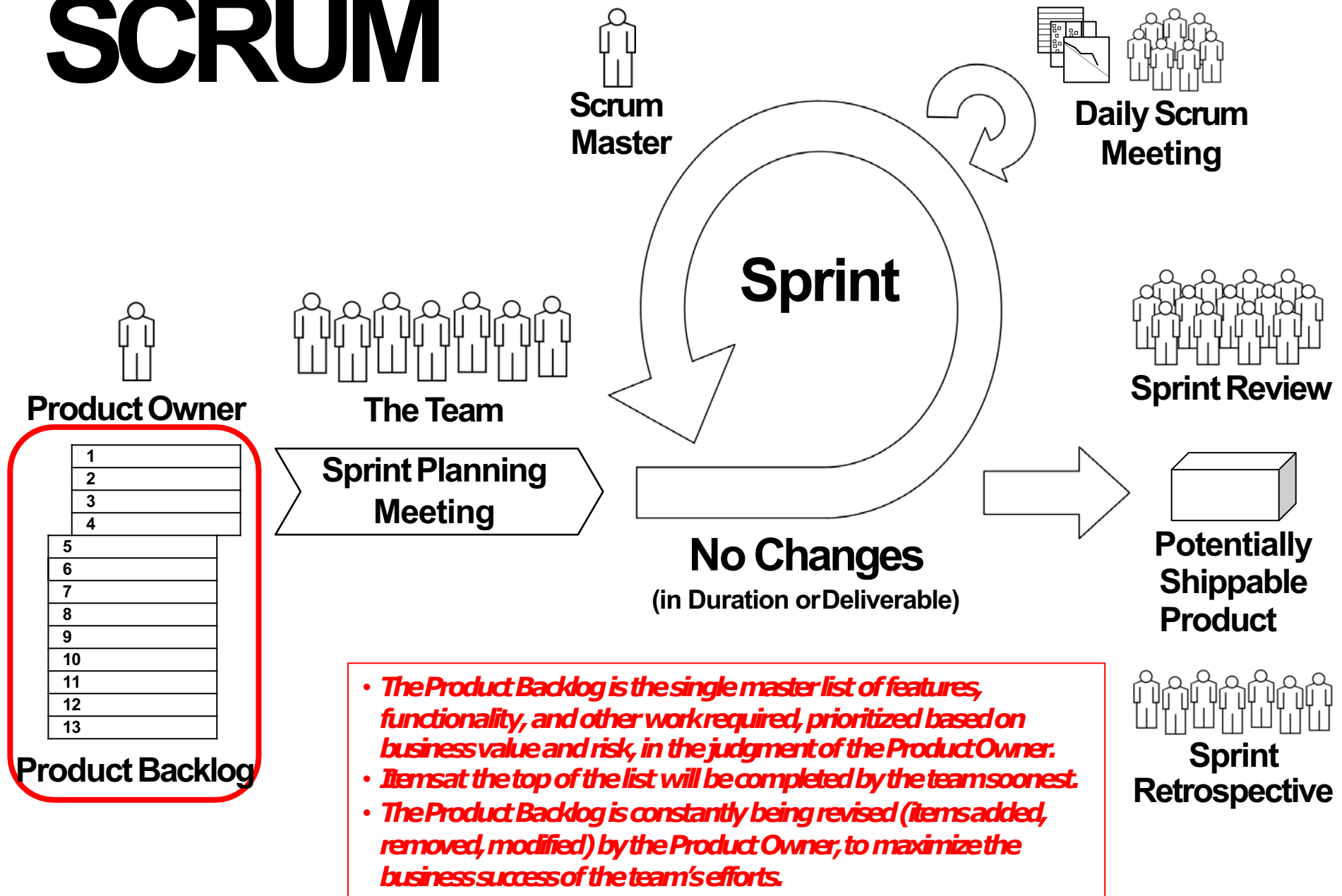
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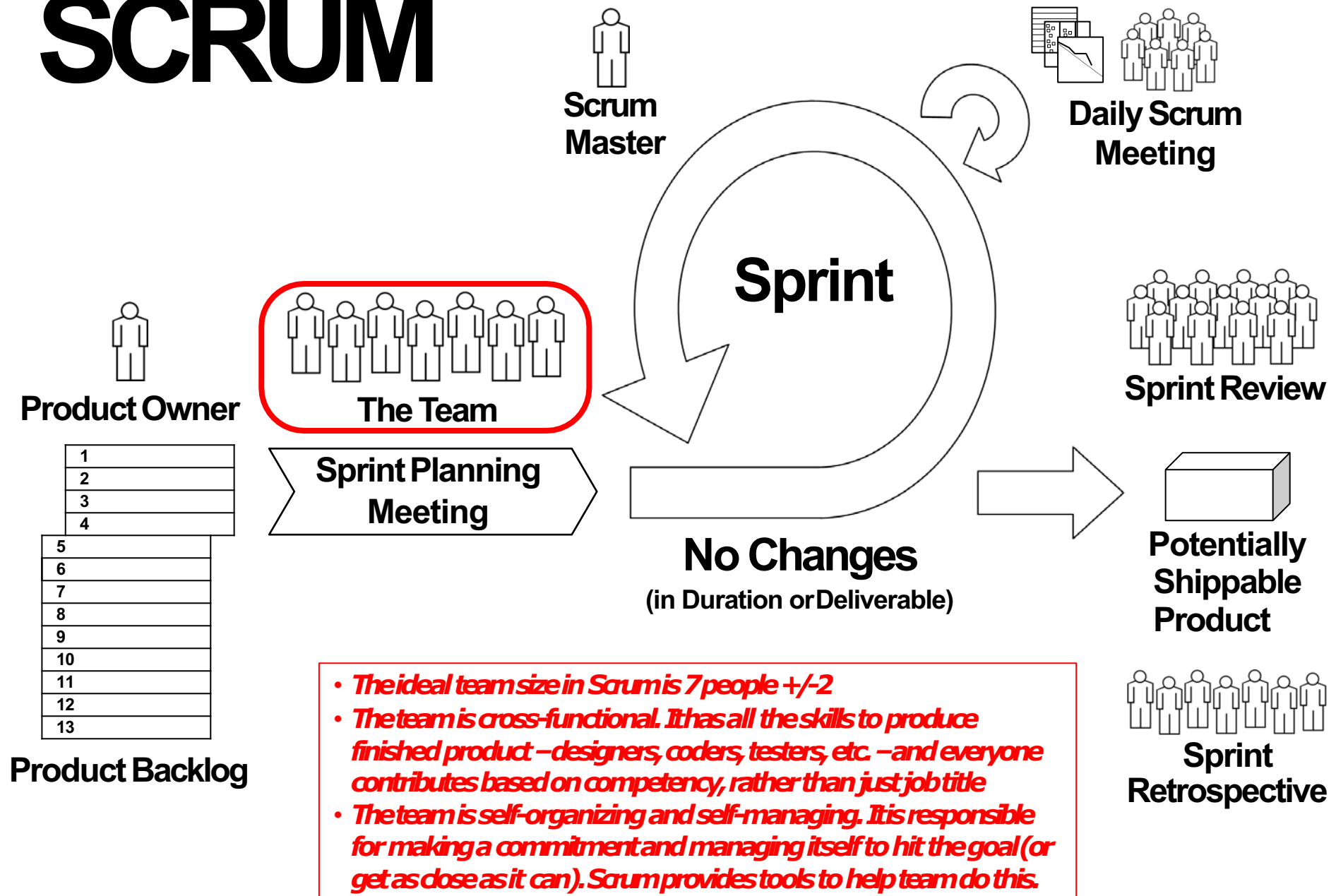
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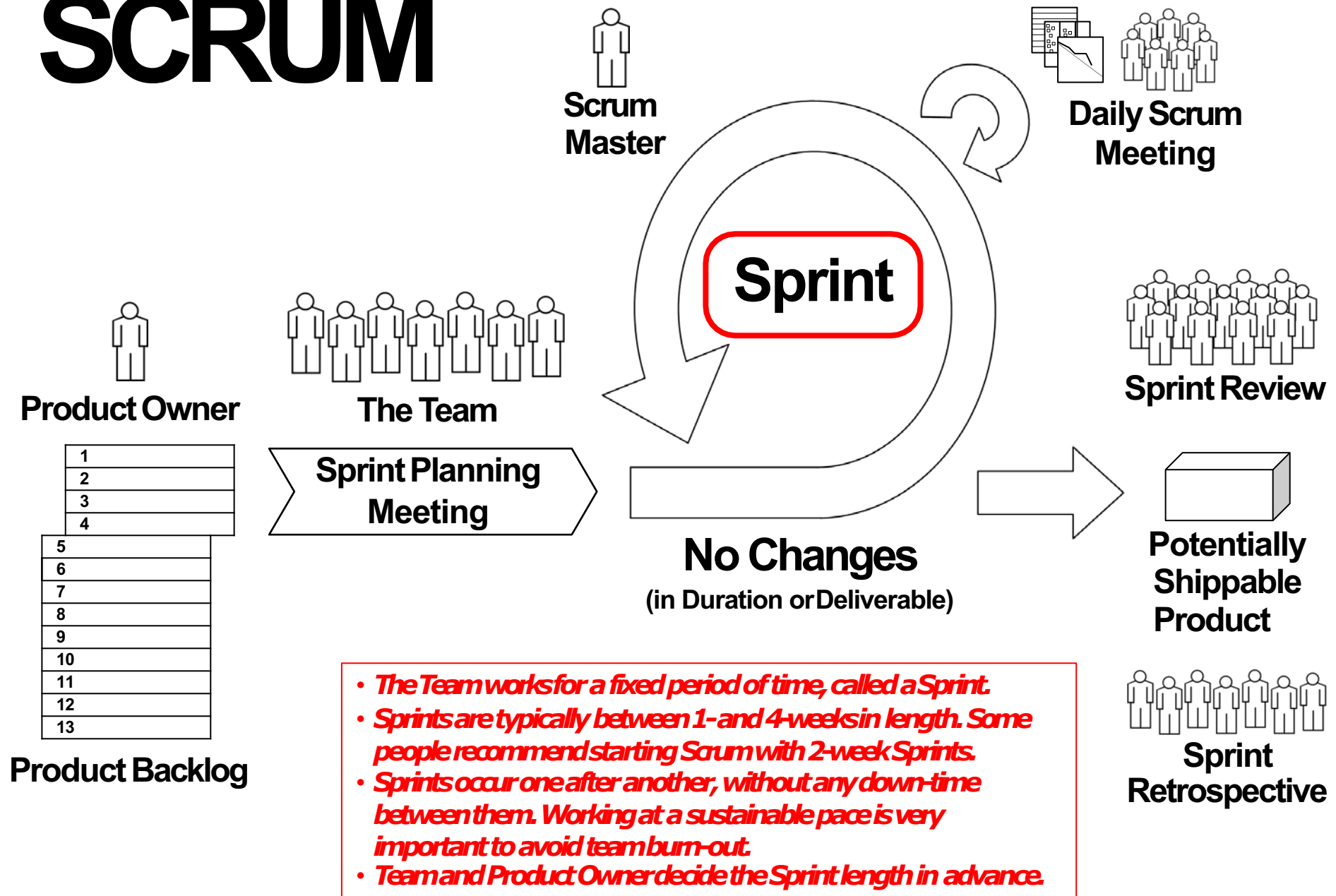
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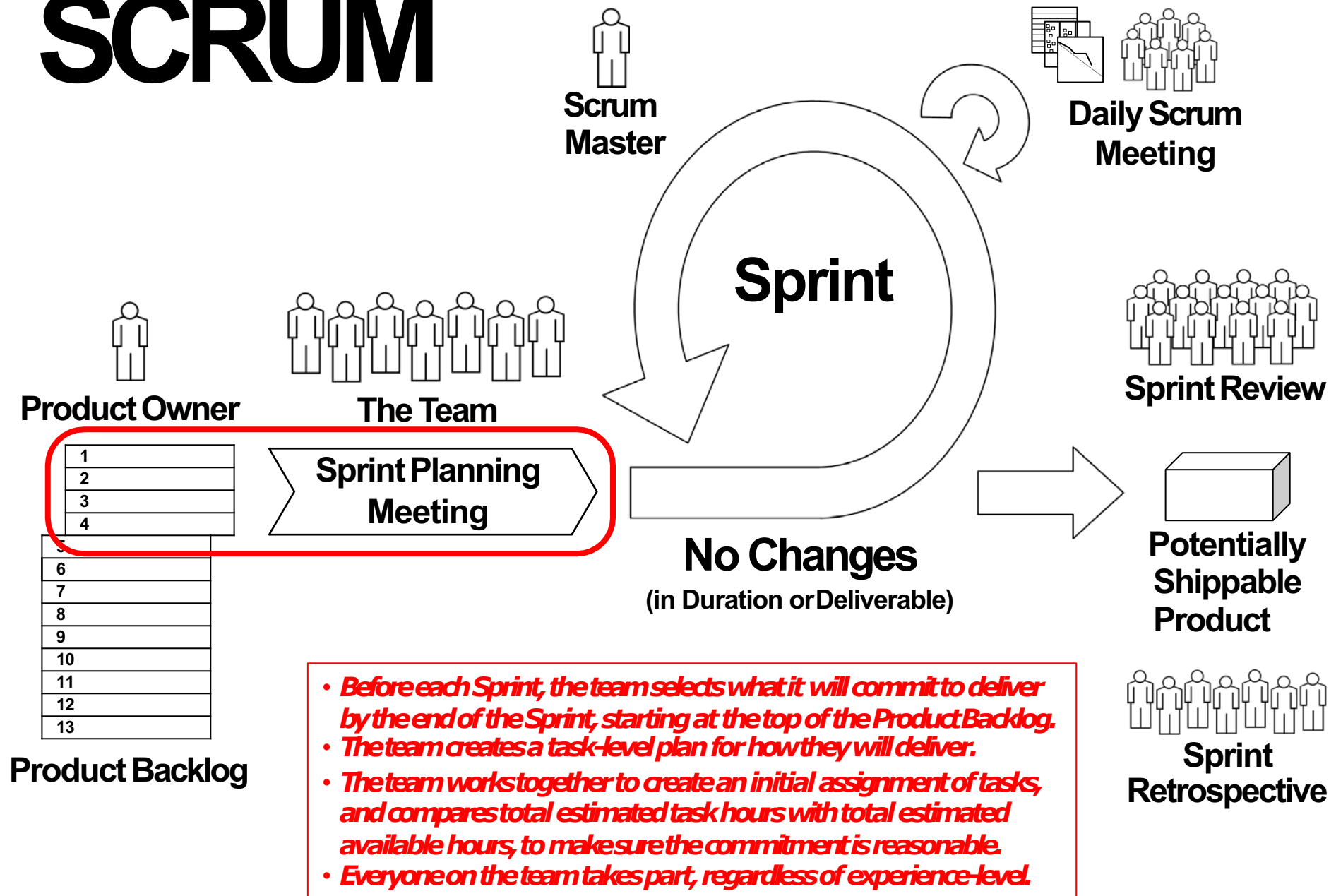
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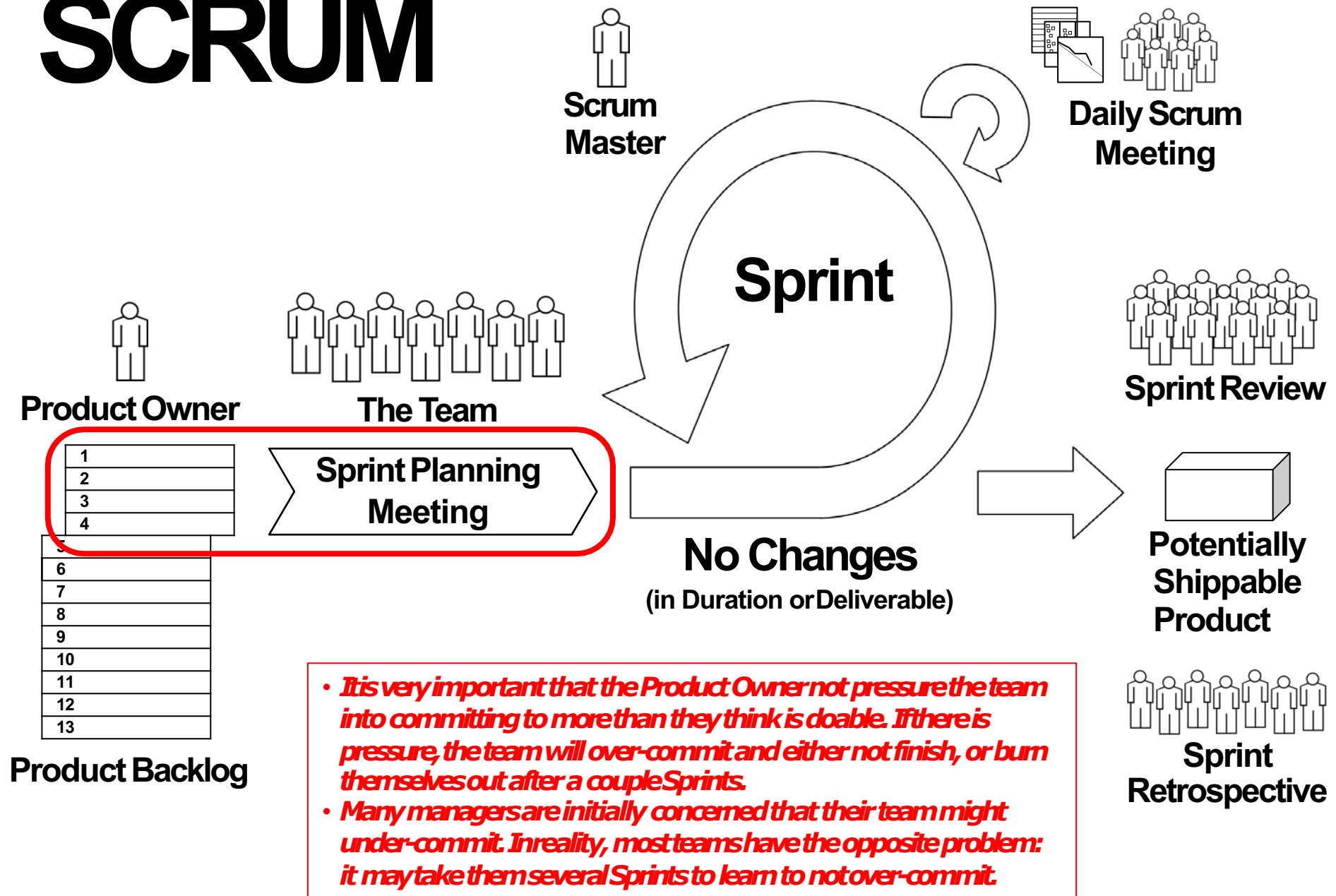
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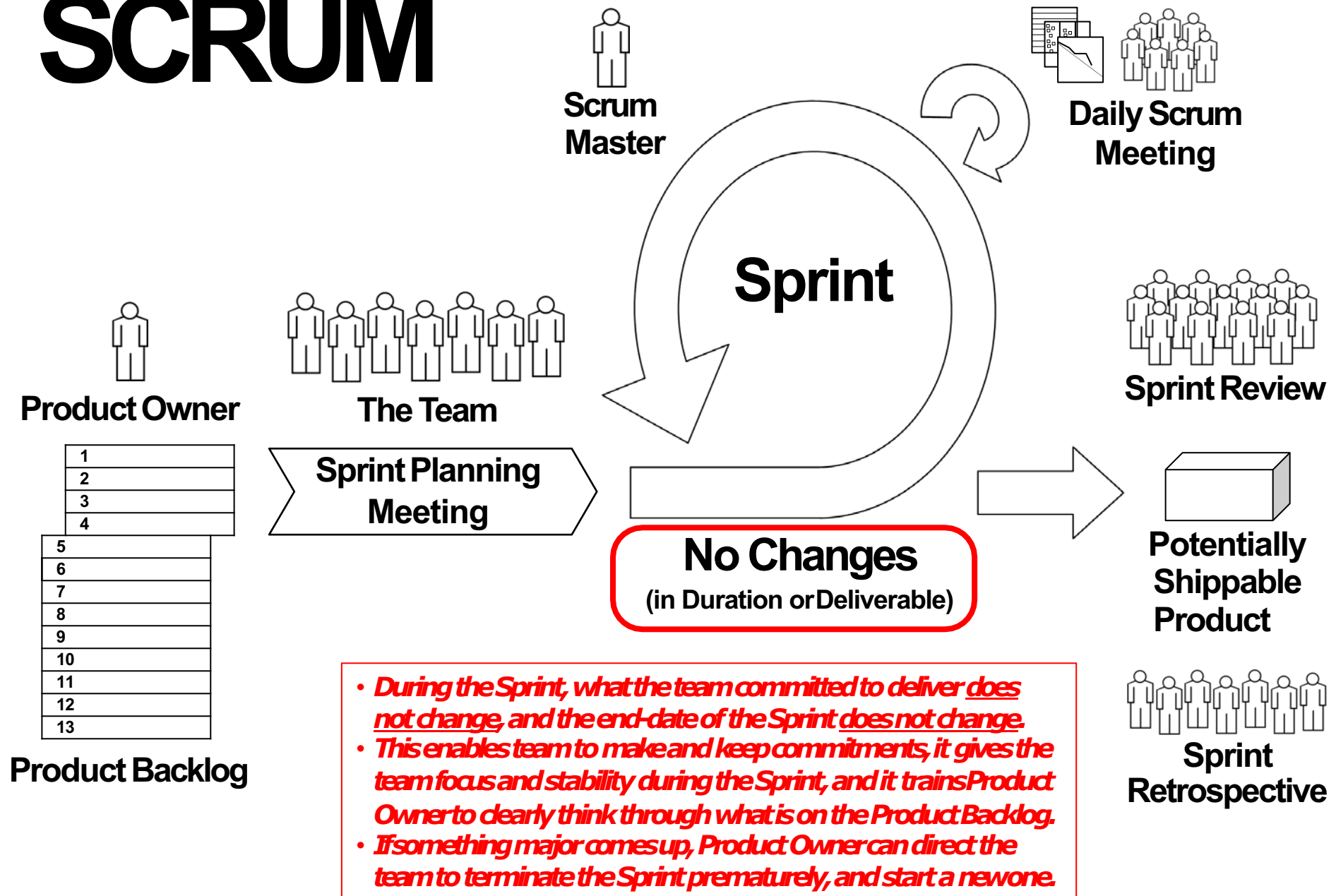
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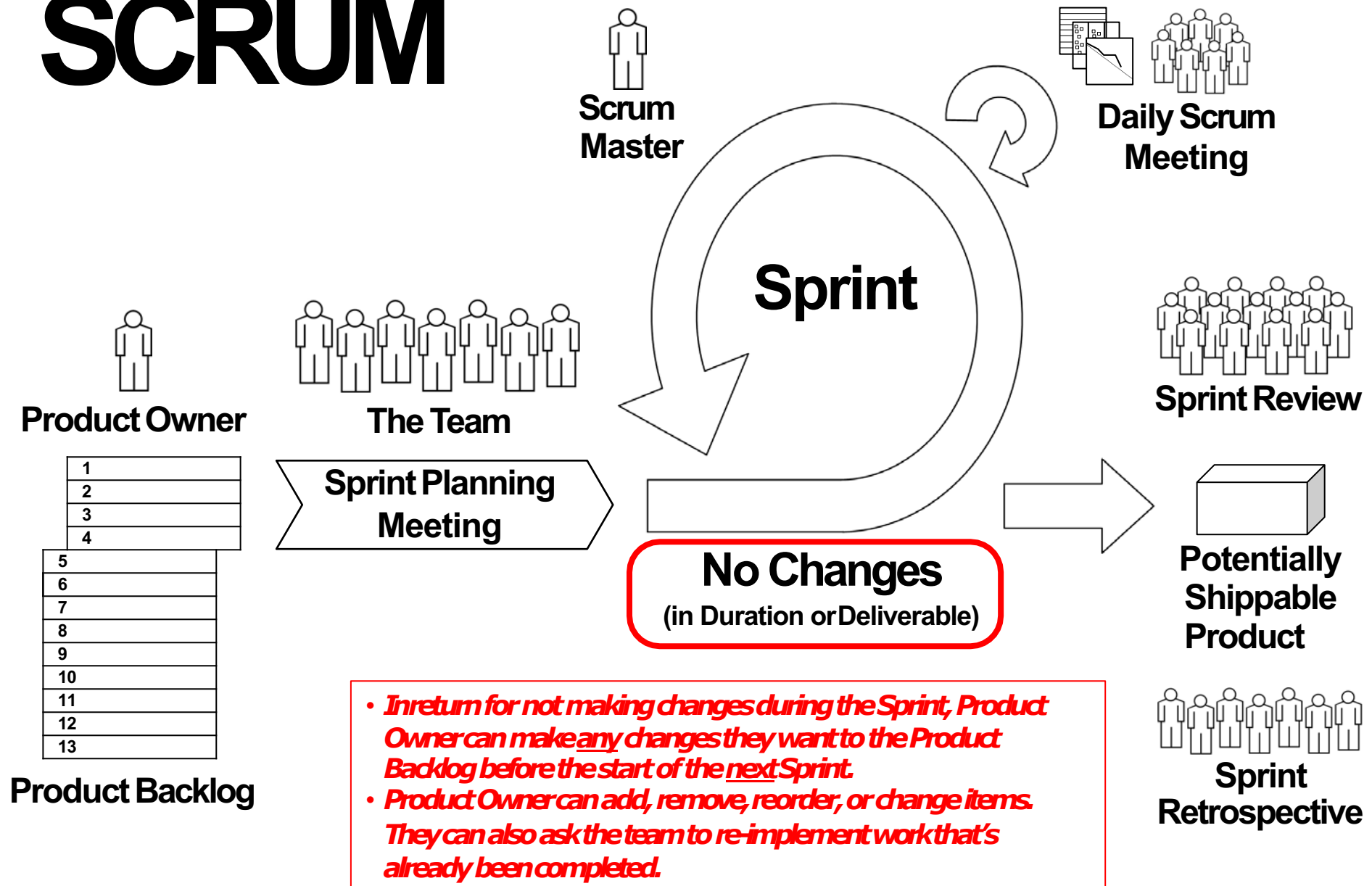
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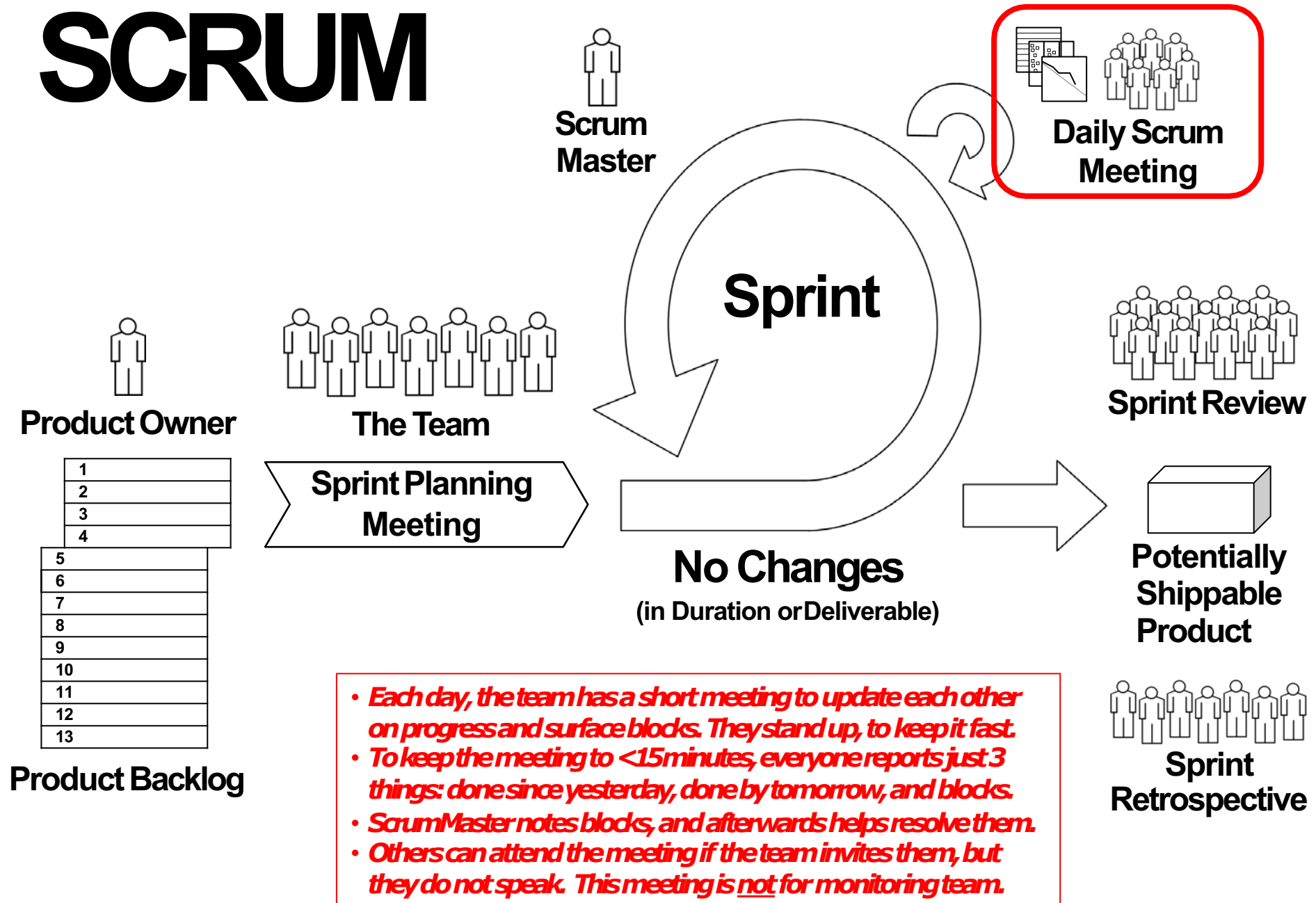
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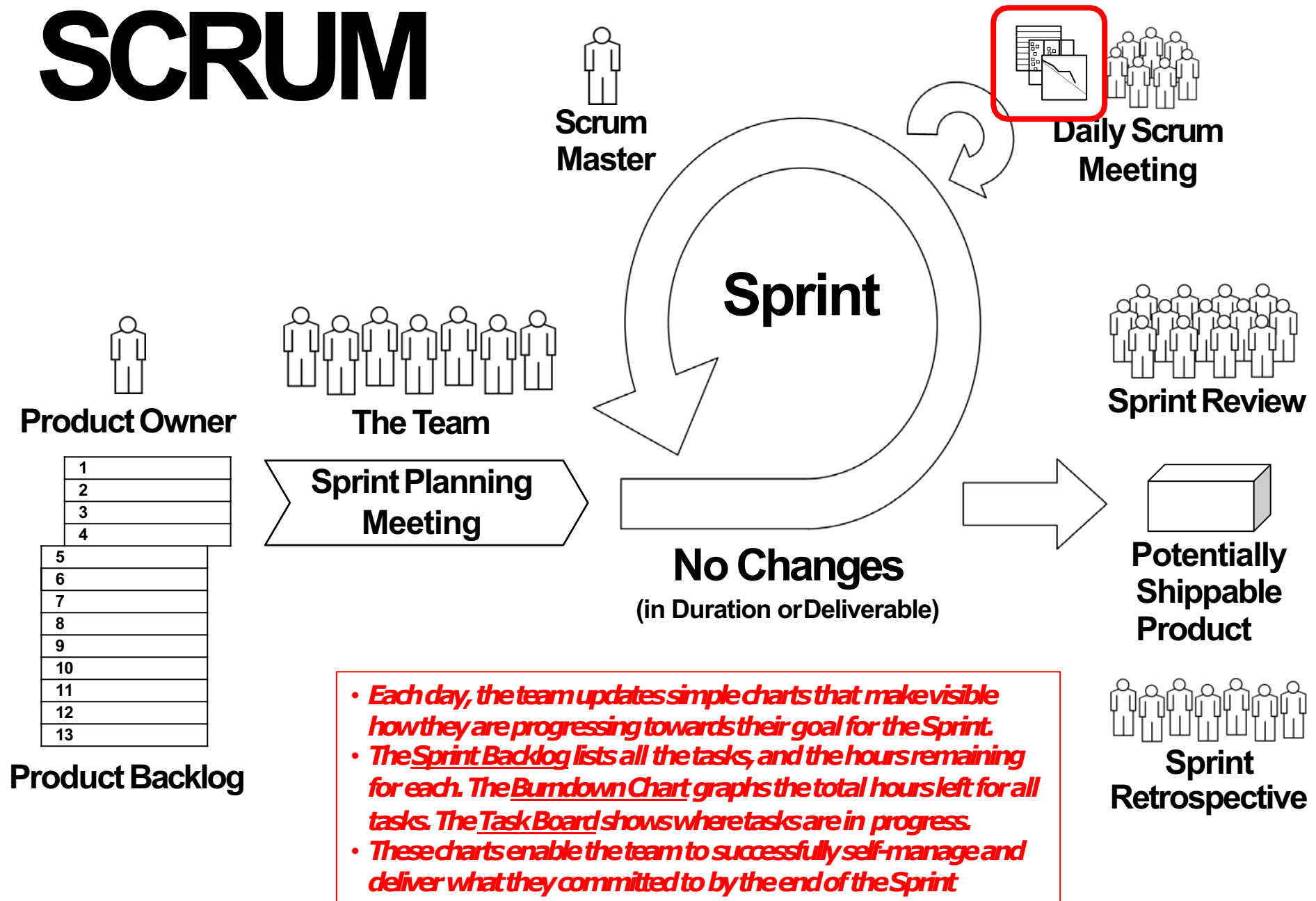
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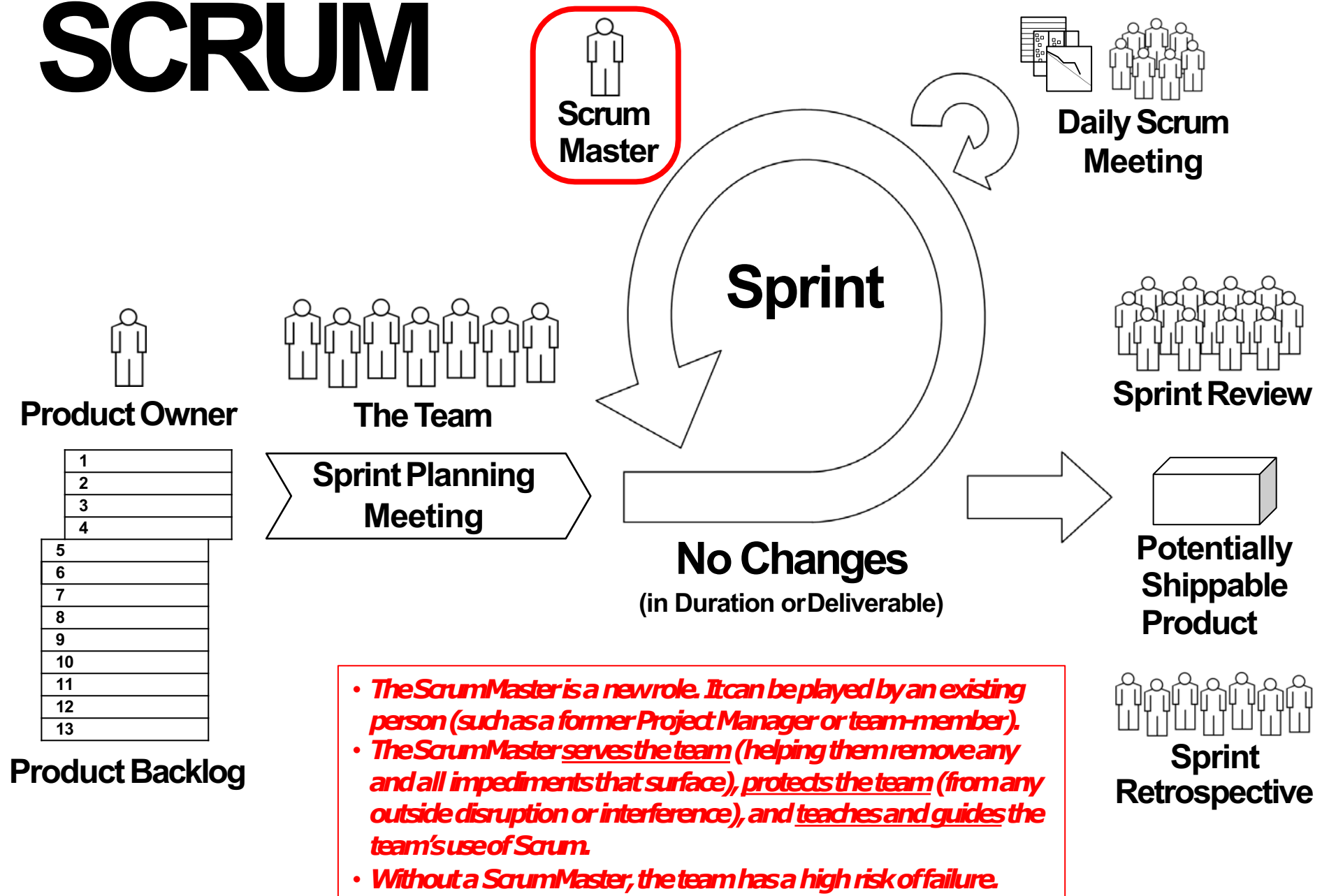
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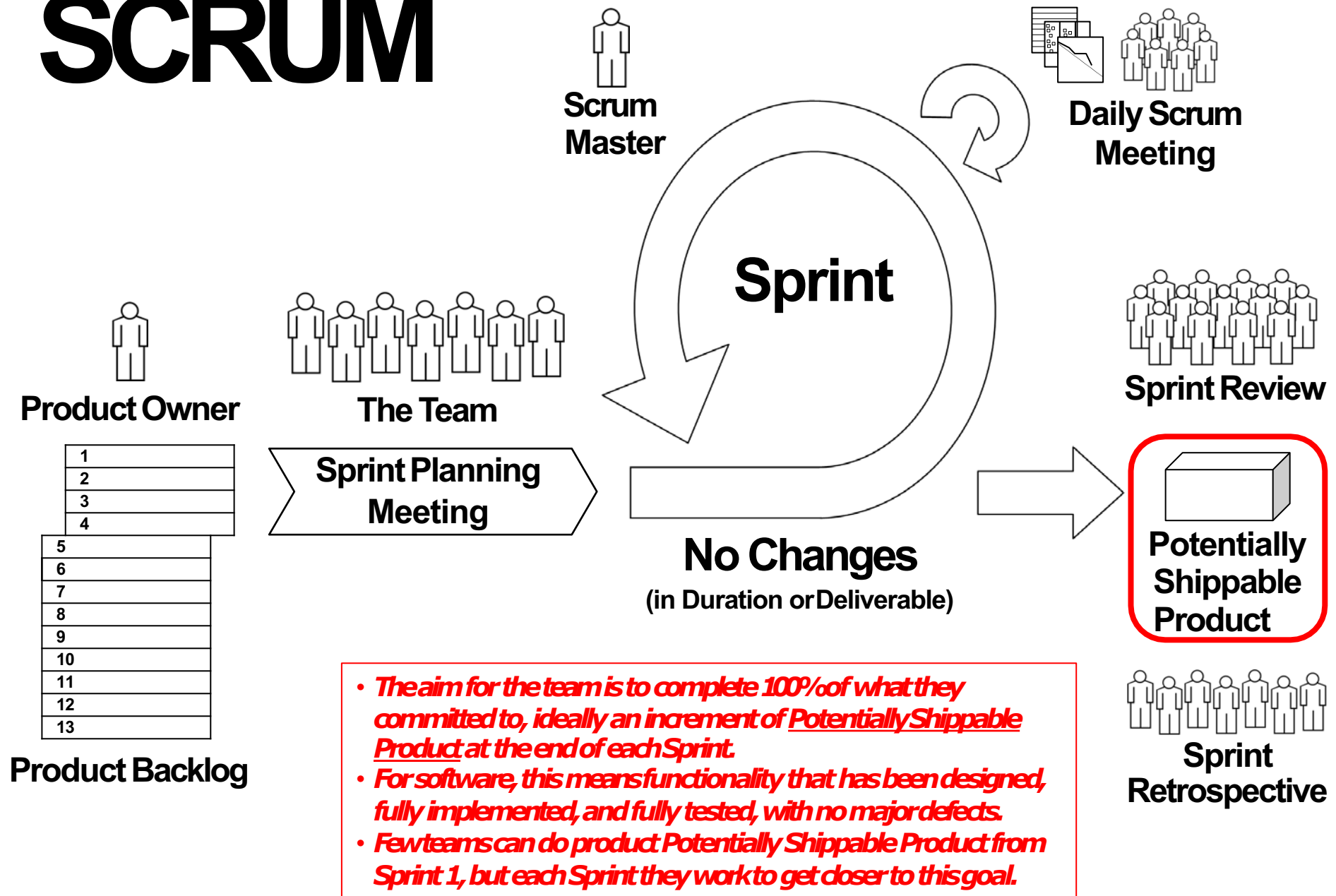
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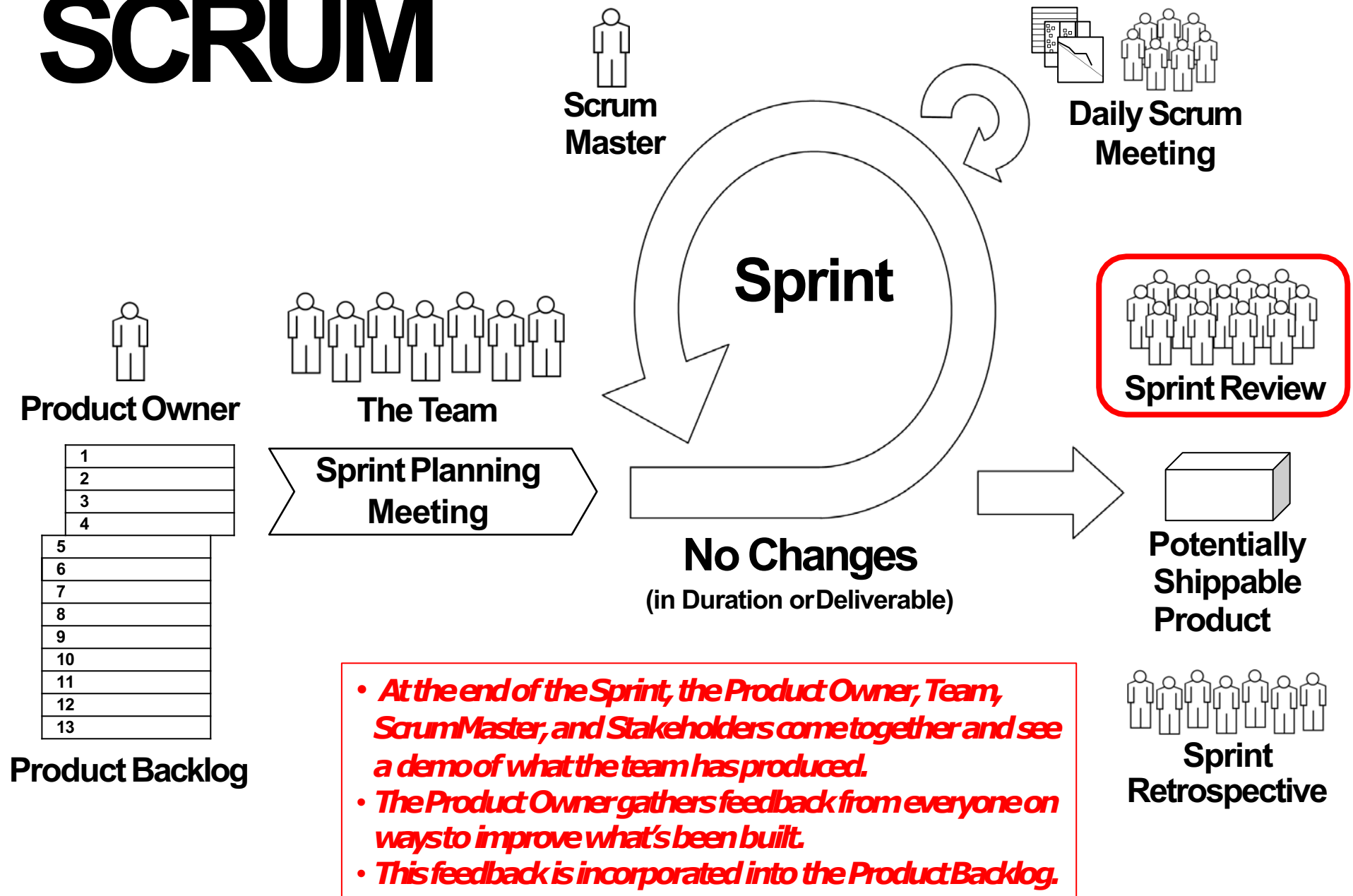
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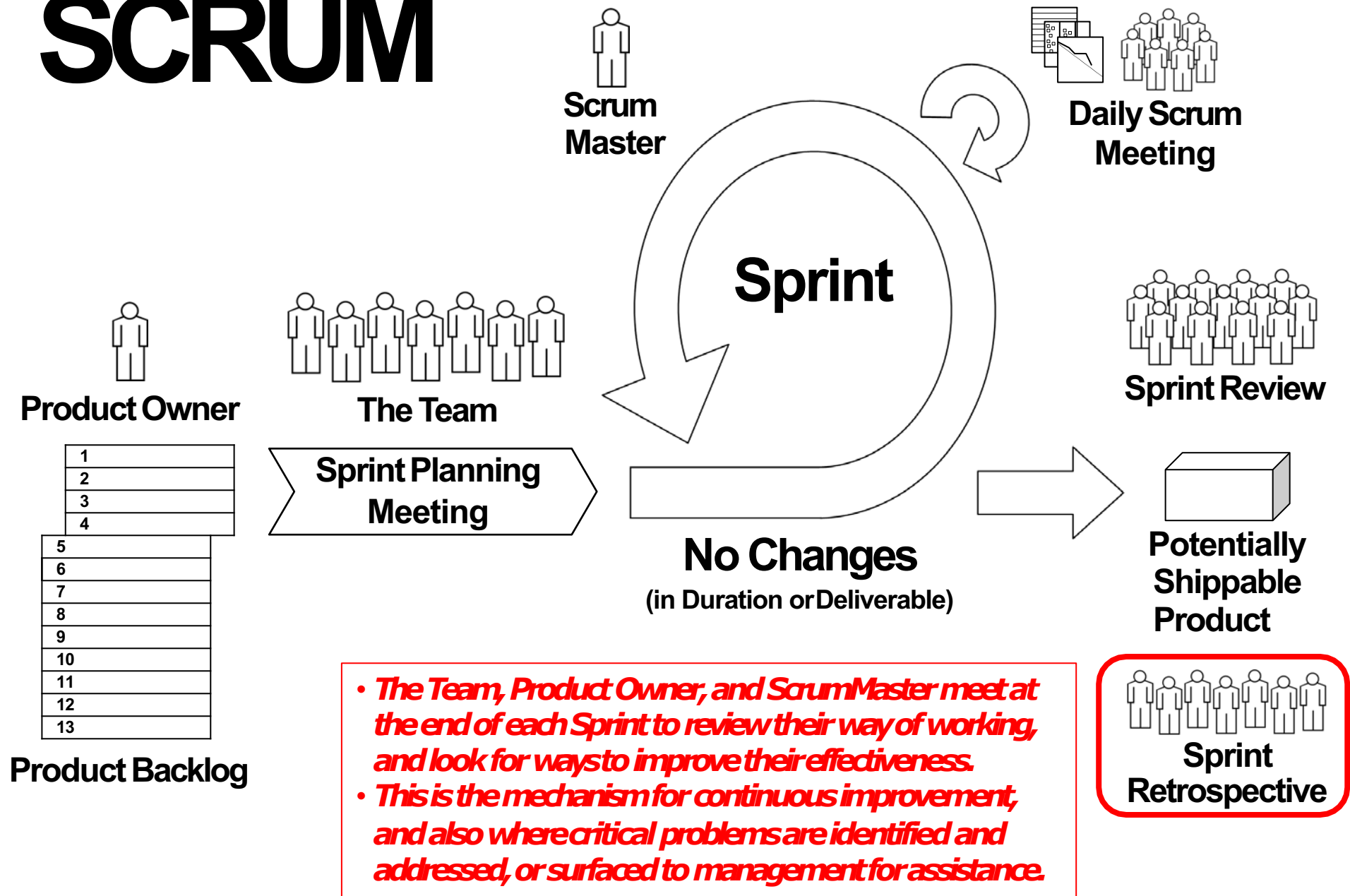
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What Improves Your Likelihood of Success with Scrum?

1. High Quality Scrum Training

- Training for Teams, and also for Managers and Executives.
- Important that everyone know the principles and practices thoroughly, and also be prepared for the challenges and issues.
- Choose your training provider carefully – lots of low-quality providers are starting to enter the market.

2. Active, Informed Support from Management

- Management role has to shift from micromanagement to macromanagement.

3. Clear Executive and Organizational Buy-In

- Scrum surfaces organizational dysfunction, and executive team needs to provide leadership and support to address companywide issues that surface.
- Support also required from HR, Finance, Budgets, Metrics.

4. Coaching and Consulting Support

- Useful to have help from outside advisors on tough problems and bigger projects.

5. Discipline and Commitment to Actually Doing Scrum

- A common mistake is to modify Scrum, or apply it only partially. This can cause unintended negative effects, or allow existing dysfunction to remain unaddressed.