

UNDERSTANDING

BIRTH OF SCRUM

IT'S ROOTS

- ▶ “The New New Product Development Game” - 1986; Hirotaka Takeuchi and Ikujiro Nonaka
- ▶ “A flexible, holistic product development strategy where a development team works as a unit to reach a common goal” as opposed to a “traditional, sequential approach”
- ▶ The name “SCRUM” comes from game of Rugby.

HOW?

- ▶ Sourced from case studies in manufacturing
 - ▶ Lean manufacturing; Toyota Production System (mid - 1930's)
 - ▶ More value with less work
 - ▶ "Just in time" inventory (JIT)
- ▶ The whole process is performed by one cross-functional team across multiple overlapping phases, where the team "tries to go the distance as a unit, passing the ball back and forth"