

## Action Plan based on SWOT Analysis Worksheet

### Key Roles Required

Key Role Requirement	Rationale
<b>Scrum Master</b>	To coach the team in Agile practices, facilitate Scrum ceremonies, and ensure smooth sprint execution while removing impediments
<b>Product Owner</b>	To act as the voice of the customer, prioritize the product backlog, and align sprint deliverables with business goals and customer needs
<b>Agile Coach</b>	To train and mentor teams on Agile and Scrum methodologies, ensuring a smooth transition from traditional project management practices
<b>Marketing Analyst</b>	To analyze customer data and market trends quickly, supporting data-driven decisions for product launches and sprint planning
<b>Stakeholder Liaison</b>	To coordinate between sales, IT, and marketing, ensuring clear communication and timely input for prioritizing requirements
<b>IT Support Lead</b>	To ensure technological upgrades align with Agile delivery timelines and minimize delays caused by change requests or technical debt
<b>Cross-Functional Team Members</b>	To ensure collaboration and integration across marketing, sales, and IT teams, addressing bottlenecks and aligning efforts to sprint goals

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## Training Needs Assessment

#	Key Skill and Competency Requirements to Implement Scrum at NAD Inc.
1.	<b>Scrum Framework Knowledge:</b> Understanding the roles, events, and artifacts of Scrum
2.	<b>Backlog Prioritization:</b> Skills to effectively manage and prioritize the product backlog
3.	<b>Agile Mindset:</b> Cultivating a mindset focused on flexibility, adaptability, and collaboration
4.	<b>Communication Skills:</b> Enhancing communication to ensure clarity among cross-functional teams and stakeholder
5.	<b>Stakeholder Management:</b> Building skills to manage and align stakeholder expectations effectively
6.	<b>Collaboration Skills:</b> Fostering teamwork and seamless interaction between marketing, sales, and IT
7.	<b>Change Management:</b> Understanding and addressing resistance to adopting Scrum practices
8.	<b>Problem-Solving Skills:</b> Quickly identifying and resolving impediments during sprints
9.	<b>Time Management:</b> Ensuring sprints are completed within the defined timebox
10.	<b>Agile Tools Proficiency:</b> Familiarity with tools like Jira, Trello, or similar for managing sprints and backlogs

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## Challenges and Recommendations

Key Challenges to Implement Scrum	Recommendations to Address the Challenges
Resistance to change among teams and stakeholders	Conduct change management workshops to communicate the benefits of Scrum and involve stakeholders early in the transition process
Lack of knowledge and experience with Scrum	Provide comprehensive training on Scrum roles, ceremonies, and practices for all team members
Competing priorities among stakeholders	Designate a Product Owner to consolidate stakeholder demands and prioritize them in the product backlog transparently
Fragmented communication between teams	Implement daily stand-up meetings and foster collaboration in the shared workspace to improve communication
Delayed response to emerging market opportunities	Adopt shorter sprint cycles to deliver incremental value and react quickly to market needs
Difficulty managing technical debt and scope changes	Limit scope changes within active sprints and adopt continuous integration practices to manage technical debt effectively
Slow adaptation to Agile practices	Start with a pilot project to allow teams to gain experience with Scrum in a controlled environment before full-scale implementation
Unclear decision-making processes	Establish a clear RACI matrix to clarify roles and responsibilities, ensuring faster and more effective decision-making