

You as a Scrum Master

The Scrum Master is responsible for ensuring Scrum is understood and enacted. Scrum Masters do this by ensuring that the Scrum Team adheres to Scrum theory, practices, and rules.

The Scrum Master is a servant-leader for the Scrum Team. The Scrum Master helps those outside the Scrum Team understand which of their interactions with the Scrum Team are helpful and which aren't. The Scrum Master helps everyone change these interactions to maximize the value created by the Scrum Team.

Scrum Master Service to the Product Owner



The Scrum Master serves the Product Owner in several ways, including:

- Finding techniques for effective Product Backlog management
- Helping the Scrum Team understand the need for clear and concise Product Backlog items
- Understanding product planning in an empirical environment
- Ensuring the Product Owner knows how to arrange the Product Backlog to maximize value
- Understanding and practicing agility
- Facilitating Scrum events as requested or needed

Scrum Master Service to the Development Team



The Scrum Master serves the Development Team in several ways, including:

- ❑ Coaching the Development Team in self-organization and cross-functionality
- ❑ Helping the Development Team to create high-value products
- ❑ Removing impediments to the Development Team's progress
- ❑ Facilitating Scrum events as requested or needed
- ❑ Coaching the Development Team in organizational environments in which Scrum is not yet fully adopted and understood

Scrum Master Service to the Organization



The Scrum Master serves the organization in several ways, including:

- Leading and coaching the organization in its Scrum adoption
- Planning Scrum implementations within the organization
- Helping employees and stakeholders understand and enact Scrum and empirical product development
- Causing change that increases the productivity of the Scrum Team
- Working with other Scrum Masters to increase the effectiveness of the application of Scrum in the organization

CASE STUDIES



Salesforce.com... The Beginning



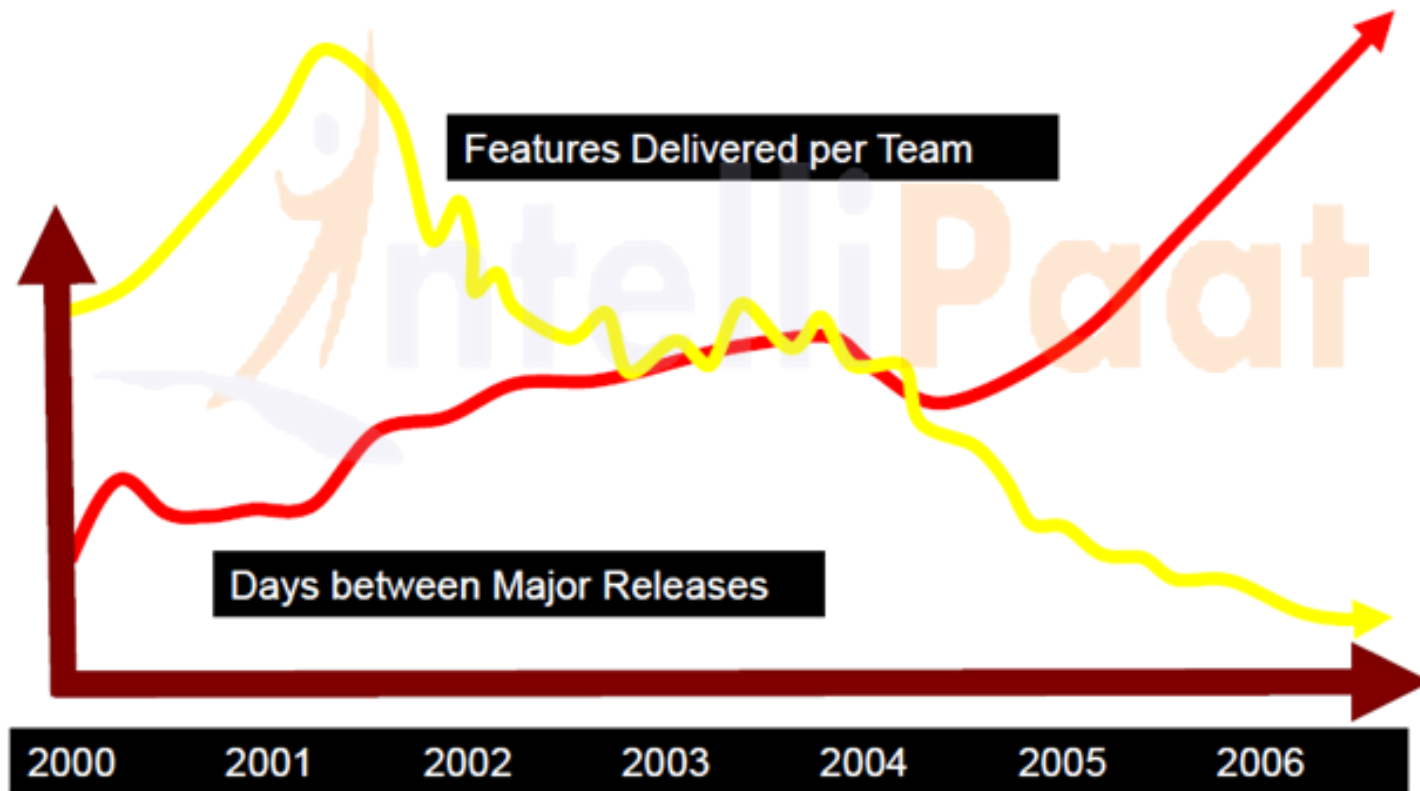
- ▣ Currently it is a market and technology leader in on-demand services
- ▣ Builds a CRM solution and an on-demand application platform
- ▣ Started with 3 people in R&D, 4 releases/year in 1999-2000 in a small San Francisco Apartment
- ▣ 7 years later...
 - 35000+ customers
 - 900,000 subscribers
 - 110 million transactions per day
 - 200+ people in R &D

BUT.....

Background



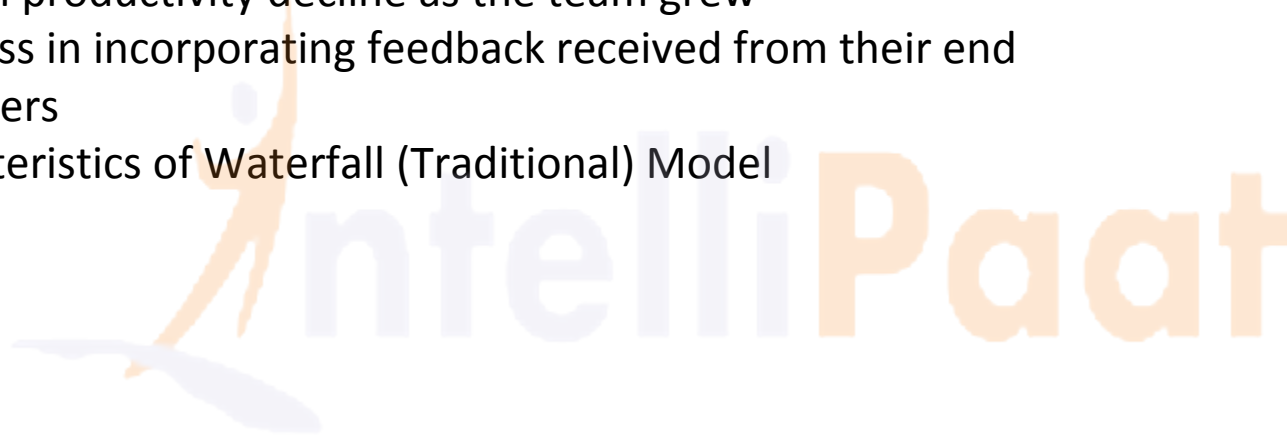
- Was getting more difficult to deliver
- Only 1 major release per year



What was happening?

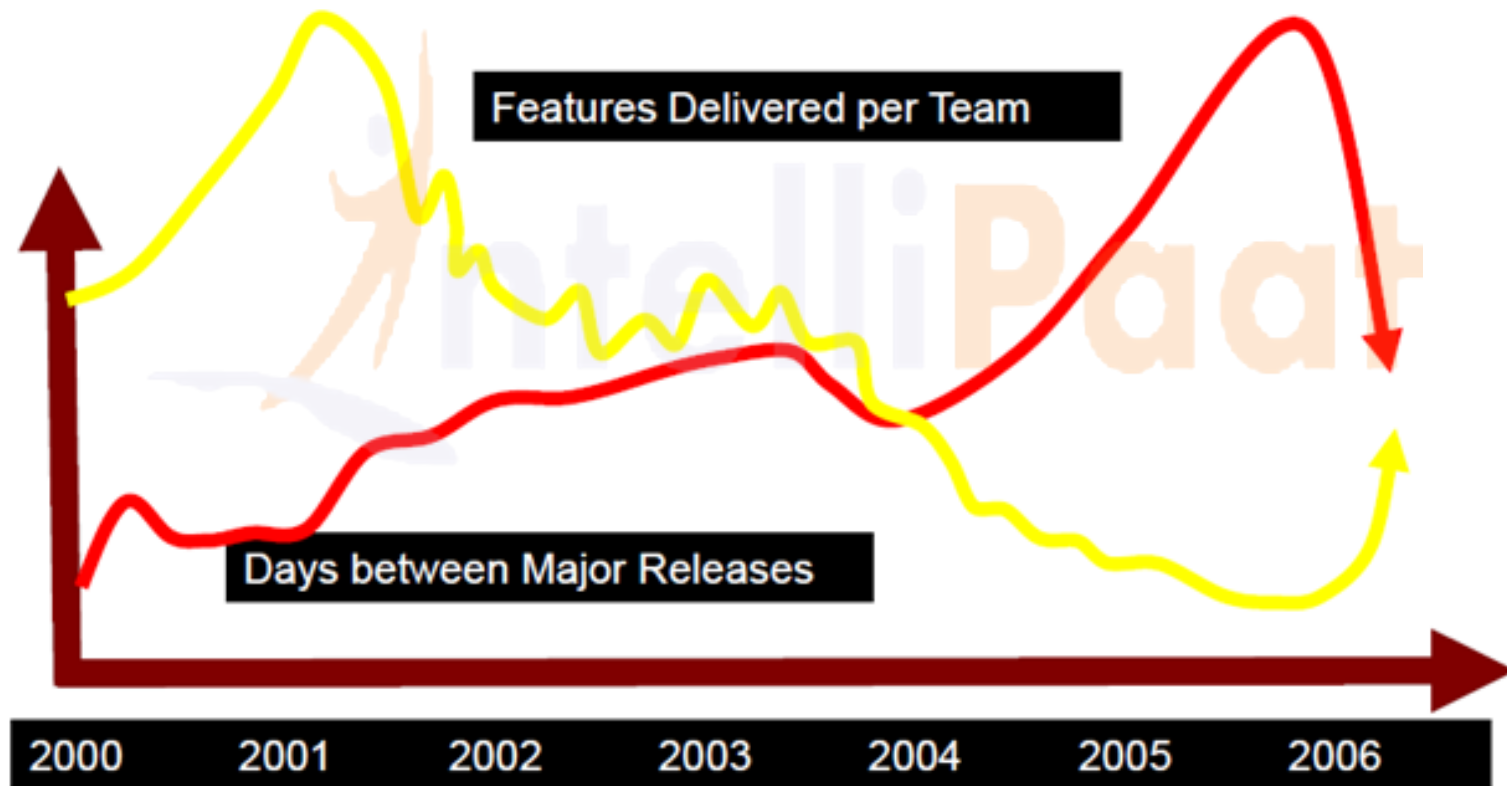


- ❑ Late feedback on features at the end of release cycle
- ❑ Long and unpredictable release schedules
- ❑ Gradual productivity decline as the team grew
- ❑ Slowness in incorporating feedback received from their end customers
- ❑ Characteristics of Waterfall (Traditional) Model



What was done?

- Major enterprise-wide Agile Transformation
- IN JUST 3 MONTHS 2000



Transformation Results



- 60+ critical features delivered in < 9 months
- Average Idea to Release rate: 2.2 quarters
- 70% of Top 10 Ideas on track for delivery in 2007



Salesforce: Actions taken



- ❑ Implemented Scrum across the organization.
- ❑ Created Dedicated Cross –Functional Teams
- ❑ Visibility across the organization for various Artifacts
- ❑ Experiment, be patient and expect to make mistakes but Inspect & Adapt
- ❑ Focus on Automation
- ❑ Provide Radical Transparency
- ❑ Encourage Communication
- ❑ Decide on the Tool early