# **BerryAds & Branding**

# **Sprint Retrospectives Guide**

Structured Reflection for Creative Excellence

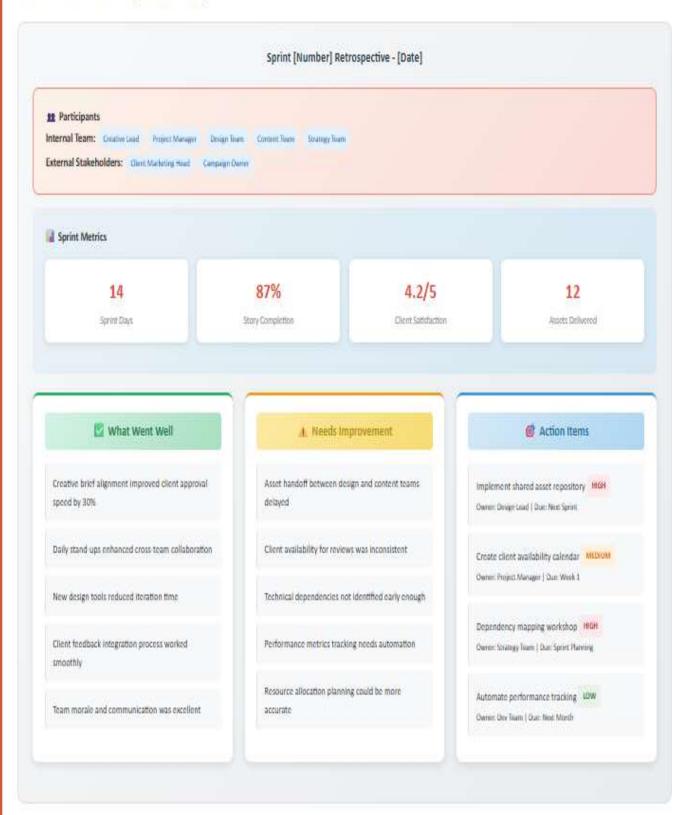
# @ Retrospective Overview

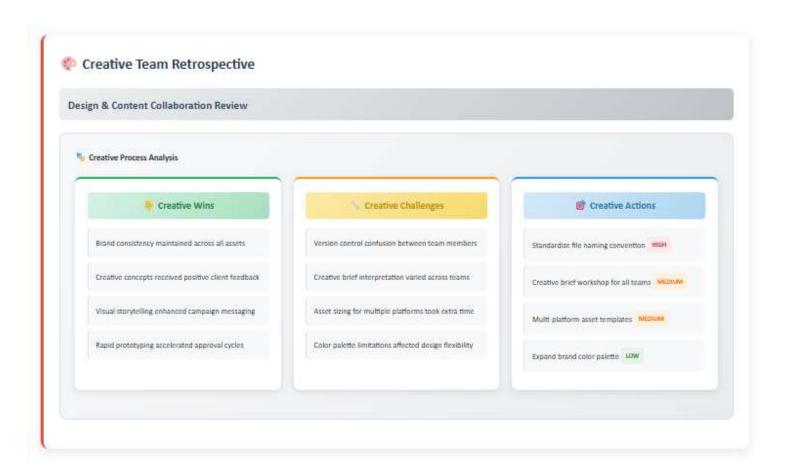
Sprint retrospectives are crucial for continuous improvement in our agile delivery framework. They provide structured opportunities for the team to reflect on what worked well, identify areas for improvement, and commit to specific actions for the next sprint.

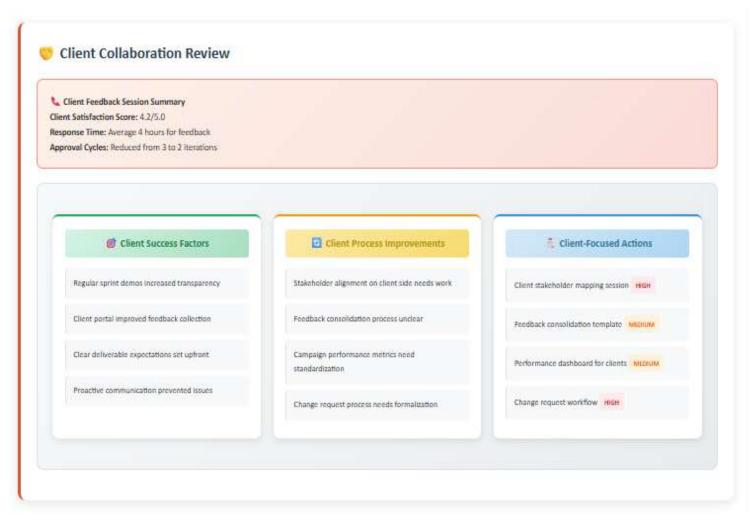
#### BerryAds Retrospective Principles

- \* Safe Environment: Create psychological safety for honest feedback
- · Focus on Process: Discuss workflow, not individual performance
- · Actionable Outcomes: Every retrospective must produce concrete next steps
- . Time-boxed: Keep sessions focused and productive (90 minutes max)
- . Inclusive Participation: Ensure all team members contribute

# Standard Retrospective Template









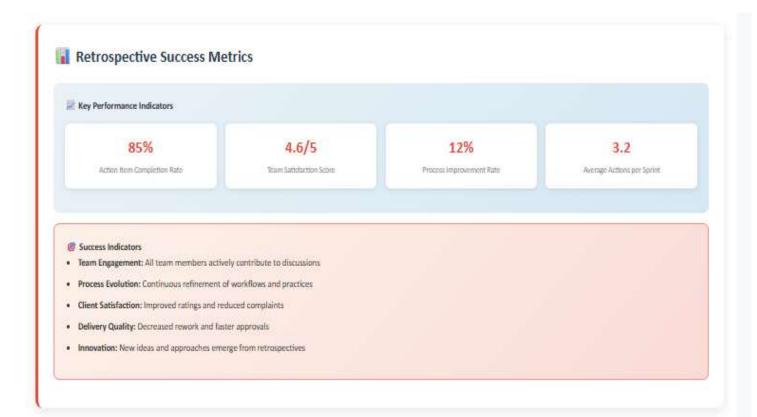
# Retrospective Best Practices

#### Facilitator Guidelines

- · Preparation: Review sprint data, gather feedback, and prepare discussion points
- · Facilitation: Keep discussions focused, encourage participation, and manage time effectively
- . Documentation: Record all insights, decisions, and action items clearly
- . Follow-up: Ensure action items are tracked and progress is reviewed

### ▲ Common Pitfalls to Avoid

- Turning retrospectives into blame sessions
- Discussing individual performance issues
- · Creating action items without clear owners or deadlines
- · Focusing only on problems without celebrating successes
- · Skipping retrospectives when "everything went well"



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Continuous improvement through structured reflection