



# Agile | “I’m a Scrum Master, How Do I Facilitate Team Engagement for Success?”

AGILE WEBINAR



# Things to know...

- All participants will be on mute
- Questions are welcome
- Use the question box to ask questions
- PM and Agile trainings are valid for 1 PDU
- Must be in attendance for full session
- PDU certificate sent by the end of the day
- Recording and slides sent by tomorrow

# Moderator

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# Presenter

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Founder of 5 Saturdays Education Outreach Program

Author and Speaker

Agile Coach and Trainer

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*“Believe we can make a difference.”*



# Overview

The Scrum Master (SM) role facilitates the team practice of lean thinking and agile tenets by using the Scrum framework. Operating in this role without authority is difficult and can lead to questions of worth to the value delivered. Learn why the SM role is important for the outcome of team harmony and to enable self-organization.



# The Scrum master provides value for Scrum based projects

- Remove impediments that block teams from success
- Facilitate ceremonies (daily stand-up, sprint review, retrospectives)
- Protect the team from distractions and complacency
- Help the team use the agile values and principles as a guide

A spiral-bound notebook with a black pen resting on it. The notebook is white with horizontal lines and a silver spiral binding. The pen is black with a silver tip and a black grip.

# Topics

- Agile values and principles
- About the Scrum Master
- Scrum Master Value
- Key activities to support the team



# Learning Objectives

- Scrum Framework
- The Scrum Master's role
- Benefits of the Scrum Master

# 4 Agile Values

- Individuals and interactions over processes and tools
- Working products over comprehensive documentation
- Customer collaboration over contract negotiation
- Responding to change over following a plan

*That is, while there is value in the items on the right, we value the items on the left more.*

*Established 2001 -  
Utah*

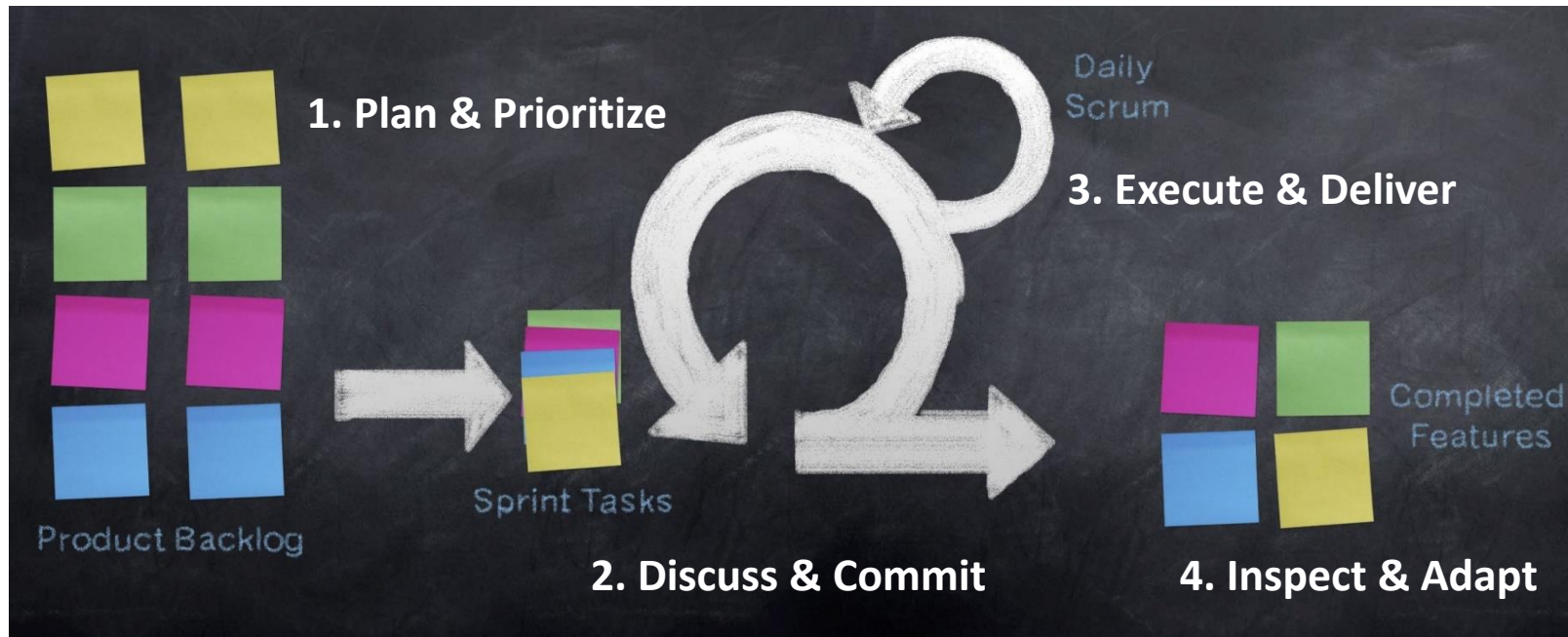
# 12 Agile Principles

1. Customer Satisfaction through early and continuous software delivery
2. Accommodate changing requirements throughout the development process
3. Frequent delivery of working software
4. Collaboration between the business stakeholders and developers throughout the project
5. Support, trust, and motivate the people involved
6. Enable face-to-face interactions
7. Working software is the primary measure of progress
8. Agile processes support a consistent development pace
9. Attention to technical detail and design enhances agility
10. Simplicity
11. Self-organizing teams encourage great architectures, requirements, and designs
12. Regular reflections on how to become more effective



# Scrum Framework

- A simple way to “Plan – Do – Inspect – Adapt”
- Work is committed by the team
- Everyone has a voice and contributes to the outcomes





# Scrum Master Role

The Scrum master provides the following value:

1. Help teams use the Scrum framework
2. Remove impediments that block teams from success
3. Facilitate ceremonies (daily scrum, retrospectives, etc.)
4. Protect the team from distractions and complacency
5. Help teams use agile values and principles as a guide



# Scrum Master Ecosystem

Collaborate Backlog Refinement

Product Owners

Coaching Scrum Framework

Dev. Teams



Scrum of Scrums Dependencies

Other Teams

Scrum Knowledge & Facilitate Meetings

Stakeholders





# Scrum Master Candidates

- Servant Leader
- Facilitates engagement through the Scrum process
- Removes impediments
- Active listener

A modern meeting room with white tables, black chairs, and whiteboards. The room has a clean, minimalist aesthetic with a light-colored floor and walls. The tables are arranged in a U-shape, and the chairs are modern and black. There are whiteboards on the walls, and a small potted plant is on the table.

# Scrum Master Certifications

- Scrum Alliance Certified Scrum Master (CSM)
- SAFe Scrum Master (SSM)
- SAFe Advanced Scrum Master (SASM)
- PMI Agile Certified Professional (PMI-ACP)
- Scrum.org Professional Scrum Master I/II/III
- ICAgile Agile Project Manager

# Group Interaction #1

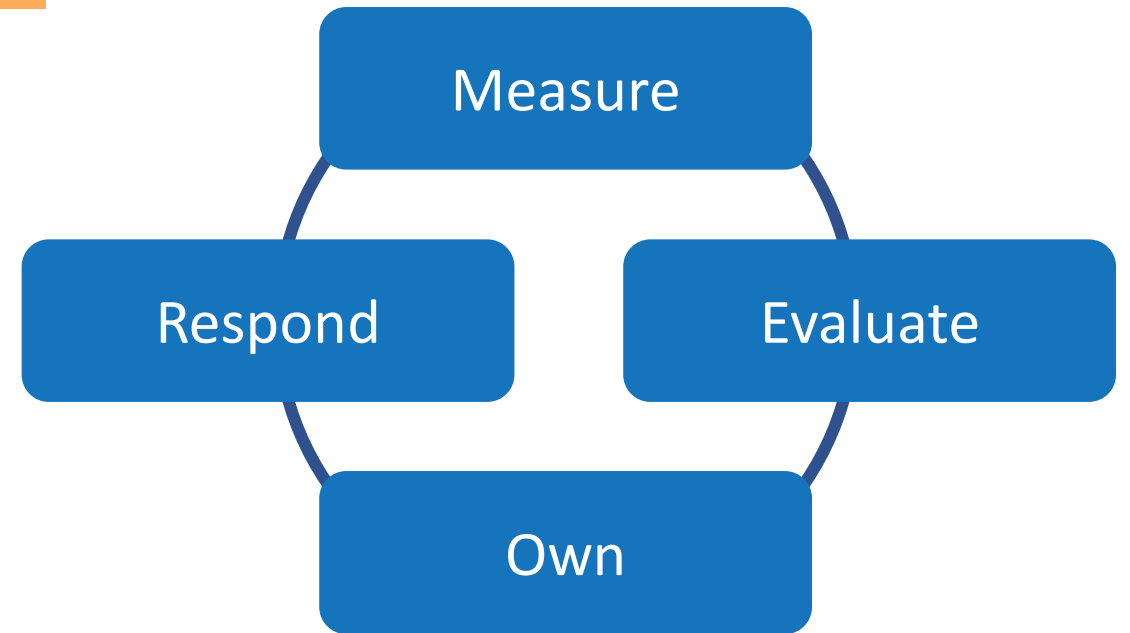
Identify the people in the Scrum Master ecosystem:

- A. Other teams
- B. Stakeholders
- C. Product Owners
- D. Dev. Team
- E. All of the above



# Measure, Evaluate, Own & Respond

- Measure outcomes that are actionable
- Evaluate to determine next steps
- Own the tough situations
- Respond with innovation





# Encourage When Times are Good and Bad

- Focus on the team's strengths
- Provide constructive feedback
- Allow teams to discover how to learn fast
- Use metrics to show growth areas

# Protect the Team

- Manage disruption from non-team members
- Limit work to the team's capacity constraints
- Guard against complacency
- Remove impediments to progress



# Continual Learning

- Encourage growth through learning new skills
- Create an environment to get better at Agility
- Focus on what works for the team
- Create a learning community

# Facilitate Scrum Ceremonies

- Retrospective for Continual Learning
- Daily Stand-up / Scrum
- Sprint Planning
- Sprint Review
- Scrum of Scrums
- Release Planning





# Reflect to Grow

- Regular retrospectives helps the team learn fast
- Celebrate what went well
- Investigate what needs improvement
- Decide what to change



A man with short dark hair is sitting at a desk, looking down at a laptop. In the background, there are two white cards on a wall, one with the number '1' and one with the number '2'. An orange semi-transparent rectangle is overlaid on the image, containing text.

## Group Interaction #2

The Scrum Master helps the team by removing impediments.

- A. True
- B. False

# Build Trust

- Deliver on commitments
- Facilitate relationships and collaborations
- Lead the team's integration into the organization
- Facilitate the team journey to achieve sprint goals
- Be a champion for the team

# Maximize Value

- Deliver goals committed for the customer
- Help the PO define smaller increments
- Facilitate meetings with stakeholders
- Encourage team harmony



# Minimize Waste

- Minimize activities that are wasteful
- Build quality into the delivery process
- Avoid rework of finished items
- Create balance with features and technical debt





# Enable Effective Flow

- Embrace change
- Remove impediments to communication
- Prioritize work
- Share outcomes with customers



# Courage

- Say no to requests that may harm the team
- Tell the team when things are not going well
- Remove unproductive team members
- Deal with unplanned daily activities



## Group Interaction #3

The Scrum Master helps the team to minimize waste when there is a balance in features and technical debt.

- A. True
- B. False



# Summary

- Scrum Masters Facilitate team progress
- Remove impediments that limit success
- Build trust with other teams and the PO
- Owns the Scrum process
- Supports creative and engaging teams

*Any Questions?*

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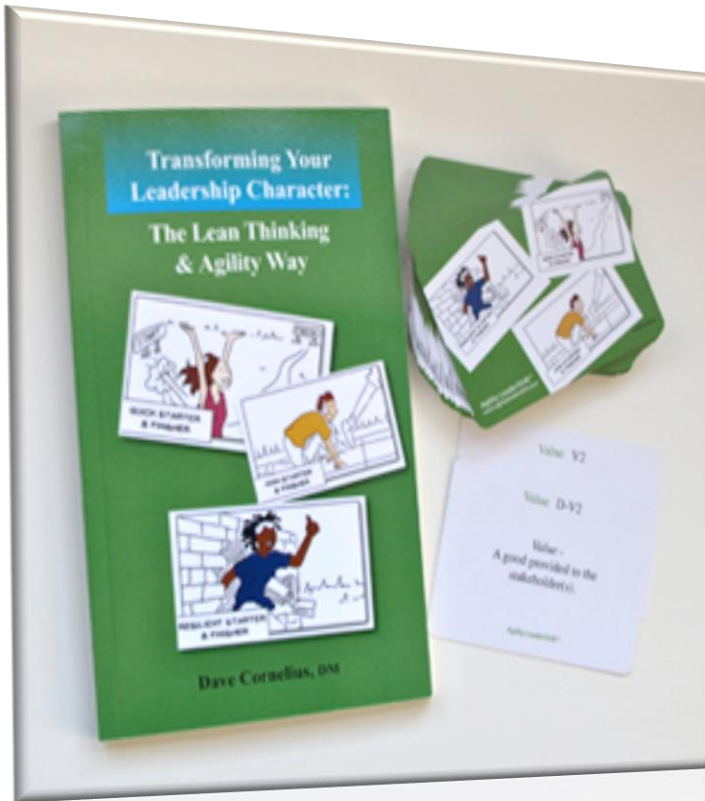
**R12**

## **RESILIENT**

Resilient people learn how to succeed. Lorem ipsum dolor sit amet, tota graece et cum, eam ali expetendis incorrupte no. lus homero electra.

Dr. Dave Cornelius  
@DrCorneliusInfo.

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with Dr. Dave Cornelius

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