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## AGILE SCRUM coach

For development teams that are in need  
of a structural improvement of productivity

*Is the waste of resources in your development team a thorn in your flesh? Are you looking for ways to manage the growing complexity of multidisciplinary development projects? The daily hectic demands a new approach to improve the adaptivity and effectivity of your team. Then the time is right to consider moving over to the Agile Scrum project management technique. The Scrum coach of **Improvement T** is able to help you with a smooth introduction!*



### What is Scrum?

It is a proven fact that small, cross-functional and autonomous teams are often much more productive than large teams that are kept on a tight rein. This insight has been an important driver for the inception of *Scrum*, an Agile method for projectmanagement.

In contrast with the traditional way of working, Scrum is well prepared for the often hectic and chaotic context in which complex, software-intensive systems are produced. The adaptive and empirical approach of Scrum is a fundamental deviation from the conventional 'waterfall method' of system development.

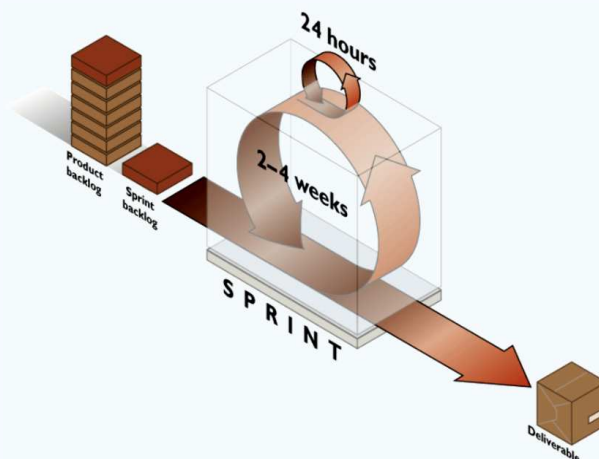
### How does a Scrum project look like?

The driver of every Scrum project is a prioritized list of product requirements, the *product backlog*. This list is under supervision of the customer or its representative, the *product owner*.

Scrum prescribes short iterations, or *sprints*, each with an explicit goal: delivery of a working part of the product. At the beginning of each sprint the most important items on the product backlog are selected. These are elaborated on a *sprint backlog*, which is the fundament of the *sprint estimation* and *planning*.

A remarkable phenomenon is that the team itself will subdivide the work, including planning and estimation. Each day of the sprint starts with a short *scrum meeting*. The progress of the team is kept in a so-called *burn-down chart*.

At the end of a sprint, the results are presented and assessed in a *sprint review meeting*. Each sprint is rounded off with a *retrospective*: an open team discussion on what went well in the last sprint and what are attention points for improvement.



feature-driven & time-boxed product realisation process

## What is the role of the Scrum master?

Scrum teams are supported by a moderator and facilitator, the *Scrum master*. His role is to chair the meetings, recording of the team progression, protection of the team against interruption and the removal of obstacles and excuses, summarized as *impediments*.

The Scrum master also fulfills the role of team coach. The Scrum management approach expect the team to have a high level of discipline and the ability to cope for them selves. The Scrum master is also acting as the mentor for team members having difficulty to adopt this new attitude.

The Scrum master is not a project leader though. Scrum is not based on hierarchical roles: the traditional project leader tasks are divided among the product owner, the teammembers and the Scrum master.

## What is the advantage of Scrum?

With Scrum you will be able to come to grips with complex development projects. How?

In a traditional environment, the constantly changing requirements are often responsible for a lot of agitation in the team. Scrum deals with this source of waste in a radical way: during a sprint the team will not be disturbed. Only the product backlog is prone to change: new items are added, priorities change, items are no longer relevant or become obsolete. Hence, all internal and external disturbances are caught by the product backlog, to become effective within the next sprint.

The short horizon of a sprint (2 to 4 weeks) provides early visibility and mitigation of risks. At the same time, teammembers will increase their ability to better estimate tasks, leading to a more realistic planning.

Scrum is in fact a change-driven process: uncertainty and unforeseen modification of product requirements are assumed to be the natural state, and are no longer a source of disturbance and task-switching. This is a chief reason why Scrum will provide a significant increase of effectivity and productivity.

In combination with the customer-driven product backlog, the sprint reviews and retrospectives are powerful tools for feedback and adjustment. Functionality, quality, budget and release date are concrete, transparent, adaptable and verifiable.

## What is the task of the Scrum coach?

Obviously, as a *Certified Scrum Master* and *Certified Scrum Practitioner*, the Scrum coach will be able to fulfill the role of Scrum master in your project. In addition to the full facilitation of the Scrum work proces, the Scrum coach will also act as a mentor for the team to acquire the requested 'agility'.

The Scrum coach will intensify the stimulating influence of the Scrum approach on teams, and will function as the 'lubricant' between de Scrum team and the (possibly non-Agile) environment. The Scrum coach stimulates teammembers to take commitment and to distribute and plan their own work.



If requested, the Scrum coach will gradually transfer tasks to your own 'candidate' Scrum master in your own organization. Using the principle of 'learning on the job', you will have your 'own' Scrum master at your disposal within the foreseeable future.

The Scrum coach can also take care of the introduction of the Lean principles and the Agile way of working in your organization, including an assessment of the 'readiness' for Scrum within your team(s).

## What is the investment?

The rate of the Scrum coach is € 115,- per hour, VAT and travel expenses not included. If applicable, other services from the portfolio of **ImprovementT** will be added to the job responsibilities of the Scrum coach at no additional cost.

## Are you interested?

Please contact **ImprovementT** for more information, or make an appointment for an introductory and exploratory conversation.

At your service,  
Erik Philippus