




## How Agile Teams Deliver Continuous Value

### WHAT IS IT

SCRUM is a lightweight framework that helps teams build, deliver, and continuously improve quickly by working in short cycles and learning often.

Used in software, marketing, operations, innovation teams — not just tech.

### WHY IT MATTERS

-  Teams deliver **2x faster** using Scrum
-  Priorities adapt every sprint
-  Encourages team ownership, feedback, and focus

### SCRUM ROLES



#### Product Owner

Sets the vision, defines priorities



#### Scrum Master

Facilitates flow, removes blockers



#### Dev/Team Members

Build and deliver the product in the gains?

### SCRUM CEREMONIES

Ceremony	Purpose	Tip / Watchout
Sprint Planning	Define sprint goal + backlog items	Don't overcommit — focus on the "why"
Daily Scrum	Align team + identify blockers	Not a status meeting — keep it under 15 mins
Sprint Review	Demo product increment	Engage users + real feedback
Sprint Retrospective	Improve team process	Create psychological safety — be honest

### TRAP TO AVOID

**"Daily Standups = status reports."**

Use them to align, unblock, and reconnect — not micromanage.



### WHAT NOBODY TALKS ABOUT

- Velocity ≠ value — focus on delivering impact, not just speed
- Ceremonies only work when trust exists
- Most teams fail due to poor Product Ownership, not development
- SCRUM isn't a silver bullet — mindset > meetings

### SCRUM STARTER PACK (for Beginners)

- 1 Build Your Backlog**
  - List all things the team needs to deliver (features, tasks, bugs, requests)
  - Rank them by value and urgency
- 2 Set a 2-Week Sprint**
  - Choose top items
  - Set a realistic goal
  - Schedule a **Sprint Planning** meeting
- 3 Start Daily Standups**
  - Keep it to 15 mins
  - Ask: What did I do? What will I do? Am I blocked?
- 4 Close the Loop with Review + Retro**
  - Demo your results (even if small)
  - Ask: What worked? What can we improve next sprint?

## START YOUR AGILE JOURNEY