

Scrum for Stakeholders

S4S | Full day

This instructor-led class is intended to answer three questions commonly asked by Stakeholders: *What is Scrum? Why will Scrum be better for me? How will I work differently going forward.* Through presentation and discussion, attendees will learn the answers to these questions. By forming into teams and collaborating on activities and discussions, attendees will experience and see the truth behind those answers.



Audience

In Scrum, a *Stakeholder* is anyone that is potentially affected by the outcome of the product development. Stakeholders can include users, customers, managers, sponsors, business analysts, subject matter experts, help desk, operations/support, project managers, auditors, and more. This course is intended for anyone in that cloud of interested parties who wants to learn more about Scrum, why Scrum works, what process and culture changes are involved, and a roadmap for implementing those changes. Regardless of where your organization is at in their Scrum adoption, this course provides the knowledge and opportunity to ask questions about your piece of that pathway to agility.

Course Outline

Each topic contains a blend of slides, discussions, and team-based activities.

1. What is Scrum

- ✓ Scrum overview
- ✓ Scrum values
- ✓ Scrum framework: roles, events, artifacts

2. Why Scrum

- ✓ Agile over waterfall
- ✓ Problems with targets: scope, schedule, cost
- ✓ Economic advantages of Scrum

3. Myths and Misconceptions

- ✓ Requirements, documentation, analysis, and planning
- ✓ Managers, successful organizations, and culture
- ✓ Roles, PMO, and self-managing teams

4. Interacting with the Scrum Team

- ✓ Interacting with the Product Owner
- ✓ Interacting with the Development Team
- ✓ Interacting with the Scrum Master

5. The Product Backlog

- ✓ Purpose of the Product Backlog
- ✓ Definition of “Ready”
- ✓ Capturing Stakeholder feedback

6. Participating in the Scrum Events

- ✓ Participating in Sprint Planning
- ✓ Participating in Product Backlog Refinement
- ✓ Participating in Sprint Review

7. New Ways of Measuring Success

- ✓ Direct evidence over indirect/subjective evidence
- ✓ Organizational metrics and foundational metrics
- ✓ Value, time to market, and ability to innovate

8. Roadmap

- ✓ Summary of what will be different going forward
- ✓ A Shu-Ha-Ri approach to implementing change
- ✓ A culture of continuous learning and improvement

Course Designers

This course was designed by Richard Hundhausen ([Accentient](#)) and Charles Bradley ([ScrumCrazy](#)). Richard and Charles are both management consultants with experience educating fortune 500 executives and managers. Richard and Charles are also Scrum.org Professional Scrum Trainers, coaches, and software developers.