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Scrum Methodology – How it works ?

Why its so popular and effective ?

Introduction to one of the most popular project management methodologies widely used in a complex environment (not only software development)

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The essence of Scrum in 110 words

- Scrum is an **agile process (framework)** that allows the development team to focus on delivering the **highest business value** in the shortest possible time.

- It allows teams **to rapidly and repeatedly inspect and adjust** actual working software (every two weeks, up to one month). Based on „Empiricism” self managing and constantly learning teams.

- The **business sets the priorities.**(Products Owners, Stakeholders, Management) **SCRUM Team self-organize** to determine **the best way to deliver the highest priority features.**

- Every two weeks to a month **anyone can see real working software (increment and decide to release it as is or continue to enhance it for another sprint.**

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Definition from Scrum Guide updated in 2020:

- „Scrum is a lightweight framework that helps people, teams and organizations **generate value** through **adaptive solutions for complex problems**.
- **Scrum is simple**. Try it as is and determine if its philosophy, theory, and structure **help to achieve goals and create value**.
- The **Scrum framework** is purposefully incomplete, only defining the parts required to implement Scrum theory. Scrum is built **upon by the collective intelligence of the people using it** rather than provide people with detailed instructions, the rules of Scrum guide their relationships and interactions.
- **Scrum** is founded on **empiricism and lean thinking**. **Empiricism** asserts that knowledge **comes from experience and making decisions based on what is observed**.
- **Lean thinking reduces waste and focuses on the essentials**. Scrum employs an **iterative, incremental** approach to **optimize predictability and to control risk**.
- Scrum engages groups of people who **collectively have all the skills and expertise to do the work** and share or acquire such skills as needed.
- Scrum combines four formal **events for inspection and adaptation** within a containing event, the Sprint. These events work because they implement the empirical Scrum pillars **of transparency, inspection, and adaptation.„**
- **4 events: Sprint Planning, Daily Scrum (Stand UP) Sprint Review, Sprint Retrospective**

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The Agile Manifesto – a statement of values

Individuals and interactions	over	**Process and tools**
Working software	over	**Comprehensive documentation**
Customer collaboration	over	**Contract negotiation**
Responding to change	over	**Following a plan**

Source: www.agilemanifesto.org

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Scrum framework

Roles

- Product owner
- Scrum Master
- ScrumTeam

Ceremonies - events

- Sprint planning
- Sprint review
- Sprint retrospective
- Daily scrum meeting
- Stand Up

Artifacts - tools

- Product backlog
- Sprint backlog
- Burndown charts

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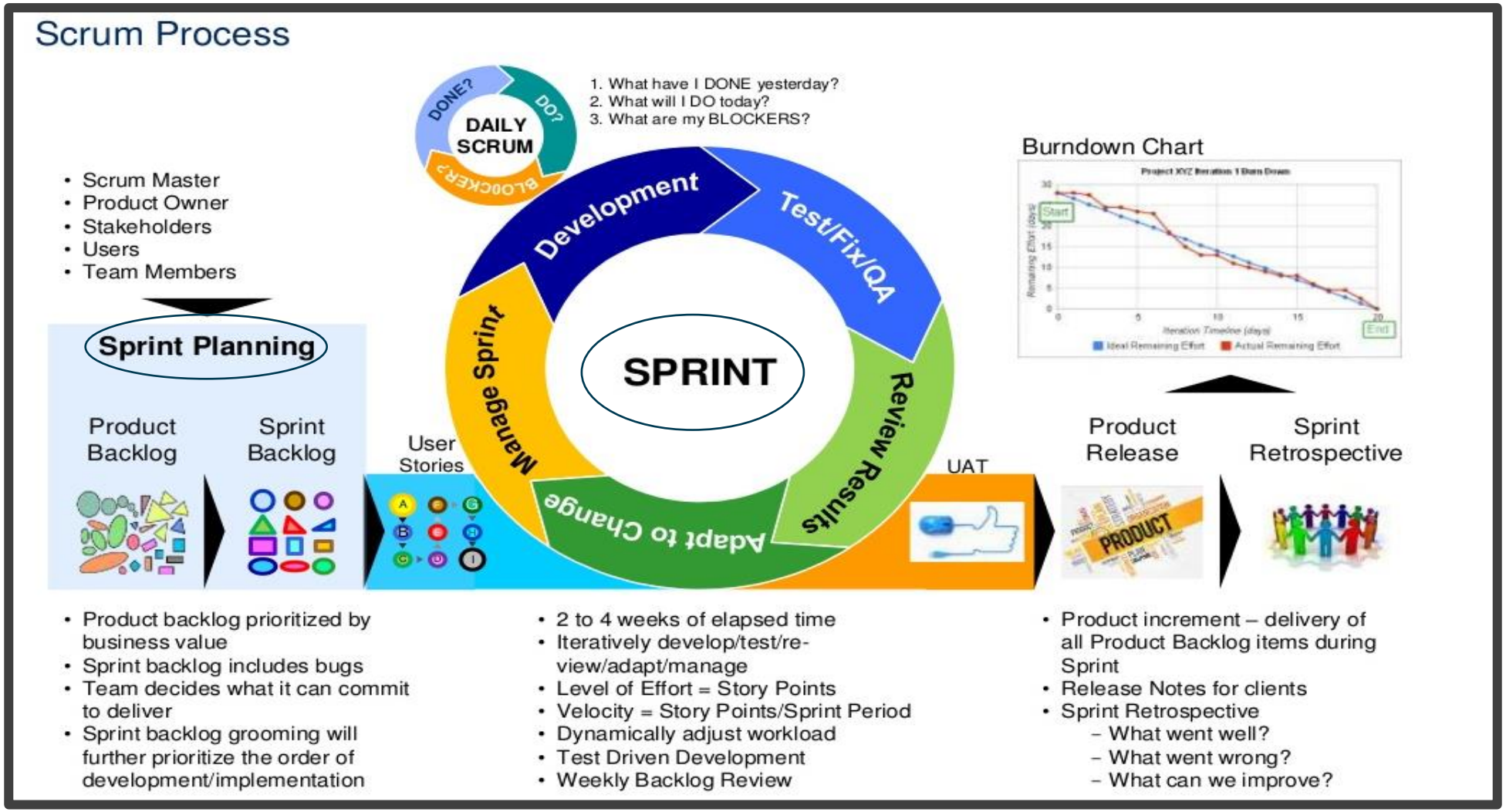
Scrum Process Explained



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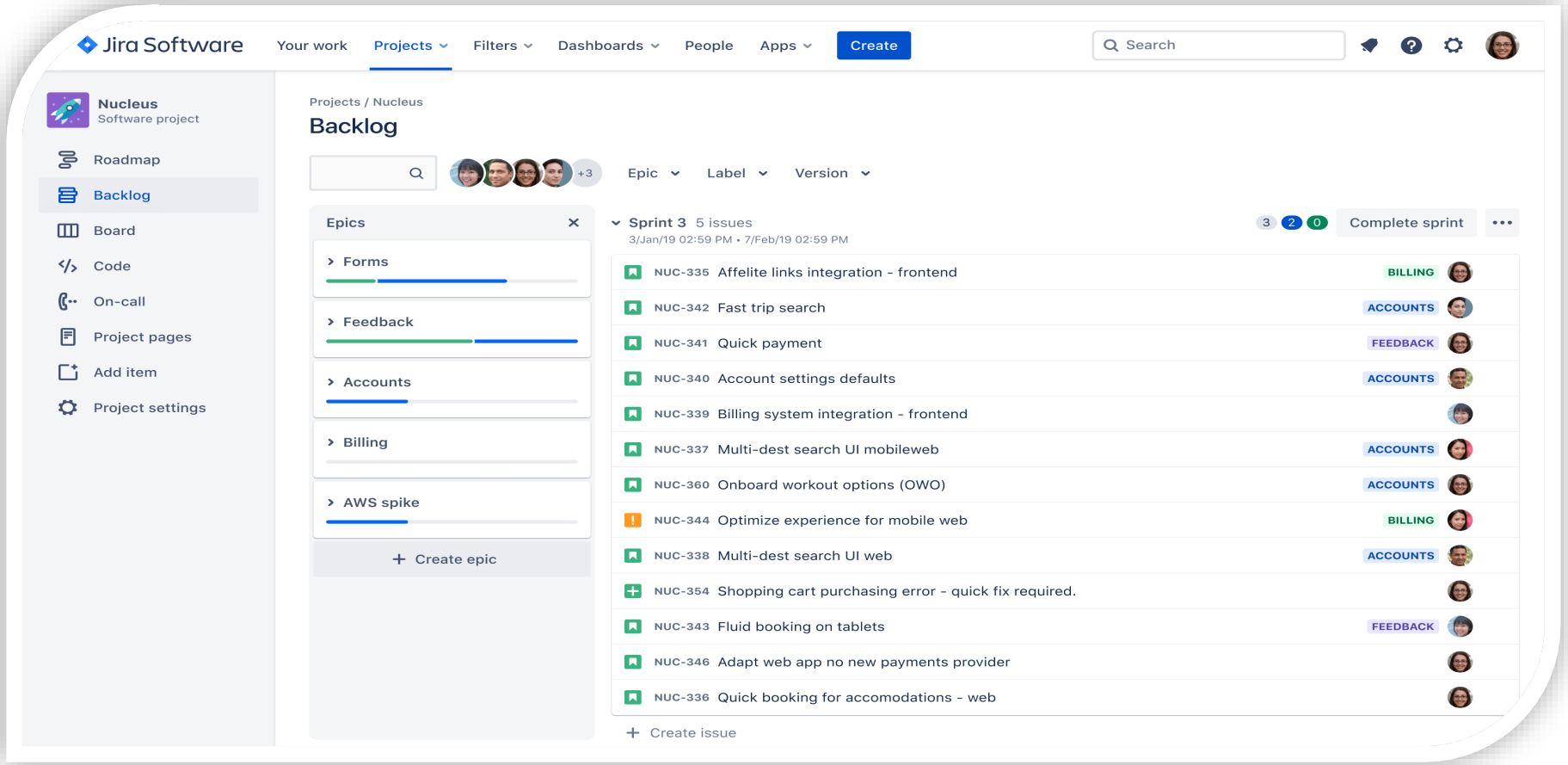
Example: Jira Backlog



Source: https://www.atlassian.com/software/jira/features/scrum-boards

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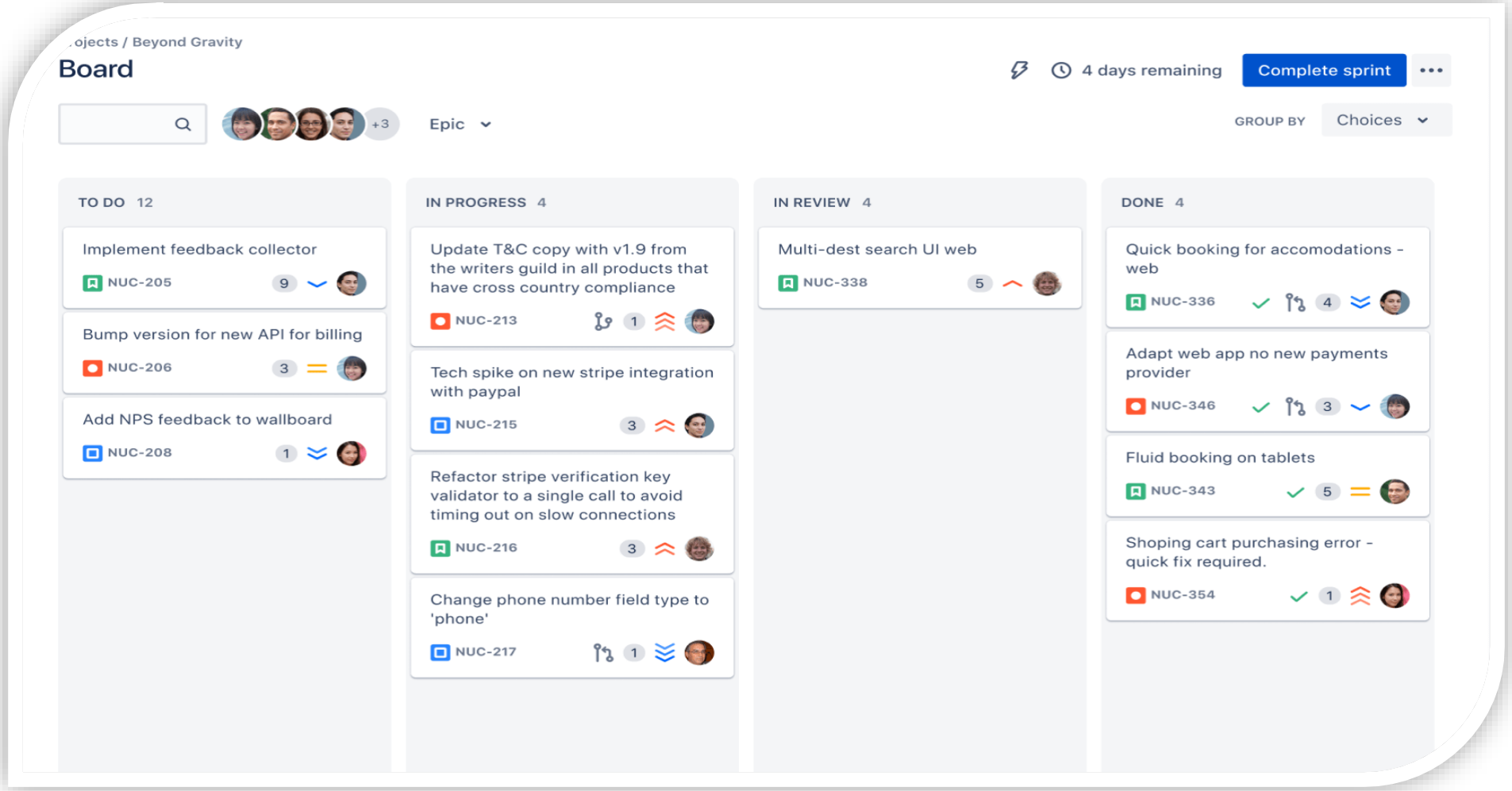
Example: Jira Scrum board



Source: https://www.atlassian.com/software/jira/features/scrum-boards

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Scrum boards applied:

Software development
When considering the methodology, most people think of software teams building and releasing code as their main adopters.

Marketing
Marketers managing large, complex projects – such as product launches and events – involving multiple teams and skill sets. Scrum boards are a great way to slice up work related to web development, asset, and content creation, design needs, and more so that every project launches on time.

Business & HR
Hiring, staffing, and informing employees of the latest company news is an internal marketing project in itself. When it comes to updating career and company information on the website, creating internal communication hand-outs, and more, Jira scrum boards are an excellent tool to track the status of every piece of the project.

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Scrum has been used for:

- Commercial software
- Complex platforms
- In-house development
- Contract development
- Fixed-price projects
- Financial applications
- ISO - certified applications
- Embedded systems
- 24x7 systems with 99.999% uptime requirements – DevOps Platforms
- Marketing&HR projects

- Video games development
- Satellite-control software
- Most complex Websites
- Handheld software
- Mobile phones software
- Network switching applications
- ISV applications
- Some of the largest applications in use
- Cloud data migration
- Sales processes impovements
- Innovative products

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Scrum has been used by:

- Nielsen Media
- Airbus
- State-owned IT infrastructure agencies
- Custom Software development ompanies
- John Deere
- Lexis Nexis
- Philips
- Salesforce.com
- Time Warner
- Spotify
- BP
- Microsoft
- Yahoo
- Google
- Electronic Arts
- IBM
- Lockheed Martin
- Siemens
- Nokia
- Capital One
- BBC
- Amazon
- Allians

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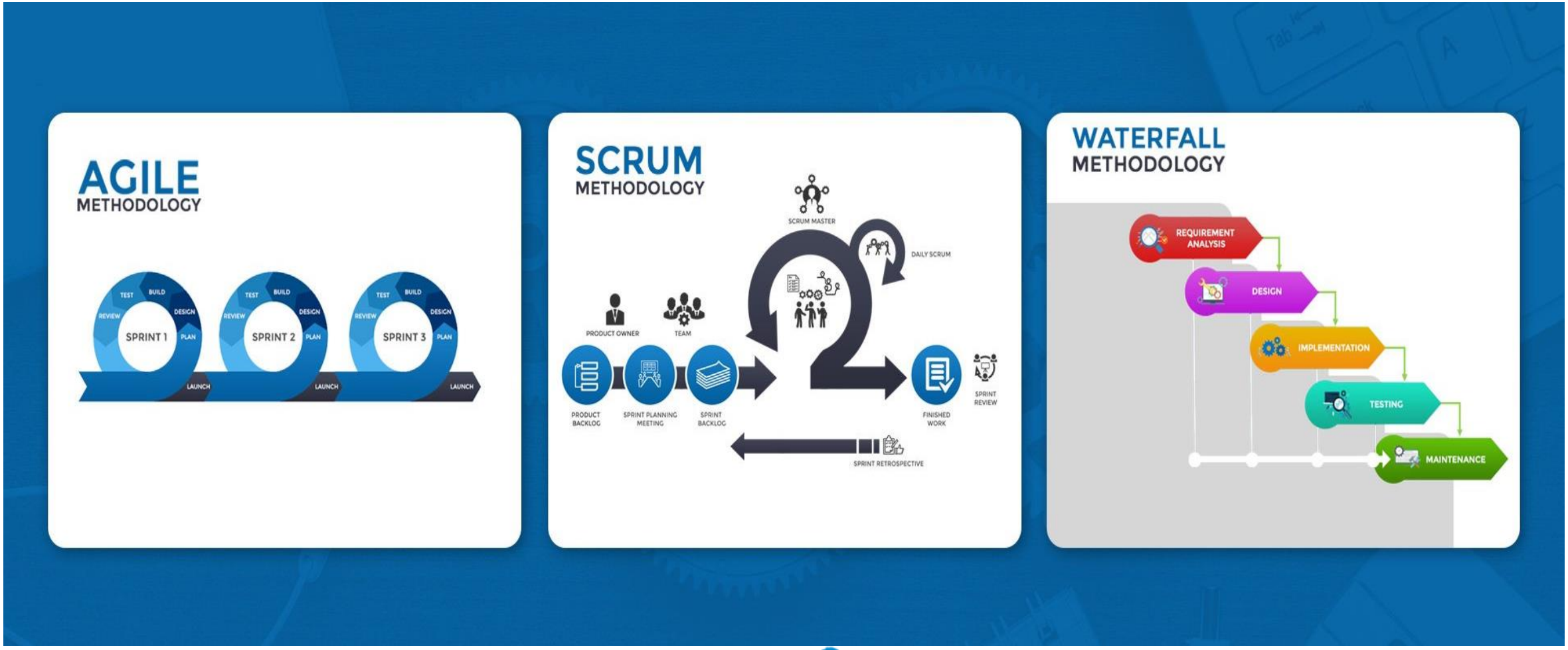
A comprehensive comparison between Agile, Scrum and Waterfall Methodology



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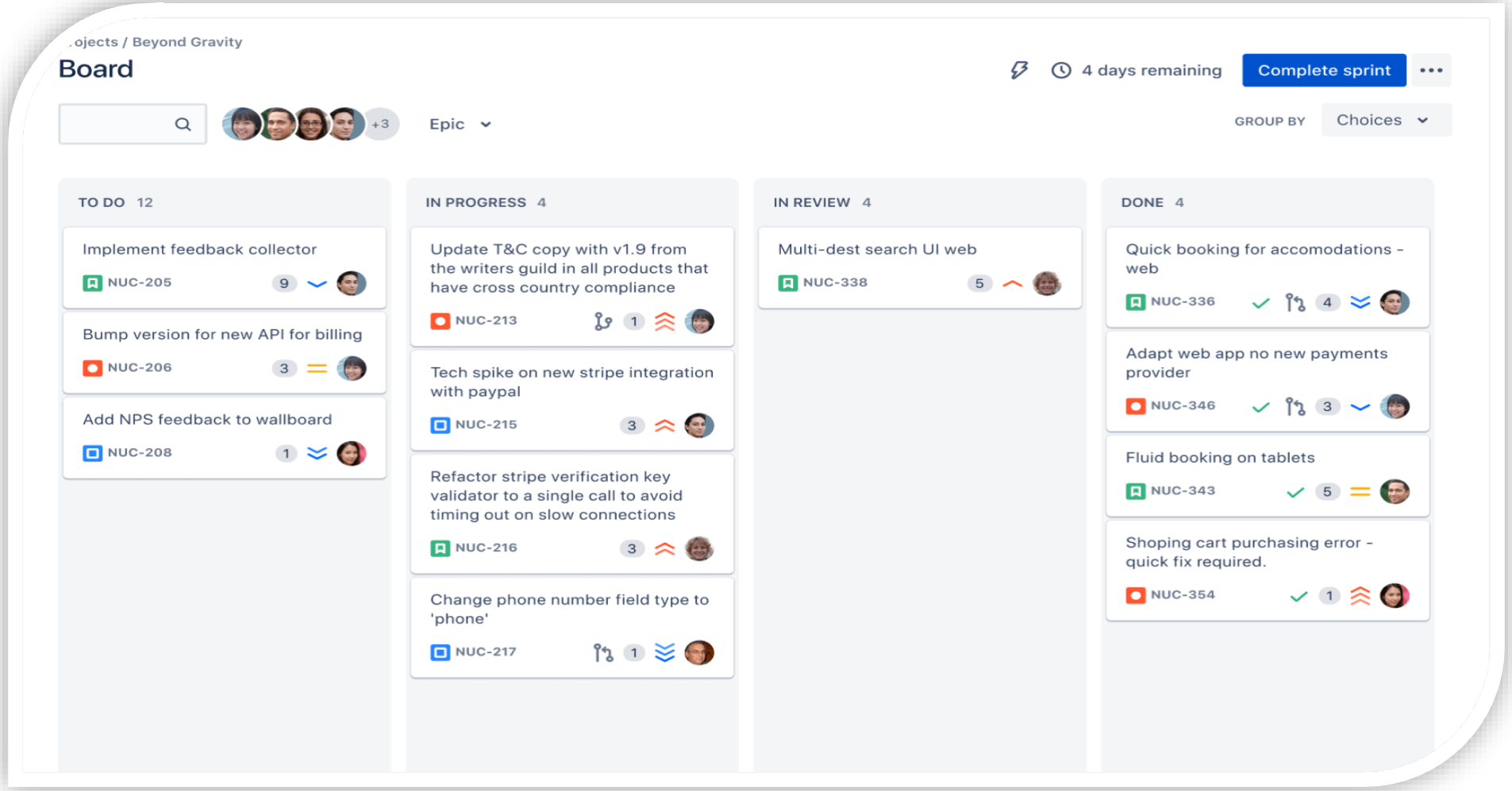
Example: Jira Scrum board



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Summary

Scrum easily adaptible to complex projects

- multidiscipline teams
- Scalable framework – team up to 10 people
- Different teams may work on the same project backlog
- Focused on emiricism allows experiments during sprints
- The highest business value first
- Constant transparency , inspection and adaptation

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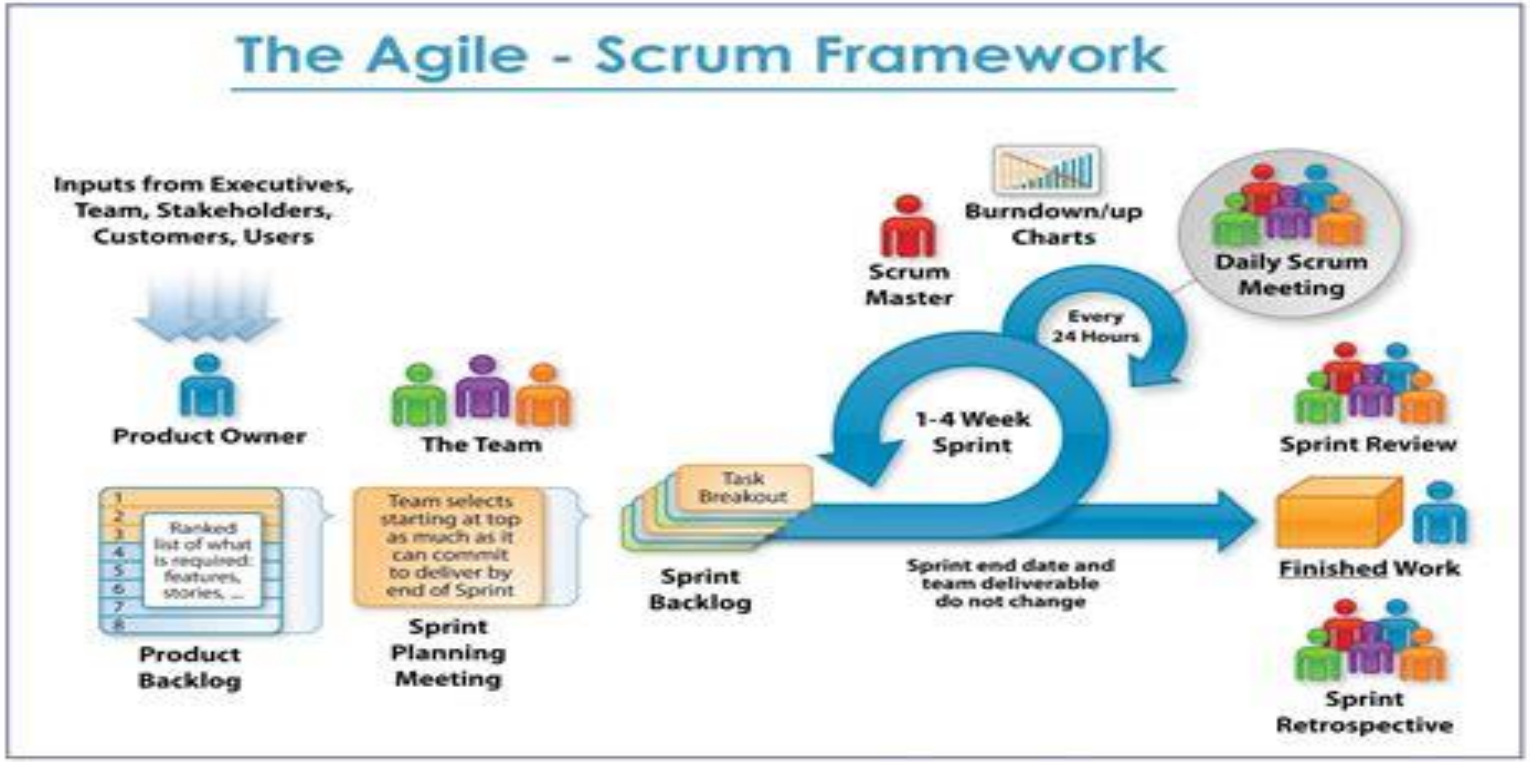
Q&A session



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https://www.atlassian.com/software/jira/agile#scrum

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Thank You for attention ☺

“The more inventory you have, the less likely you are to have the one part you actually need.” – Taiichi Ohno, creator of Toyota Production system (source: *Lean Thinking*)

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