

SCRUM MASTER



SCRUM MASTER

“The Facilitator”

EDUCATES

- Helps the Product Owner understand and practice agility
- Shows the Development Team how to be self-organizing and cross-functional
- Reinforces the need for clear, concise **Product Backlog** items

HELPS

- Provides guidance and support at **Scrum** events, as needed
- Helps the company understand, respect, and effectively engage with the **Scrum Team**
- Ensures that the Scrum Team is functional and productive

ORGANIZES

- Helps the Product Owner effectively manage the Product Backlog
- Removes any roadblocks that impede the Development Team
- Prepares high-priority items in the Product Backlog to move to the current **Sprint** if time permits

RELATES

- Listens actively to what people are saying (and not saying)
- Uses persuasion—not authority—to create buy-in
- Builds an atmosphere of community and teamwork

A SCRUM MASTER SHOULD BE:

- | | |
|------------|------------|
| Empathetic | Conceptual |
| Altruistic | Intuitive |
| Persuasive | Aware |

A SCRUM MASTER DOES NOT:

- Manage the Scrum Team
- Assign tasks to Scrum Team members
- Make estimates on the Scrum Team's behalf

*Red highlighted text refers to a term on the Glossary

DEVELOPMENT TEAM



DEVELOPMENT TEAM

"The Builders"

COLLABORATES

- Works with the Product Owner to maximize the value of the **Sprint**
- Solves Problems and makes decisions collectively
- Uses peer coaching and feedback to help every **Scrum Team** member

ORGANIZES

- Manages its own workflow
- Shuns internal hierarchy—all Scrum Team members are equal
- Defines the scope of the product **Increment** it delivers to the Product Owner

ADAPTS

- Manages conflict so it doesn't impact productivity
- Remains nimble yet productive, thanks to careful sizing
- Uses feedback loops to inspect and improve products and processes

PRODUCES

- Accomplishes work in a series of 2 - 4 week Sprints
- Turns **Product Backlog** into product Increments in whatever way it sees fit
- Delivers a potentially releasable Increment at the end of every Sprint

A DEVELOPMENT TEAM SHOULD BE:

Self-organizing	Focused
Cross-functional	Accountable
Flexible	Long-lived

A DEVELOPMENT TEAM DOES NOT:

- Give specific job titles to their members
- Work within sub-teams
- Rely on the Scrum Master to assign daily tasks

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PRODUCT OWNER



PRODUCT OWNER

“The Generator”

ENVISIONS

- Defines product vision, goals, features, and functionality
- Understands and represents business, user, and marketing interests
- Ensures that all decisions are consistent with the product vision

MANAGES

- Sets priorities to best achieve goals and missions
- Maintains enough detail in the **Product Backlog** to support the next level of planning
- Takes responsibility for the product

DECIDES

- Determines and owns the Product Backlog
- Accepts or rejects the work results of the **Sprint**
- Chooses what to release after the Sprint and when to release it

COMMUNICATES

- Conveys the desires of stakeholders, customers, and users to the **Scrum Team**
- Makes sure the process is transparent to everyone
- Refines the Product Backlog so the Development Team knows what to do next

A PRODUCT OWNER SHOULD BE:

Visionary	Responsible
Knowledgeable	Committed
Motivating	Available

A PRODUCT OWNER DOES NOT:

- Bear sole responsibility for every aspect of the **Project's** success
- Tell the Scrum Team how to improve its practices
- Tell the Scrum Team what it needs in order to become more productive

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When the **Product Manager (Business)** and the **Technical Product Manager (DPG)** combine to fill this role, we refer to it as **Two-in-the-Box**.

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