professional development

Your Essential Guide to Scrum Project Management

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What is Scrum?

Scrum is a framework for implementing the principles of Agile project management.

It's a way of executing a project that enables frequent value delivery, plenty of collaboration between the Scrum project team and the stakeholders, and responds positively and easily to changing requirements.

Scrum divides a project into a series of manageable chunks called "Sprints". A Sprint is a short cycle of productivity between 1 and 4 weeks, with a goal of delivering value to the customer or key stakeholders at the end of each Sprint.

Scrum is a way of working smarter, not harder!

Origins of Scrum

As with Agile, Scrum originated in the software development industry.

In the early 90s, Jeff Sutherland, Ken Schwaber, and Mike Beedle read an article called “The New New Product Development Game”.

This article, written by Hirotaka Takeuchi and Ikujiro Nonaka in 1986, outlined the benefits of self-organising teams in the game of rugby.

Schwaber, Beedle, and Sutherland were inspired by this comparison and brought this concept into software development, first applying their Scrum methods to a project in 1993.

7 Benefits of Scrum

1. Responsiveness: Welcome Change

The most daunting element of project management can be trying to incorporate everything into the scope upfront.

Scrum eliminates the need for detailed, set-in-stone project scope. It's a framework that, in-line with Agile principles, welcomes change and uses it as a competitive advantage for the success of the project.

2. Inspection: Evaluate and Improve

There is time to reflect and review built into every Sprint cycle.

This evaluation enables the Scrum team to find new, more efficient ways of delivering value with every sprint.

3. Transparency: Clarity for All Involved

Transparency means that everyone is on the same page at all times during a project, eliminating confusion and speeding up productivity.

Scrum achieves transparency through high visibility on tasks in progress, ongoing collaboration and communication, and clearly defined roles and responsibilities within the team.

4. Collaboration: Solve Problems Faster

Scrum teams are self-organising and collaborative. They communicate with each other and with the customer regularly to achieve better results.

If a roadblock appears, the Scrum team works together to solve the issue as quickly as possible and enable a return to productivity.

5. Communication: Deliver what the customer needs

Scrum thrives on customer feedback! The Scrum Product Owner works with the customer to determine and re-prioritise requirements throughout a project.

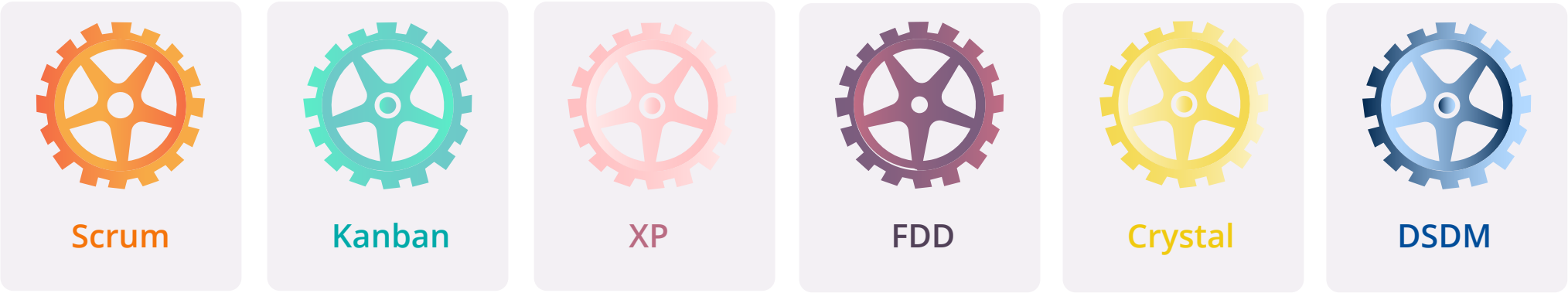
6. Early and Frequent Value Delivery

The whole mentality of the Scrum framework focuses on delivering value to the customer frequently, and from an early stage.

7. Lower Risk - Higher Success Rate

All of the characteristics above add up to a much lower risk level for your project and a higher rate of success overall.

Scrum and Agile



It's easy to become confused between Scrum and Agile. You'll often find these terms listed together and used interchangeably. This can make it difficult to determine what each term means and how it might apply to you.

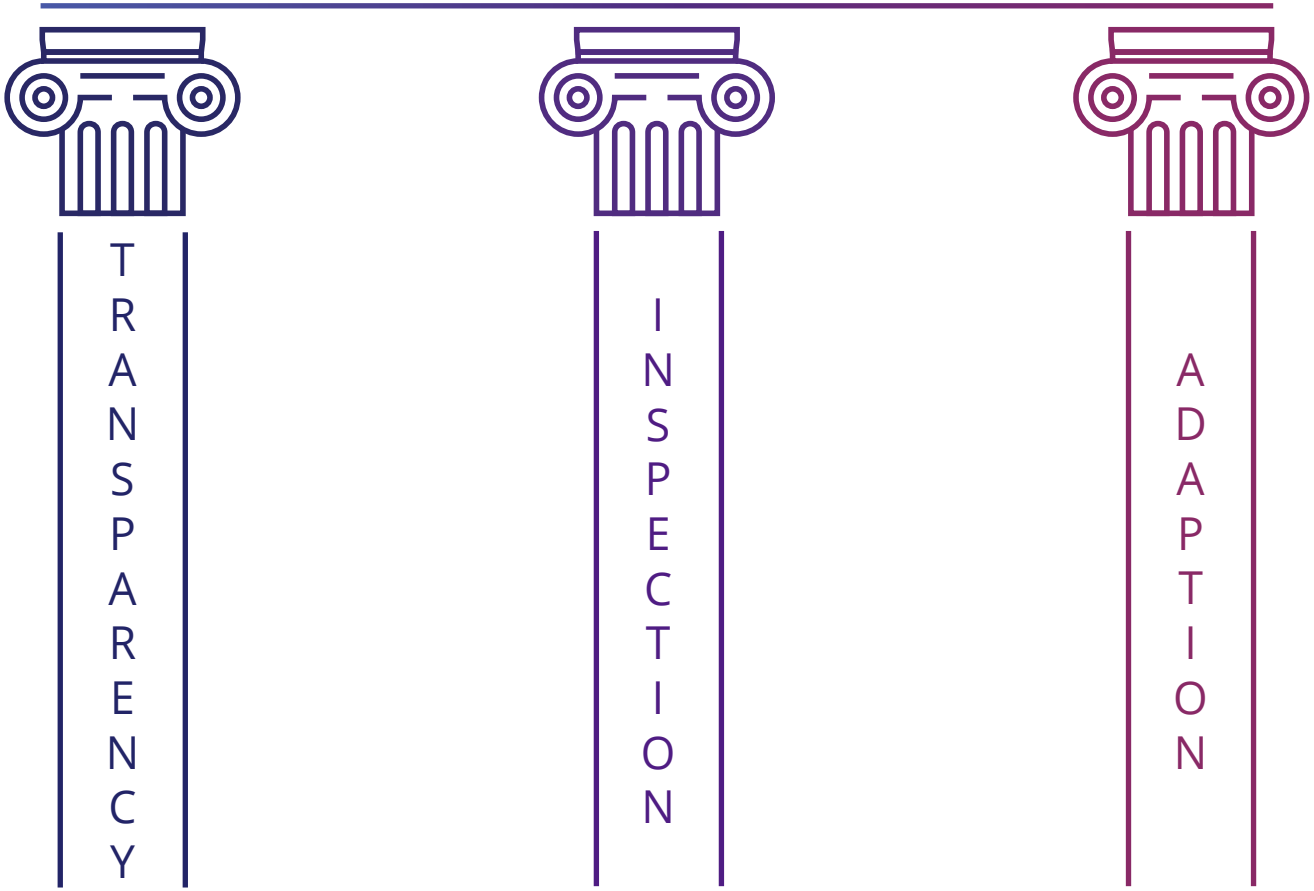
Agile is a methodology - a set of principles and values for incremental project management. There are several different frameworks used to apply Agile principles. You can see the 6 frameworks of Agile above. Scrum is perhaps the most popular Agile framework.

One of the best analogies we've seen is given by Andrew Littlefield in his "Beginner's Guide to Scrum and Agile Project Management". He compares Agile to a vegetarian diet, and describes Scrum as a recipe for chickpea tacos - a way to adhere to your vegetarian diet.

How Does Scrum Work?

3 Pillars of Scrum

These 3 characteristics - Transparency, Inspection, and Adaption - are the pillars that uphold the effective implementation of Scrum Project Management.



How Does Scrum Work?

The Scrum Cycle

1. Project vision is created during a stakeholder meeting involving the customer.

2. The Product Owner develops a prioritised product backlog, which contains a prioritised list of business and project requirements written in the form of user stories.

3. Each Sprint begins with a Sprint Planning Meeting during which high priority user stories are considered for inclusion in the Sprint.

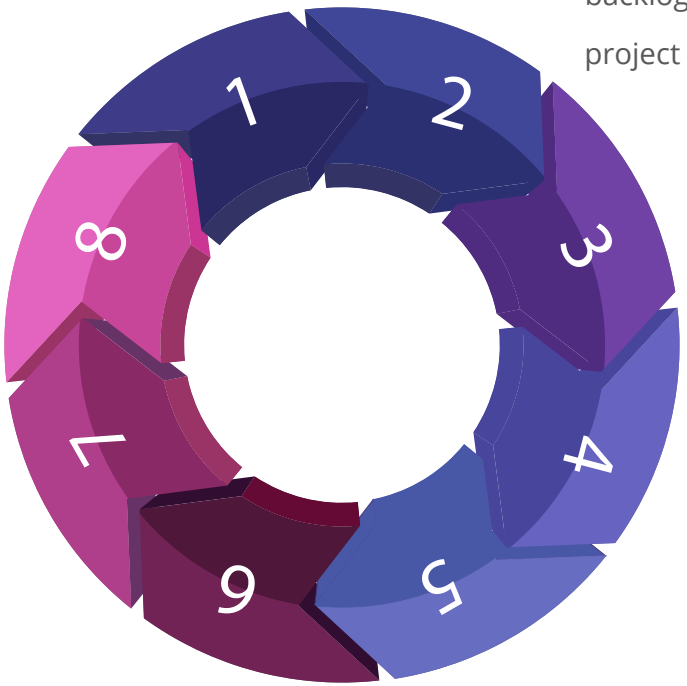
4. A Sprint generally lasts between 1 and 6 weeks, and involves the Scrum Team working to create potentially shippable deliverables or product increments.

5. During the Sprint, short, highly focused Daily Standup Meetings are conducted where team members discuss daily progress.

6. Toward the end of the Sprint, a Sprint Review Meeting is held, during which the Product Owner and relevant stakeholders are provided a demonstration of the deliverables.

7. The Product Owner accepts the deliverables only if they meet the pre-defined acceptance criteria.

8. The Sprint cycle ends with a Retrospect Sprint Meeting where the team discusses ways to improve processes and performance as they move forward into the next Sprint.



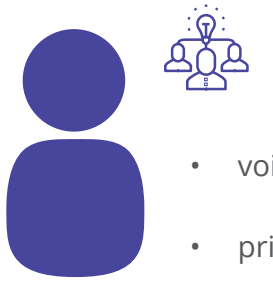
How Does Scrum Work?

The Scrum Team

Customer

- provides requirements to the Scrum Product Owner

Scrum Product Owner (SPO)

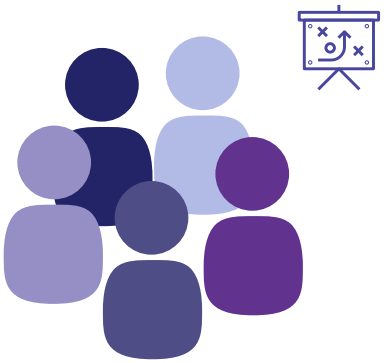


- voice of the customer
- prioritises requirements
- communicates with Scrum Team
- defines criteria

Scrum Master (SM)

- supports & facilitates the Scrum Team
- creates productive work environment
- oversees application of Scrum processes
- clears obstacles that arise

Scrum Team



- Also called “Scrum Developers”
- Creates the product
- This team will include anyone who has an active role in the development of the product.

How Does Scrum Work?

Events, Artifacts, Rules

SCRUM EVENTS

The events in a Sprint are essential for keeping everything moving and focused.

They include:

- Sprint Planning
- Daily Scrum
- Sprint Review
- Sprint Retrospective

SCRUM ARTIFACTS

Scrum artifacts are items that provide data on the progress and productivity of each Sprint.

These could include:

- Product Backlog
- Sprint Backlog
- Scrum Board
- Burn-down Chart
- Increment

SCRUM RULES

The rules of Scrum make all of the elements above work correctly.

These are directives on how to carry out each element of a Sprint.

Putting Scrum Into Action

Like many of the most effective frameworks, although Scrum sounds very simple and straightforward on the surface, you'll need understanding, commitment, and practice to really master it.

It takes time and practice to really master how to estimate what you can accomplish. It takes commitment to adhere to a daily stand-up, and maintain focus. It takes understanding to fully grasp what you need to implement, and more importantly how to implement it correctly. This is where training can help.

Benefits of Scrum Training

The combination of theoretical and practical learning during our Scrum training courses ensures that you will gain confidence in your ability to both understand and apply Scrum processes within any project environment.

In addition, all of our Scrum courses include examination and international certification costs so that you take away a solid, recognised qualification in Scrum.

Scrum Training for Your Career

Where should you begin?

If you're new to the area of Scrum or Agile, it can be difficult deciding the best place to begin your training.

We recommend beginning with **Scrum Master Certified (SMC™).** You don't need any prior experience to complete this training and achieve internationally established certification.

In addition to being the most sought-after Scrum role certification, Scrum Master Certified (SMC™) gives you a well-rounded foundation in the knowledge of all aspects of Scrum.

Ask A Question **Visit Webpage**

Scrum Certification Options

We offer scrum training for all roles within a scrum team. Click below to read our detailed course brochures for Scrum Master, Scrum Product Owner, and Scrum Developer (Scrum Team Members).

Scrum Master Certified (SMC™)

This course is designed to equip you with a confident knowledge and understanding of the role of Scrum Master. You'll also achieve an international Scrum Master Certification (included).

Get Brochure

Scrum Product Owner Certified (SPOC™)

Scrum Product Owner is a role that has a parallel in conventional project management approaches. This online course will teach you how to translate the role of "product owner" into a Scrum environment or mindset.

Get Brochure

Scrum Developer Certified (SDC™)

We recommend Scrum Developer Certified for anyone who is a project team member in a Scrum environment. A great place to begin if you want to get a feel for Scrum and how it works.

Get Brochure

3 Ways to Get Started

Talk to Us

You can reach us by phone on Freephone 1800 910 810, or 01 861 0700 (mon - thurs, 9.00am - 5.30pm, fri, 9.00am - 5.00pm).

We will be happy to answer any questions you have, advise on the best option for your scrum training, or book a place for you on an upcoming course date.

Freephone 1800 910 810

Reserve A Place

To Reserve a Place, click the button below.

You can view and select upcoming dates to provisionally reserve a place on an upcoming Scrum Master Certified Course.

Reserve A Place

Request a Quote for Your Team

To request a tailored quotation for your in-company scrum training, click the button below.

We will be in touch with a detailed quotation fitting your team's requirements.

Get a Quote

Contact Us

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