



Agile Prague Conference, 29.09.2011, Lightning Session

*“Communications along with interactions  
and a non-committed Product Owner :*

*the on-the-field challenges in a Scrum  
project.”*



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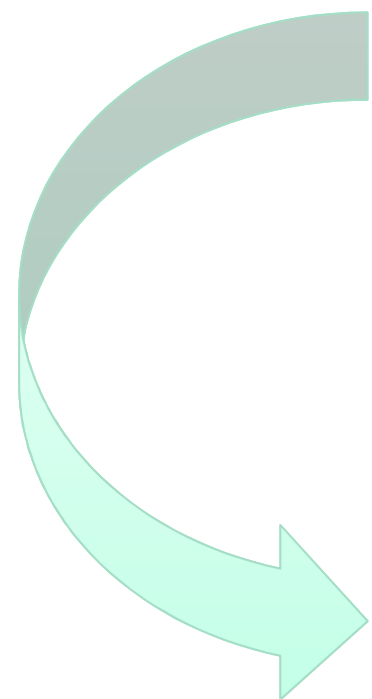
## Communications along with interactions

Field experiences have shown that both individuals and interactions are the key points in Scrum projects, and it is exactly where hidden challenges often can be found.

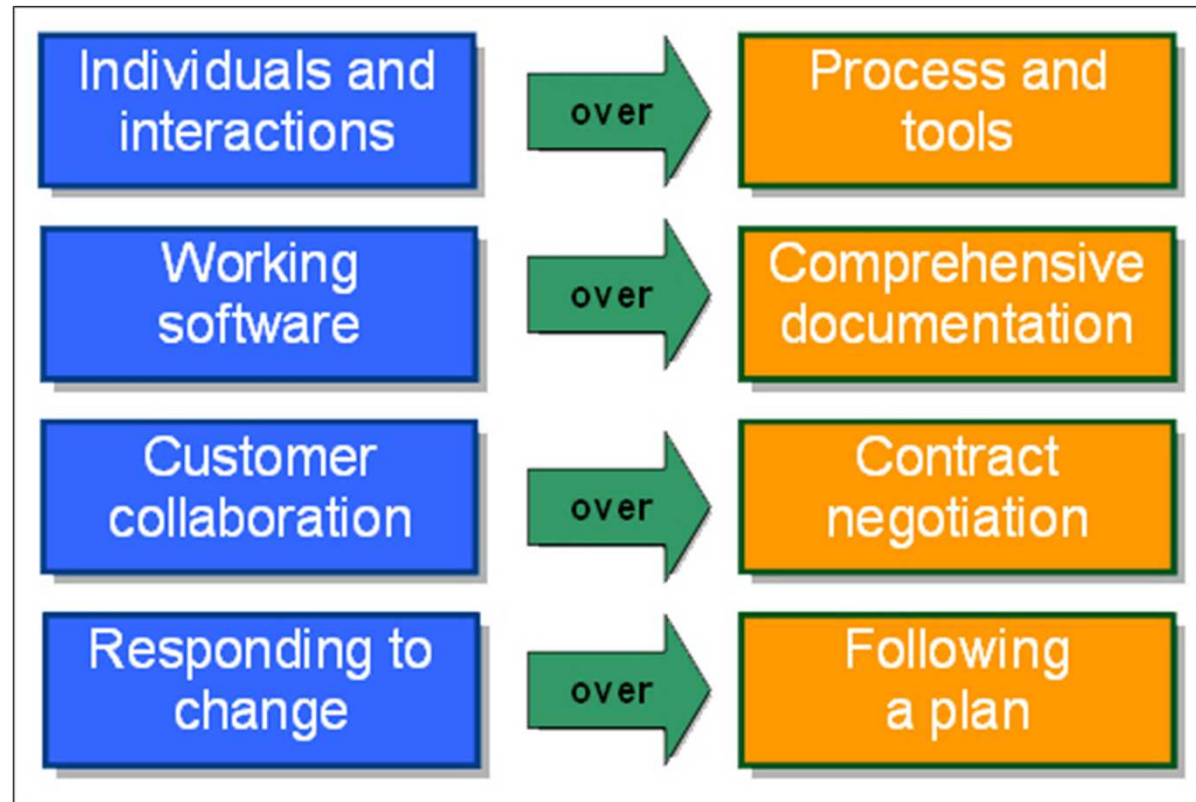
Even if you pursue interactions and you've managed to appropriately tackle team building, which is another focal point of Scrum, the quality of communications generated, and therefore the information shared among members of the Scrum Team is not something that can always be taken for granted, an issue that can lead to minor impediments or worse to a constraint on the dev team's velocity, productivity and consequently the capacity to drive and deliver value.



## Communications to improve information flow



Good quality communications drive the flow of information that is at the heart of the four leading values of Agile Development ...





## Communications for active sharing of info

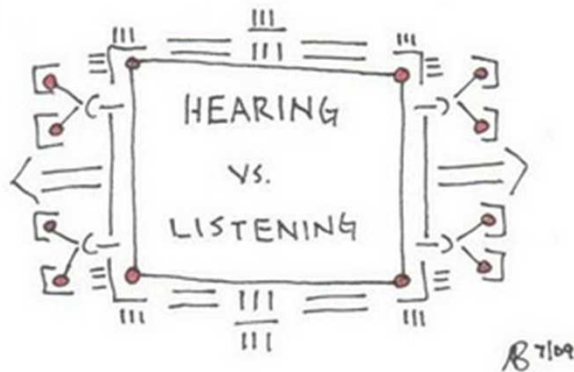


During face-to-face interactions such as meetings or one-to-one talks, we need to make people aware that listening is not just hearing: hearing is something we do naturally, we automatically hear and process sound.

Listening is something we choose to do.



## Communications for active sharing of info



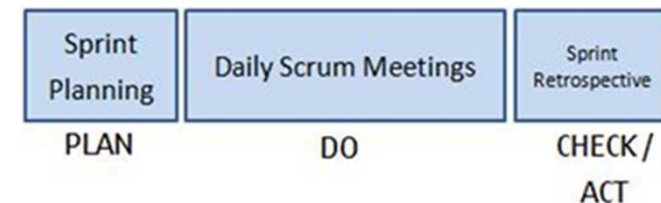
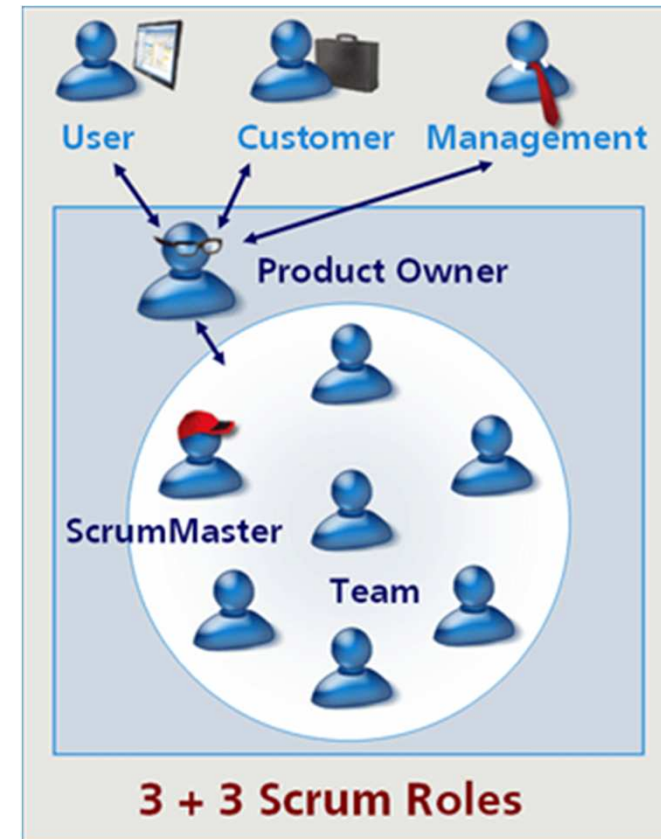
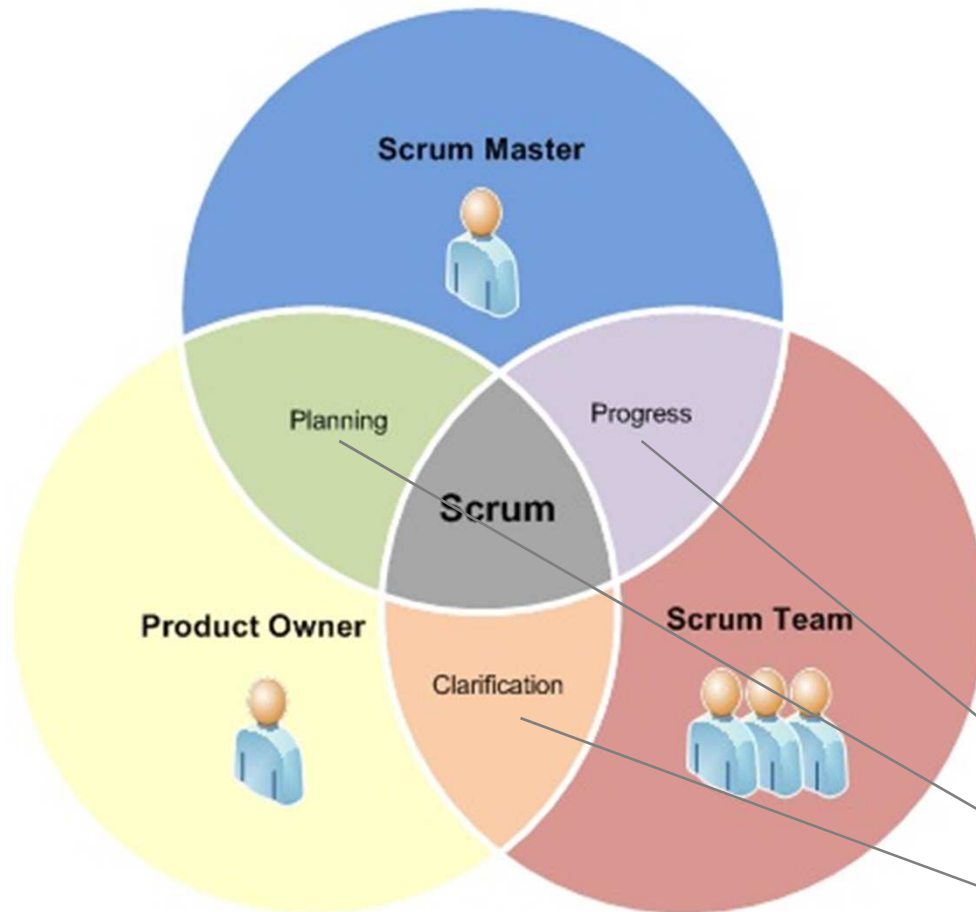
We choose to listen during a conversation by trying not to be too anxious to get our idea out in a conversation and therefore not listening to what the other person is saying -- we're just looking to interject with our idea.

Listening requires complete attention and is how we learn. The more we listen, the more we learn.

Next time you find yourself anxious to interject during a conversation, take a moment to really listen to what the other person is saying.

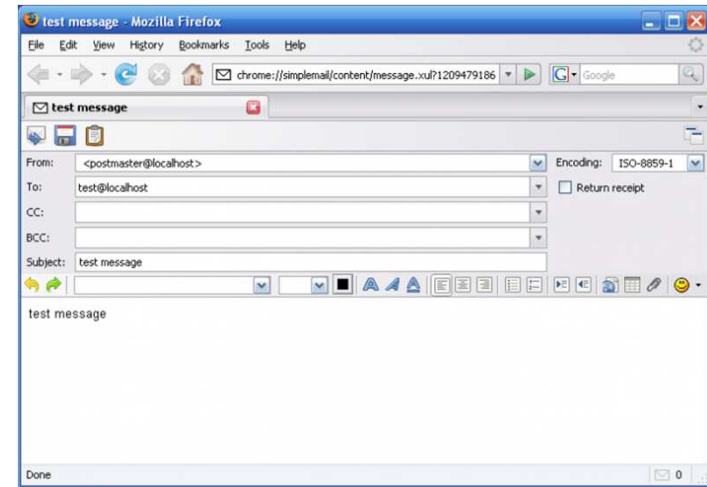
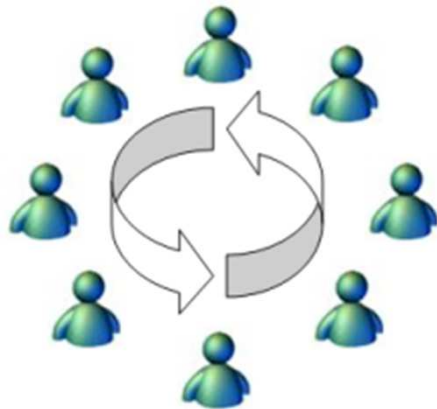


# Communications to fully connect all nodes

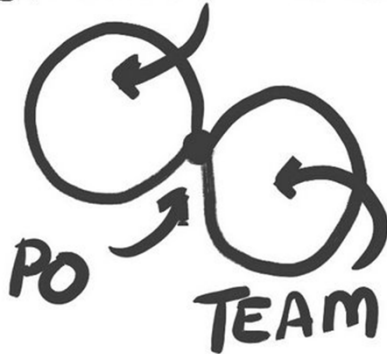




## Communications... what can be done



STAKEHOLDERS

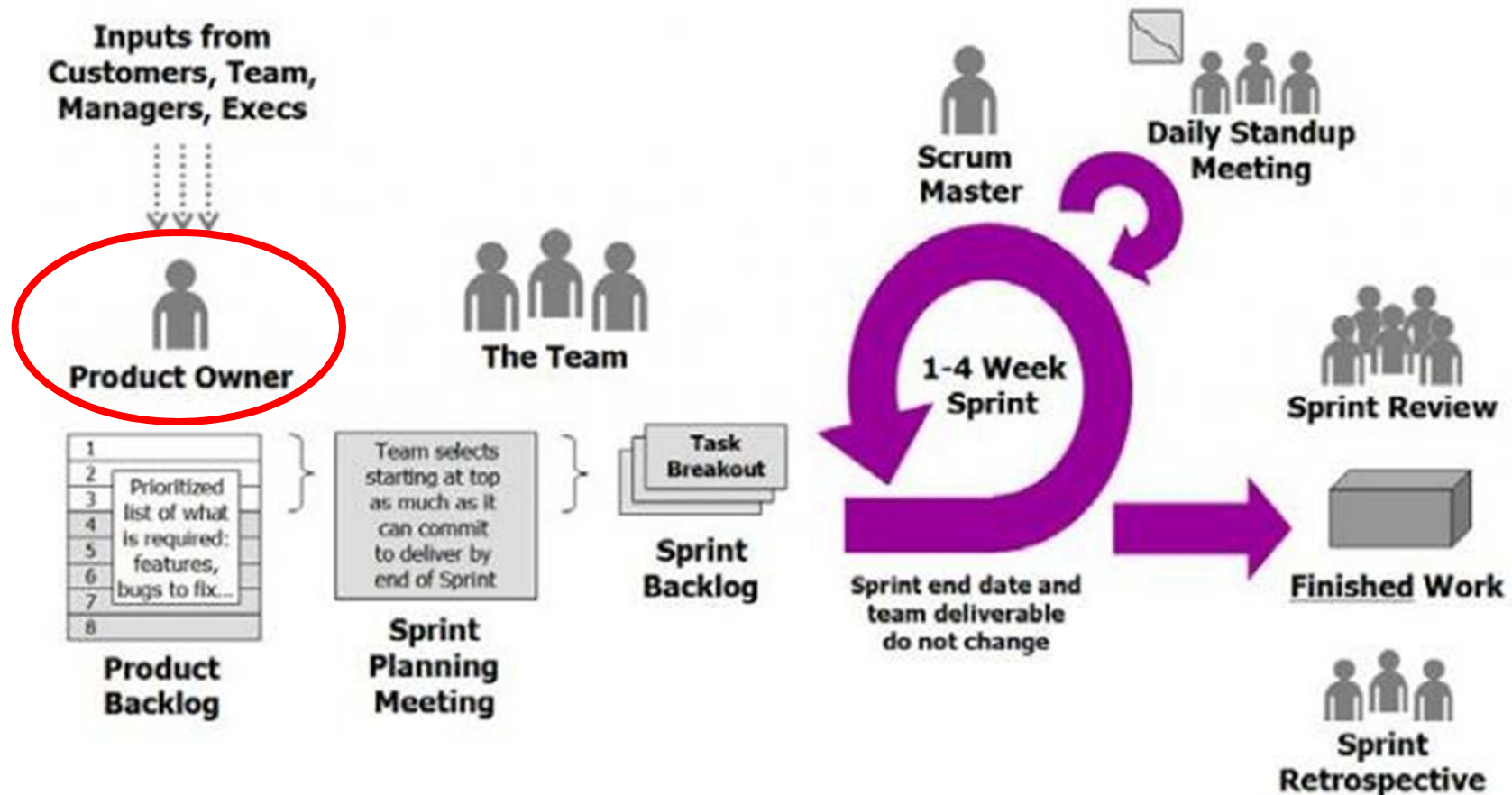


In order to discipline Scrum Teams in making proper communications the powerful tool it can be, one approach can be using properly the most used way of communicating: mailing – the ScrumMaster takes care of preparing and sending to all members of the Scrum Team a daily mail that recaps all the most important information processed during the day.



# A non committed Product Owner

By far, one of the most challenging situations that can arise during a Scrum Project is when you don't have a focused and committed Product Owner.

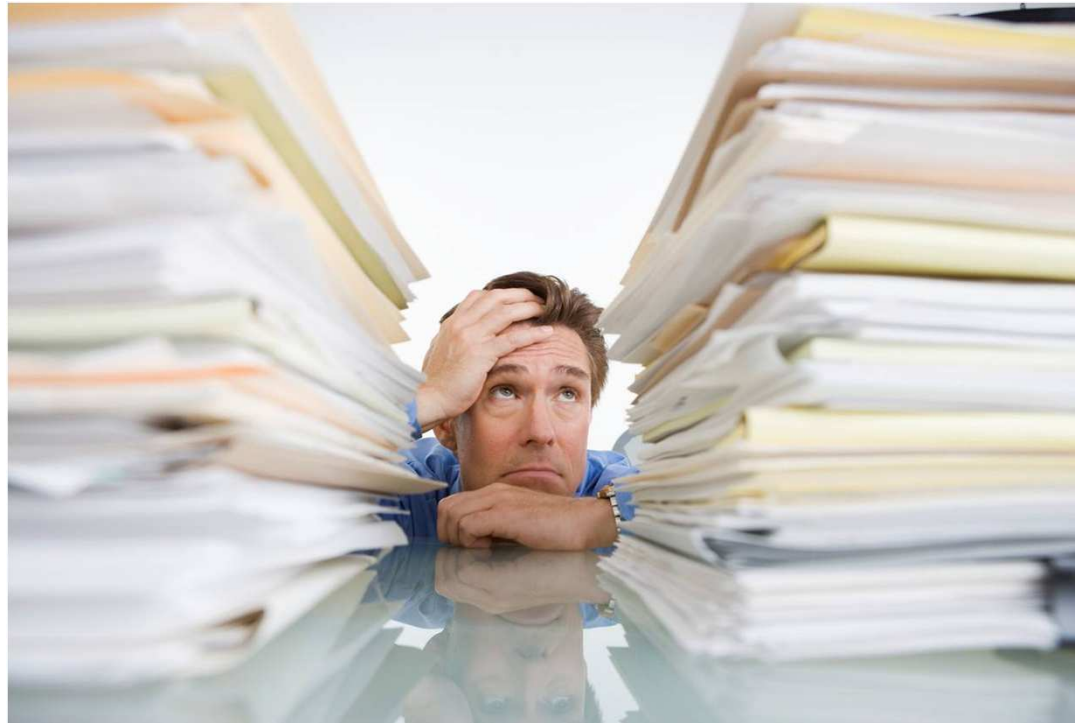






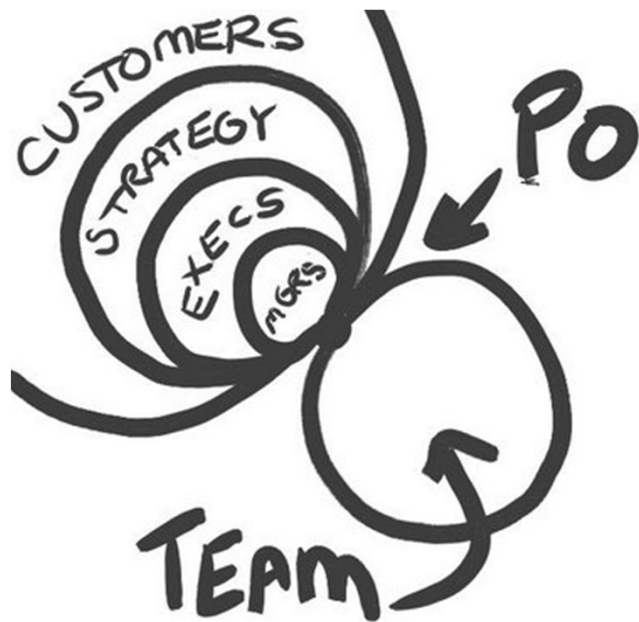
## A non committed Product Owner... often why

This situation often is the result of wrong management approach that with a top-down initiative tends to overload a single person of too many roles while not being capable of distinguishing the role of a traditional Project Manager with that one of the Product Owner.





## A non committed Product Owner... any solution?



While not forgetting that the absence of the PO from any Scrum Team is something that must be considered an exception and not the rule, in case of an ongoing project that cannot allow slippage in delivery progress, the ScrumMaster can coach all development team members so that they improve their own skills in defining and dealing User Stories while also taking care of estimation. There can be an initial overload for the development team but it provides a temporary measure to partially fill in the gap created by the absence of a committed PO, and at the same time it can also work as a very effective way of training the dev team on the importance of proper User Stories' definition – the ScrumMaster, then, could take place in temporary dealing with customer relationship .



## Conclusions – Q & A

Thank you for your attention.

