



Why cooperation between Scrum Master and Management matters

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Manager



Scrum Master





“I DRINK AND I KNOW THINGS”



“YOU KNOW NOTHING JON SNOW”



One year ago...



Collect feedback

<input checked="" type="checkbox"/>  AVAVPN-9956 Info on CML what sync meetings we currently have	Team culture
<input checked="" type="checkbox"/>  AVAVPN-9951 Regular "team's" teambuildings	Team culture
<input checked="" type="checkbox"/>  AVAVPN-9946 Sum up knowledge sharing and self-development options on CML	Knowledge sharing
<input checked="" type="checkbox"/>  AVAVPN-9570 Tribe talks: Organization of regular meetups	Knowledge sharing
<input checked="" type="checkbox"/>  AVAVPN-9571 Tribe talks: Find people to present topics	Knowledge sharing
<input checked="" type="checkbox"/>  AVAVPN-9572 Internal exchange program	Knowledge sharing
<input checked="" type="checkbox"/>  AVAVPN-9573 External exchange program	Knowledge sharing
<input checked="" type="checkbox"/>  AVAVPN-9574 Internal mentoring program	Knowledge sharing
<input checked="" type="checkbox"/>  AVAVPN-9575 One day shadowing	Knowledge sharing
<input checked="" type="checkbox"/>  AVAVPN-9576 Table sharing session	Knowledge sharing
<input checked="" type="checkbox"/>  AVAVPN-9577 Improvement support: Whiteboard for collection of ideas and feedback about product	Improvement activiti...
<input checked="" type="checkbox"/>  AVAVPN-9578 Improvement support: Experimental week budget	Improvement activiti...
<input checked="" type="checkbox"/>  AVAVPN-9583 Farm: Find lectors + Prepare training materials	Redesign on-boardi...
<input checked="" type="checkbox"/>  AVAVPN-9970 Set effective knowledge sharing between VPN infra and IT infra teams	Knowledge sharing
<input checked="" type="checkbox"/>  AVAVPN-9943 Create SM guild	Handling of ideas an...
<input checked="" type="checkbox"/>  AVAVPN-9944 Sum up rewarding process on CML	Rewarding and appr...
<input checked="" type="checkbox"/>  AVAVPN-9601 Reonboarding for current people (mandatory)	Redesign on-boardi...
<input checked="" type="checkbox"/>  AVAVPN-9596 Happy Wednesday: Sessions recording	Direct information to...
<input checked="" type="checkbox"/>  AVAVPN-9605 Have regular feedback from customers on our product	Feedback: Culture
<input checked="" type="checkbox"/>  AVAVPN-9607 Regular feedback session in development teams	Feedback: Culture
<input checked="" type="checkbox"/>  AVAVPN-9609 Set product metrics and track them transparently	Feedback: Culture
<input checked="" type="checkbox"/>  AVAVPN-9612 All-people yearly 1:1 in Autumn 2019	Feedback: Culture
<input checked="" type="checkbox"/>  AVAVPN-9770 Choose applicable formal way of prioritization	Product Vision, Strat...
<input checked="" type="checkbox"/>  AVAVPN-9983 New Scrum Master onboarding	Redesign on-boardi...

Collect feedback

Visualize it (Miro)

Share it

Create action points

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Involve people

Kanban board

QUICK FILTERS: Only My Issues Recently Updated

TO DO

IN PROGRESS

DONE

Release...

Everything Else 34 issues

AVAVPN-9981
OKR for Q4
Product Vision, Strategy and Flow enhancement
None
[Checkmark] [Flag]

AVAVPN-9960
PO for Backend and Infra team
Product Vision, Strategy and Flow enhancement
None
[Checkmark] [Flag]

AVAVPN-9942
Create NPS survey for atmosphere in teams
Feedback Culture
None
[Checkmark] [Flag]

AVAVPN-9765
Create/update Personas and JTBD for our products
Product Vision, Strategy and Flow enhancement
None
[Checkmark] [Flag]

AVAVPN-9769
Update product roadmap based on product vision, personas, JTBD and OKR
Product Vision, Strategy and Flow enhancement
None
[Checkmark] [Flag]

AVAVPN-9963
Improve data analytics in/of our products
Product Vision, Strategy and Flow enhancement
None
[Checkmark] [Flag]

AVAVPN-8202
VPN Newsletter
Direct information to teams and people around
None
[Checkmark] [Flag]

AVAVPN-8205
Happy Wednesday: Include sales feedback
Direct information to teams and people around
None
[Checkmark] [Flag]

AVAVPN-9582
Farm: Detailed process setting
Redesign on-boarding process
None
[Checkmark] [Flag]

AVAVPN-9586
Black Sheeps: Prepare plan for educational part of meetups
Improvement activities support
None
[Checkmark] [Flag]

AVAVPN-9830
Expand Beta user base
Product Vision, Strategy and Flow enhancement
None
[Checkmark] [Flag]

We're only showing recently modified issues.
Looking for an older issue?

Collect feedback

Visualize it (Miro)

Share it

Create action points

Involve people

Show progress

1:1 →

Teams
Product mng.
Leadership style





What is your team vision?



1:1 mentoring



1:1 mentoring

Feedback



1:1 mentoring

Feedback

Reading books



1:1 mentoring

Feedback

Reading books

Watching videos



1:1 mentoring

Feedback

Reading books

Watching videos

Training courses



1:1 mentoring

Feedback

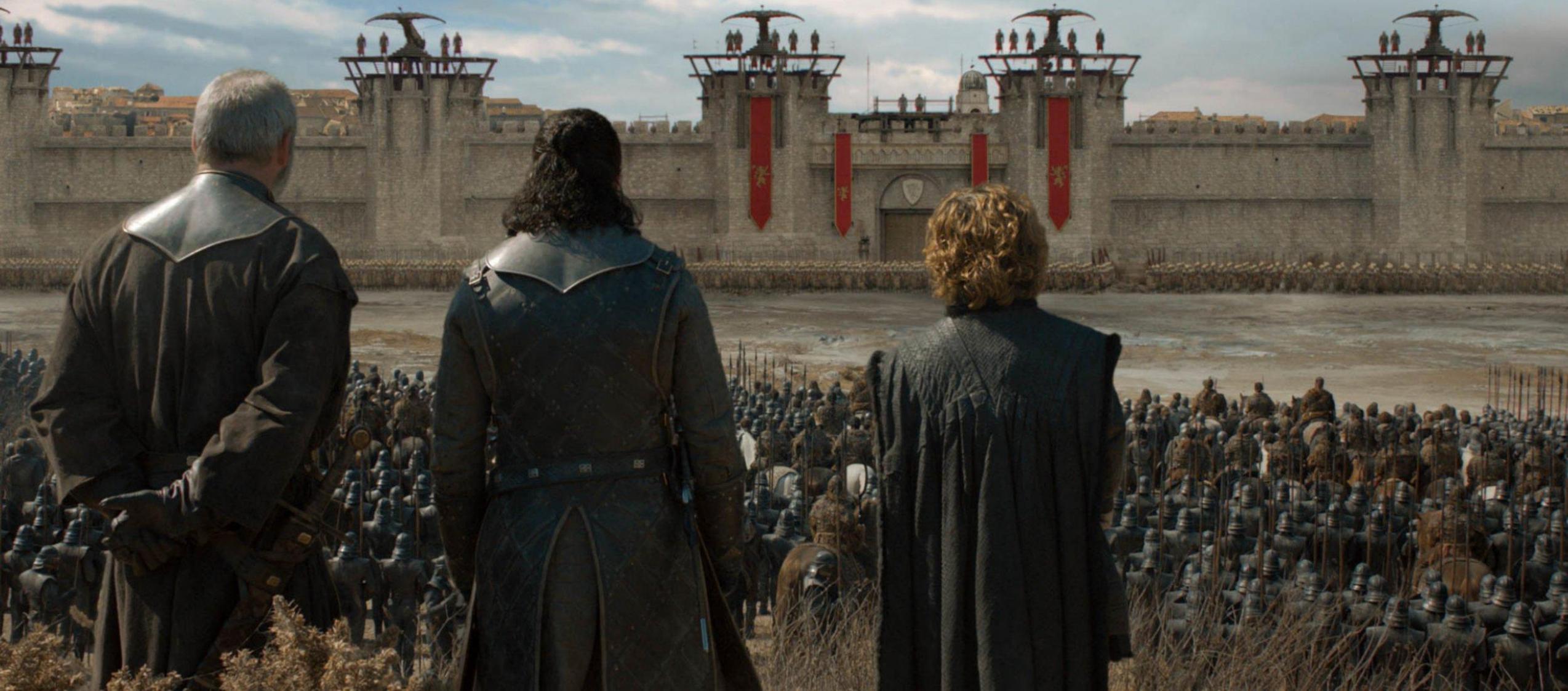
Reading books

Watching videos

Training courses

Team vision workshop

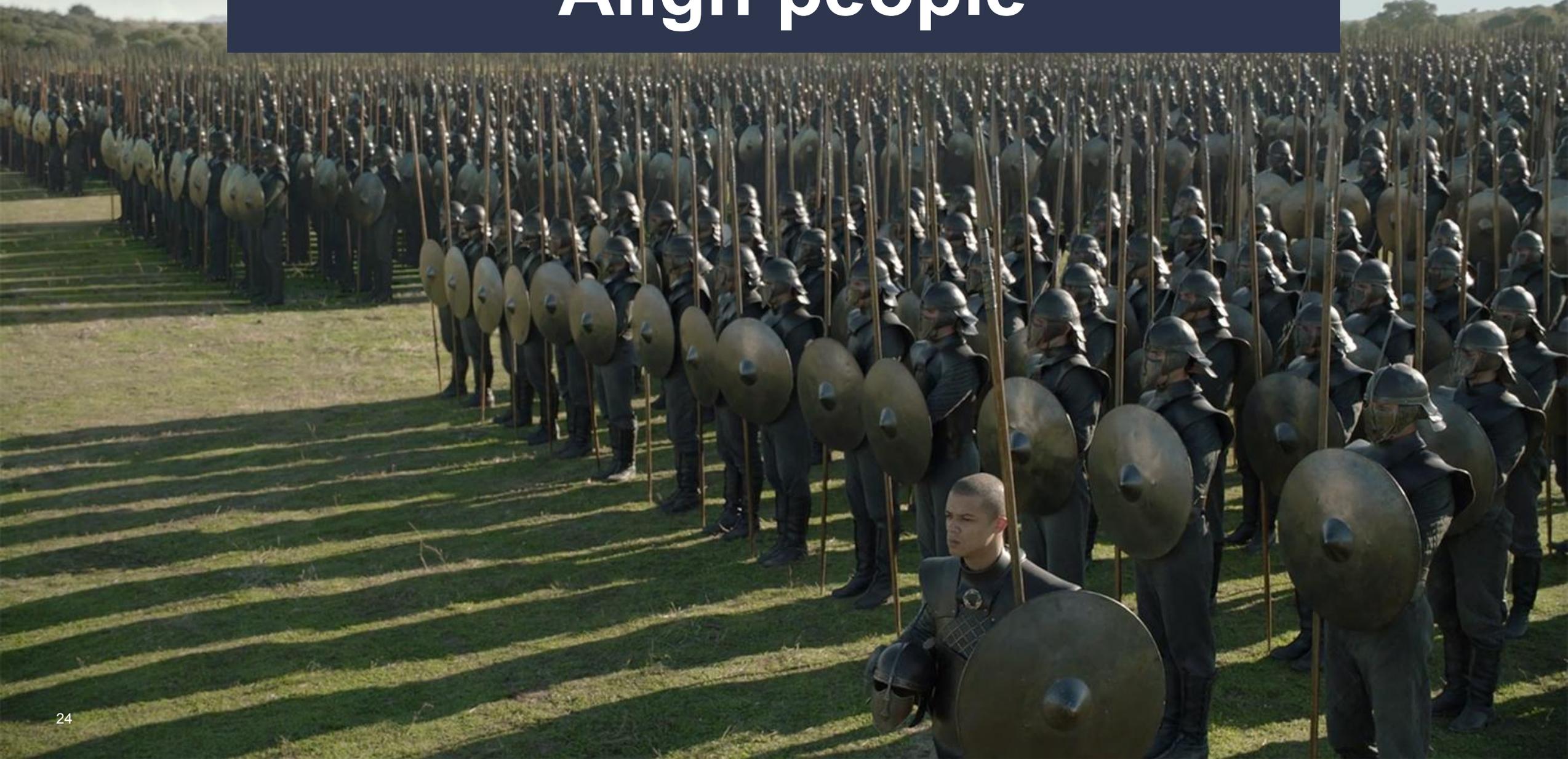
Share your team vision



Build self-organized teams



Align people



Align people

**Happy
Wednesday**

Engage people



Engage people

**Black
Sheeps**

Let people grow



Let people grow

**Looong
Coffee**





Manager



**Scrum
Master**

Takeaways

Scrum Masters

Find right way to make them listen

Make them see the room for improvement

Give them instant and continuous feedback

Don't expect they know - mentor them

Be persistent and keep pushing

Takeaways

Scrum Masters

Find right way to make them listen

Make them see the room for improvement

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Don't expect they know - mentor them

Be persistent and keep pushing

Managers

Free yourself from previous successes

Restart your learning habits

Welcome feedback to enforce the learning loop

Lose your ego and listen



Cooperation is worth it!