



THE SCRUM MASTER'S GUIDE TO UNDERSTANDING HOW TO BE A STAKEHOLDER IN A SCRUM ENVIRONMENT



"A LIGHTWEIGHT
FRAMEWORK THAT
HELPS PEOPLE, TEAMS
AND ORGANIZATIONS
GENERATE VALUE
THROUGH ADAPTIVE
SOLUTIONS FOR
COMPLEX PROBLEMS."
~2020 SCRUM GUIDE

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STAKEHOLDERS,



LET'S TALK ABOUT THE VALUES OF SCRUM AS IT PERTAINS TO THE STAKEHOLDERS:

COMMITMENT, FOCUS, OPENNESS, RESPECT, COURAGE

. STAKEHOLDERS COMMIT TO:

- o partner with the product owner, other stakeholders, managers, and team(s)
- o show up wholly engaged in support of creating a valuable increment
- o quickly answer questions posed by the team
- o tell the team what work is most important to them to see in a demo when finished
- o attend the sprint review event

. STAKEHOLDERS FOCUS ON:

- o coming to agreement with other stakeholders when work is competing
- finding ways to show the team they care (coming to sprint review, commenting, encouraging, complimenting, and understanding when the team has a rough sprint).

· STAKEHOLDERS ARE OPEN TO:

- o the team celebrating failures and the learning that came from them
- o the team celebrating planned experiments
- o receiving kind feedback when their actions aren't helpful
- o working together to suspend competition in service of the team's need to focus
- o being honest about their desired priority

· STAKEHOLDERS SHOW RESPECT WHEN THEY:

- o are supportive when the teams experience challenges
- o invite and allow the PO to prioritize their needs along with the needs of others
- o come to the sprint review, ask questions, and engage frequently and positively with the team
- provide honest, kind feedback to the teams in service of their growth, with a priority to kind
- o are honest about when they need specific work

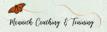
· STAKEHOLDERS SHOW COURAGE WHEN THEY:

- welcome a new change that impacts them as initiated by the team trying to bring about a more cohesive, dynamic process designed to improve their work
- o ask the team how long something will take and respects the reply

DURING THE SPRINT. THE STAKEHOLDERS/LEADERSHIP/OTHER TEAMS:

- · are available to the team, scrum master, or product owner as requested
- · may provide desired product work to the product owner
- · may be called on to participate in the resolution of organizational impediments
- · work collaboratively when called upon

STAKEHOLDERS,



THE SPRINT (THE EVENT WHERE THE WORK HAPPENS)

SPRINT PLANNING

• NOTHING UNLESS INVITED. IF YOU ARE INVITED, YOU ARE LIKELY GOING TO BE CALLED UPON TO ANSWER QUESTIONS ABOUT THE WORK ITEM(S) REFERENCED IN THE INVITATION.

DAILY SCRUM

 NOTHING. THIS EVENT IS FOR THE DEVELOPERS TO DISCUSS THEIR PROGRESS, & SHIFT WHAT MAY NEED SHIFTING

SPRINT REVIEW

- SETS THE MOOD FOR THE EVENT BY:
 - · ATTENDING
 - · BEING ON CAMERA
 - LISTENS INTENTLY TO WHAT IS BEING SAID
 - IDENTIFYING QUESTIONS THEY CAN ASK BASED ON WHAT THEY ARE HEARING
- SHOWS THEIR SUPPORT BY CONGRATULATING THE TEAM FOR WORK WELL DONE & ASKING HOW THEY CAN HELP

SPRINT RETROSPECTIVE

- NOTHING. THIS EVENT IS FOR THE TEAM (SM, PO & TEAM) TO DISCUSS THEIR SPRINT & HOW TO BECOME A BETTER TEAM
- THIS IS A PRIVATE EVENT FOR THE TEAM ONLY; STAKEHOLDERS



REFERENCES

www.scrumguides.org, 2020 Scrum Guide, by Jeff Sutherland, Ken Schwaber