



Case Study

Movement towards building high performing teams

Company

Wajooba is a comprehensive training business platform designed to help Small and medium-sized Business (SMB) or Business owners unleash their expertise and grow their brands.

Problem statement

Wajooba, a growing organization, at an exciting stage of growth, faced challenges with team alignment, role clarity, and delivery consistency. The CEO, deeply invested in development and architecture, played a hands-on role in product delivery, which limited his ability to fully focus on scaling the business. While the team demonstrated commitment and expertise, there was an opportunity to introduce a structured Agile approach to enhance efficiency, streamline communication, and create more consistent workflows.

Development Workflow

- The team had a **detailed and evolving ticket lifecycle**, which needed optimization to improve task predictability and flow.
- Opportunities existed to **streamline processes** for better clarity and consistency in task progression.
- **Refinement and review sessions** were rich with ideas, though they occasionally shifted focus toward design discussions, impacting efficiency.

Agile Adoption

- Agile practices were **applied as needed**, however consistency was still evolving.
- **Sprint events weren't fully established**, the need was to increase alignment and reflection
- Feedback happened **informally**, with a structured approach that was still taking shape.

Leader Dependency

- The CEO juggled **multiple roles** as Architect, Developer, and unofficial Product Owner.
- Leadership efforts were **deeply involved** in day-to-day operations, leaving limited space for strategic focus.
- The team looked to the CEO for **guidance and decisions**, with opportunities to grow their autonomy.

Solution

Establish an effective Agile framework tailored to Wajooba's needs.

Agile Culture Reinforcement

- Delivered **accelerator training** on Agile principles and the Scrum framework to align the team on goals and processes.
- Clarified the **responsibilities** of the Product Owner, Scrum Master, and Developers to eliminate overlap and confusion.
- Establish the **SCRUM ceremonies** and facilitated development of artifacts to bring consistency and clarity.
- Attended and facilitated events to provide **real-time clarification**, ensuring the team understood event goals, behaviors, and participation expectations.
- Facilitated the team in becoming **self-managing** and **self-organizing**, enabling them to take ownership of Sprint goals, deliverables and continuous improvement.
- Provided **leadership guidance** to align Agile principles with business goals, enabling the CEO to focus on sales, marketing, and growth strategies.
- Provided **motivation** throughout the transformation process. Instilled **energy and self-belief**, enabling the team to take ownership of their work and continuously improve their performance.

Results

Empowered Leadership:

The CEO successfully transitioned from wearing multiple hats to a focused Product Owner role. By stepping away from development work, the CEO was able to dedicate time to **sales and marketing**, driving business growth.

Improved Transparency and Discipline:

Scrum practices introduced structure, transparency, and accountability, enhancing team communication and collaboration.

Self-Managing Team:

The development team began operating as a self-organizing unit, capable of delivering quality work independently with minimal external intervention.

Established Agile Foundations:

Agile artifacts—**Working Agreement**, **Definition of Ready**, and **Definition of Done**—helped formalize the team's approach, ensuring consistency, clarity, and alignment in their Agile practice.