

Agile Team Roles

Product Owner & ScrumMaster

Brian Adkins
Rick Smith

Agenda

✦ Scrum & Team Roles Overview

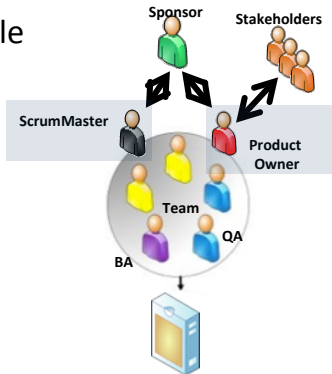
✦ Product Owner

✦ ScrumMaster

✦ Existing Roles

Scrum Teams

- Optimally about 7 people
- Scrum has 3 roles
 - Product Owner
 - ScrumMaster
 - Development Team



- Business Case
- Financing
- Scope & Approach
- Contracts
- Initial Release Plan
- Assemble Team

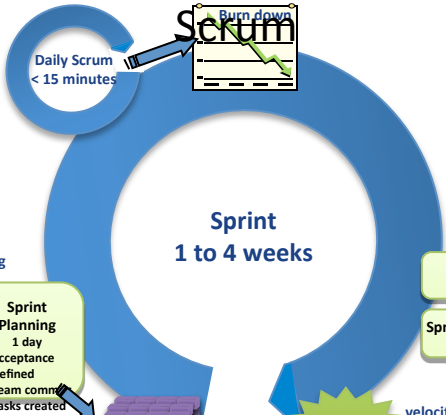


Product Owner establishes vision and prioritizes Product Backlog



- Sprint Planning**
1 day
- Acceptance Defined
 - Team comm
 - Tasks created

Team (BA, QA, Dev, etc.) creates and estimates Sprint Backlog (tasks)



Daily Scrum < 15 minutes



Sprint Review
1/2 day

Sprint Retrospective
1/2 day

Releasable Increment

velocity



Scrum



PRODUCT OWNER

SCRUMMASTER



Daily Scrum
< 15 minutes



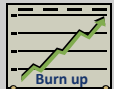
Sprint
1 to 4 weeks

Sprint Review
1/2 day

Sprint Retrospective
1/2 day

Releasable
Increment

velocity



- Business Case
- Financing
- Scope & Approach
- Contracts
- Initial Release Plan
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Product Owner
establishes vision and
prioritizes Product Backlog

Sprint
Planning
1 day

- Acceptance Defined
- Team committed
- Tasks created

Team (BA, QA, Dev, etc.) creates
and estimates Sprint Backlog
(tasks)

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- ✦ Product Owner

- ✦ ScrumMaster

- ✦ Combining Roles

Product Owner

- A single person representing the stakeholder(s) and/or customer(s)
- Has final authority (and therefore accountability) in creating and ordering the product backlog
- Must be available to the Team at any time



Product Owner - Responsibilities



The Product Backlog

- Content
- Order
- Value
- What is next
- Understanding by the team

Product Owner - Characteristics

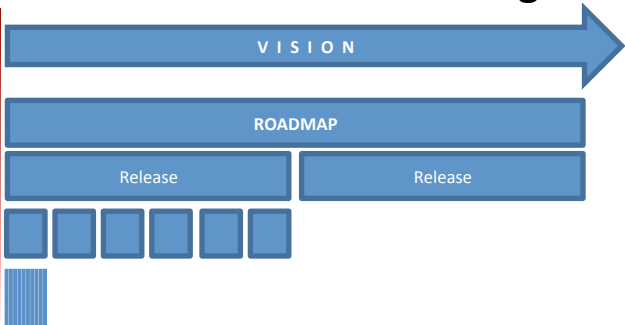
- Passion for the customer/user
- Influencing rather than controlling
- Knowledgeable
- Patient

Product Owner - Skills

- Negotiation
- Decision-making
- Communication
- Persuasion
- Multi-level thinking



PO and Levels of Planning



Product Owner - Challenges

- Multiple constituencies
- Limited capacity
- Other roles/responsibilities
- Lack of trust/confidence

Who typically plays this role?

- Product Manager
- SME
- A power user of the current system
- Someone who owns the current process
- Manager
- BA as a proxy
- And lots of others...

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ScrumMaster

- A facilitator for the Team and Product Owner
- Clears roadblocks for the Team
- Insulates the Team
- Usually track and report the Team's progress
- Informs people of the rules of Scrum



ScrumMaster – Characteristics

- Responsible
- Collaborative
- Influential
- Perceptive
- Experienced

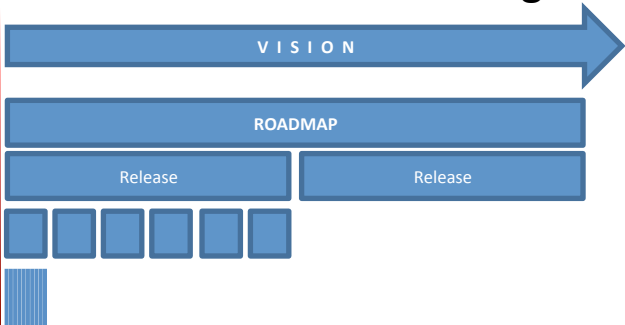
ScrumMaster - Skills

- Coaching/Mentoring
- Agile product and project planning
- Facilitation
- Consensus Building
- Conflict Management & Resolution
- Scaling Agile

ScrumMaster – Some Challenges

- Lack of support
- Limited availability
- Scrum is new to the team
- Team actively resists new process
- Working in a non-agile environment

SM and Levels of Planning



ScrumMaster as Manager

- The ScrumMaster is not a traditional manager.
- Unlike command/control PMs, the ScrumMaster takes a Servant-leader role.
- This supports the Agile Principle:
 - Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.



Who typically plays this role?

- Typical roles that become ScrumMasters:
 - Project Manager
 - Project Lead
 - Technical Lead
 - Team Lead
 - Development Team Member
 - Manager

- What about from the business side?

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✦ ScrumMaster

✦ Combining Roles

Combining Roles

Product Owner with:

Business Analyst

ScrumMaster with:

Business Analyst
Tester
Developer
Dev Team Manager

***Product Owner not
with:***

ScrumMaster
Developer
Tester

ScrumMaster not with:

Product Owner
Dev Team Manager



BACKLOG

0

Story 1 13

Story 2 8

Story 3 5

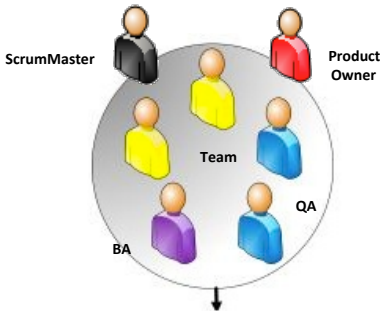
Story 4 8

Story 5 3

Story 6 5

Story 7 8

Story 8 5



ITERATION BACKLOG

13

Story 1 13

Story 2 8

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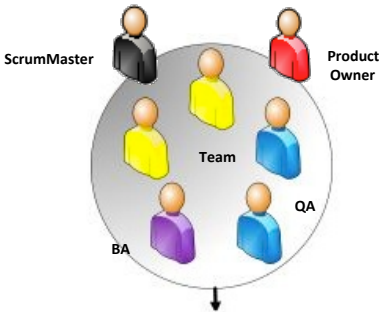
Story 6 5

Story 7 8

Story 8 5

50 1 4 2

Velocity	
Last	25
Best	40
Worst	18
Average	28



ITERATION BACKLOG

21

Story 1 13

Story 2 8

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Story 6 5

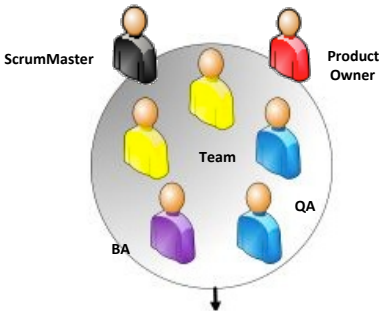
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ITERATION BACKLOG

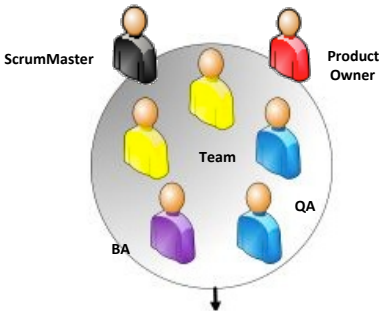
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ITERATION BACKLOG

34

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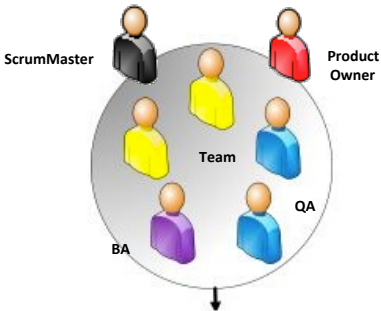
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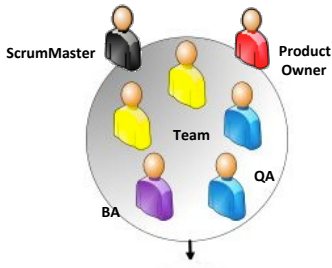
Velocity

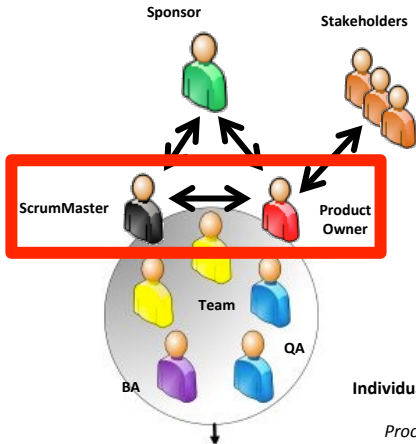
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Commonly Asked Questions

- Can roles be rotated among the team members?
- Can the team select members to play the roles?
- Do you need project management on agile projects?





Questions?

Relevant Training

Becoming an Effective Product Owner

February 28-29 - Improving's Addison Location

Scrum.org Professional Scrum Master Certification

March 22-23 - Improving's Addison Location

May 16-17 - Code Magazine's Houston Location

Project Management through Agility

April 3-4 - Improving's Addison Location

Agile Scrum Immersion

March 29-30 - Improving's Addison Location

April 11-12 - Code Magazine's Houston Location



Thank You!

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