



Gunther Verheyen, independent Scrum Caretaker
Agile Turkey Summit
Istanbul, TR | 30 November 2023



Moving (your) Scrum Downfield

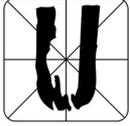
Will you sink or will you surf the future waves of Scrum?

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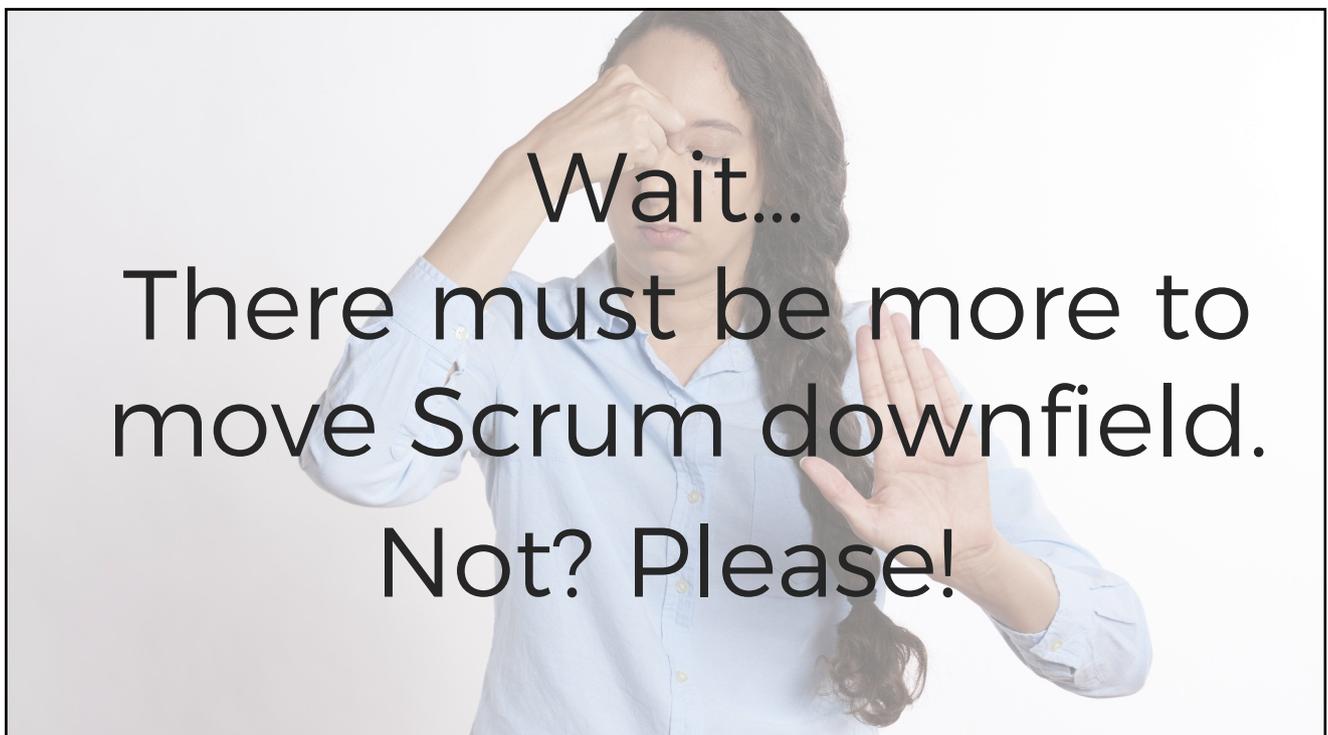
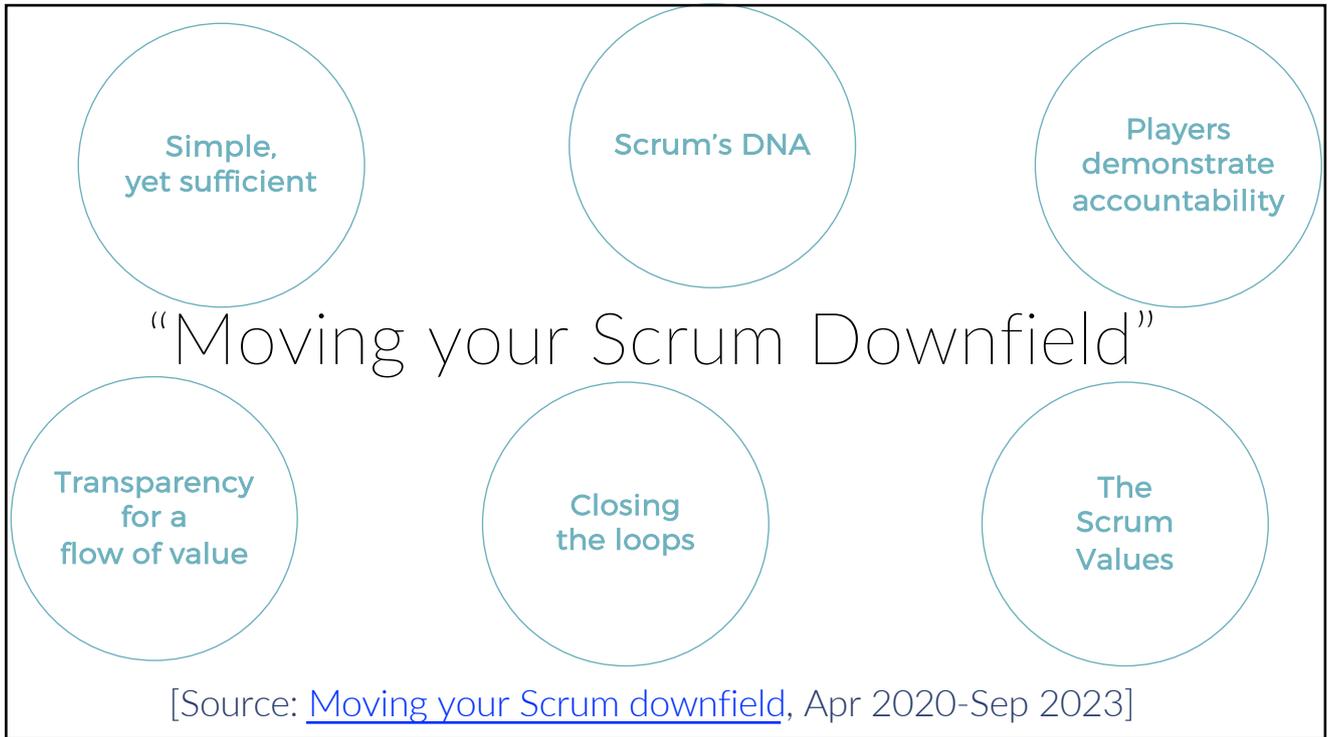
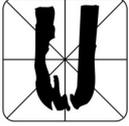


An
independent Scrum Caretaker
on a journey of
humanizing the workplace
with Scrum.



Don't sit around waiting
for Scrum to happen.
**Go out and shape your
Scrum...yourself.**

Ultimately, Scrum is only used effectively if it drives forward the emergence of fundamentally new infrastructure, businesses and organizations, and even complete swap-outs of them.





To re.vers.ify an organization

- **Re.imagine your Scrum** (one product at a time)
 1. Know your product (the vehicle of value)
 2. Reboot your Scrum (to optimally serve your product)
 3. Release tasty sashimi product slices (regularly)

Repeat
- **Re.emerge the structures around Scrum** (to optimize for value)
 1. ARM for value
 2. ADAPT your Scrum Zone for value
 3. ADAPT your organization for value

Repeat

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**Moving
(your) Scrum
downfield**



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“Scrum cannot be
the purpose of Scrum.”

Gunther Verheyen



Scrum

/skrʌm/

1. (dictionary | noun) An ordered formation of players, used to restart play;
(dictionary | verb) Form or take part in a Scrum.
2. (Scrum) An empirical framework that enables people to derive value from complex challenges.

” ‘Product’ is the vehicle
to deliver value.

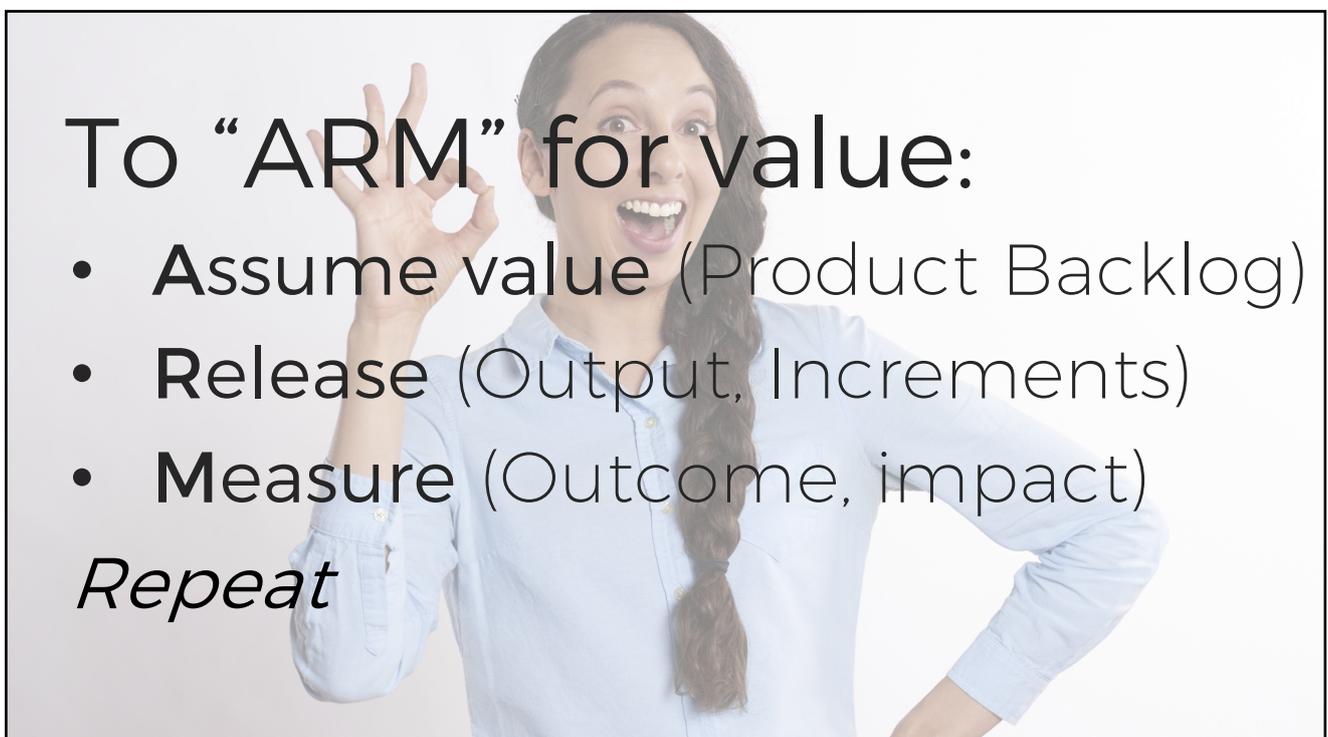


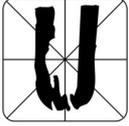
Product (noun) /'prɒdʌkt/

1. (dictionary) An article or substance that is manufactured or refined for sale;
A thing or person that is the result of an action or process.
2. (Scrum) A tangible or non-tangible good or service providing immediate value to its consumers
The outcome of a bounded process or set of actions providing immediate value to identified consumers.

Our highest priority is to satisfy the **customer** through early and continuous delivery of **valuable** software.

[Source: The [Agile Manifesto](#), February 2001]





To measure your ability to deliver value

Consider the beneficiaries of value...



For the **CONSUMERS** of a product or service, value is often represented in terms of **SATISFACTION, RETENTION, VISITS**, etc.



For the **SPONSORS** of a product or service, value is often represented in terms of **MONEY** and in indicators like **REVENUES, PROFIT, SALES**, etc.



For the **CREATORS** of a product or service, value is often represented in terms of **ENGAGEMENT, TURNOVER, ABSENTEEISM**, etc.



What do you mean, a special beneficiary of value?



To measure your ability to deliver value

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For the **ENVIRONMENT**, the value of the creation and use of a product or service can be represented in **SUSTAINABILITY** indicators like **POWER CONSUMPTION** or **CARBON EFFICIENCY**.

The environmental impact of the IT sector

It is estimated that:

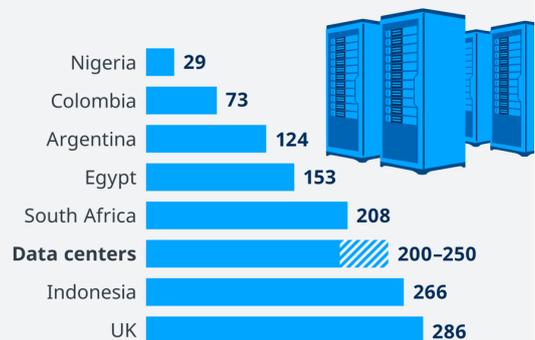
- Data centers use 1% of global electricity (and growing).
- The entire footprint of the IT sector is 4% (and growing).

Read more:

- ["Raising Climate Awareness in Scrum Teams - a Scrum Master's Journey"](#) (Scrum.org, Dave West & Marjolein Pilon, 22 March 2023)
- ["The Planet as a Stakeholder Retrospective"](#) & ["Planet Check-in"](#) (The Agile Playground | Growing Green, Marjolein Pilon, 2022-2023)

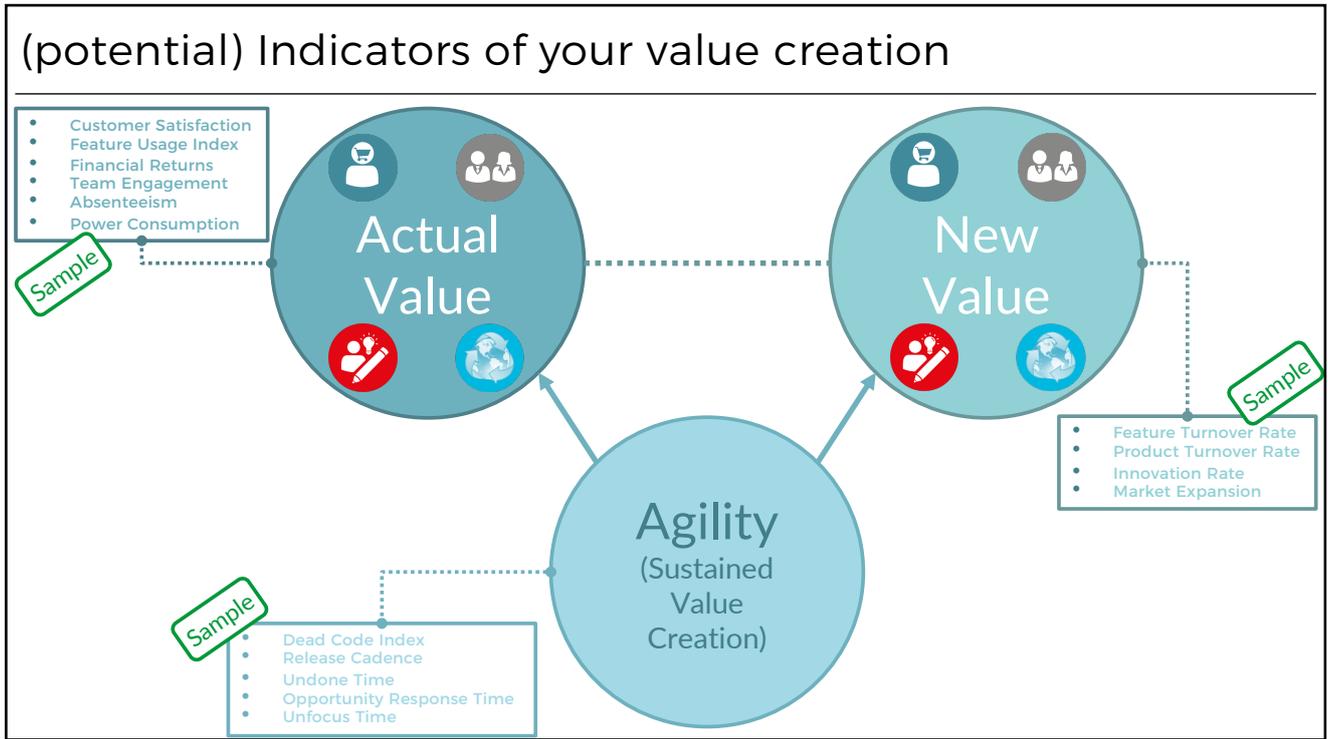
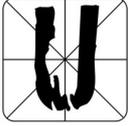
Data centers use more electricity than entire countries

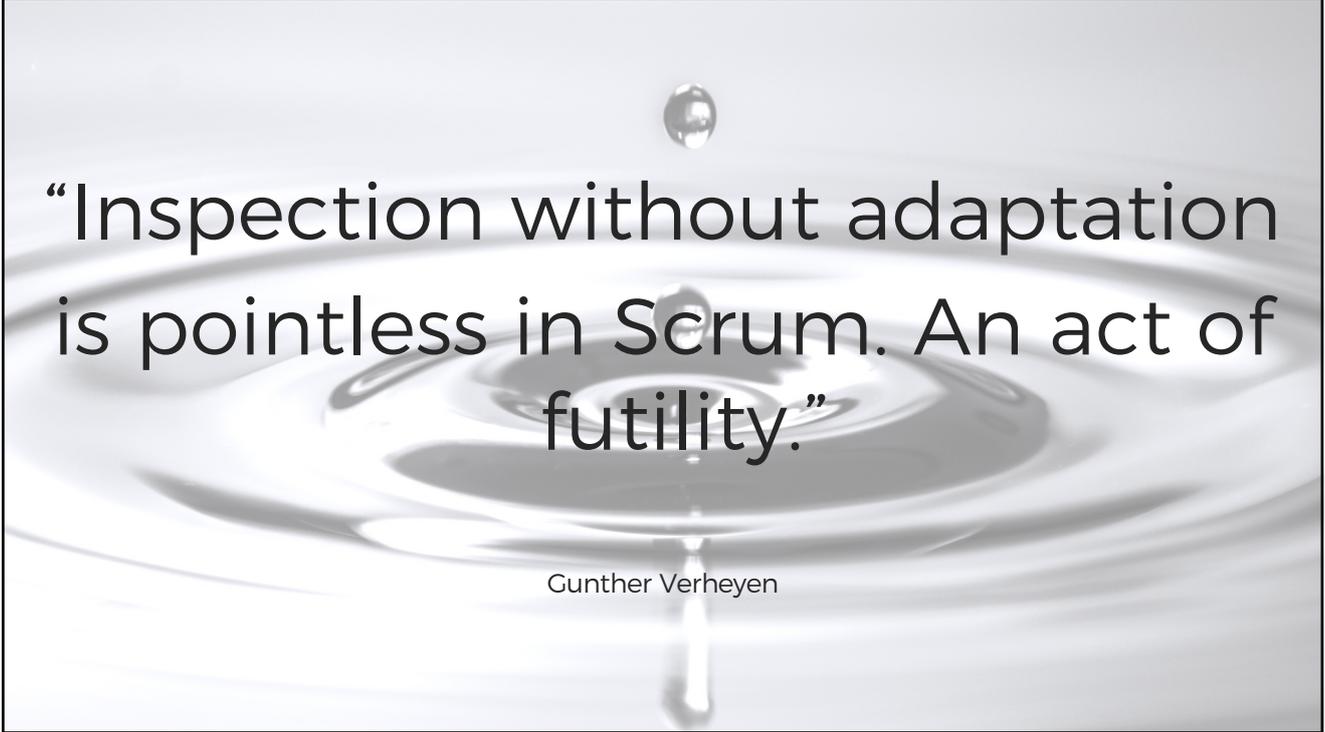
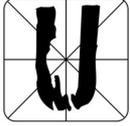
Domestic electricity consumption of selected countries vs. data centers in 2020 in TWh



Source: Enerdata, IEA

[Source: [DW.com](#), 24 Jan 2022]





“Inspection without adaptation
is pointless in Scrum. An act of
futility.”

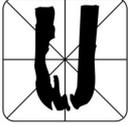
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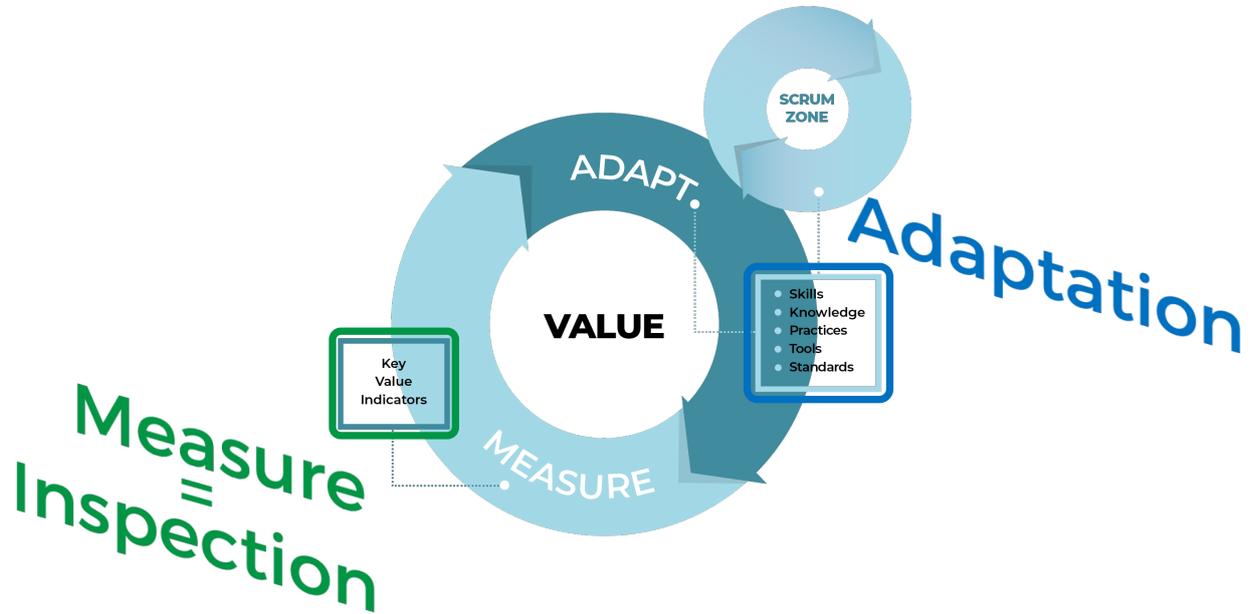
An “ARMADA” of value!

- Assume value (Product Backlog)
- Release (Output, Increments)
- Measure (Outcome, impact)
- **ADapt** (to optimize for value)

Repeat



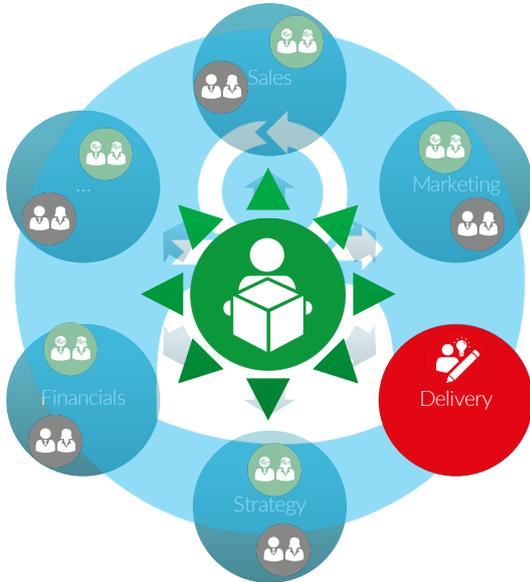
Optimize your Scrum Zone (for value)



Ultimately, adapt the organization
for success...



Optimize your organization (forming Product Hubs)



A **product hub** operates like a start-up, setting its own agenda and taking its own initiatives.

- Management acts as an **investor**, not intervening on a daily base but rather providing guidance, money and moral support at the outset.
- Leadership becomes a **distributed** quality instead of an expression of individual assertiveness and dominance.

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Repeat
- Re·emerge the structures around Scrum (for your organization)
 1. ARM for value (Assume – Release – Measure)
 2. Assume your Scrum for value (To maximize your Scrum)
 3. Release your organization for value (for Product Hubs)

Keep learning.
 Keep improving.
 Keep...Scrumming.

