



Expert Scrum Coaching

Are you applying Scrum at your organization, but it's not going quite as expected? Need advice on how to keep your Scrum ceremonies timeboxed? Need help writing more effective user stories or acceptance criteria?

You're not alone! Even advanced Scrum Teams struggle with specific activities in Scrum. Expert Scrum Coaching is designed to help you address your struggles while paying particular attention to your organization's culture. Coaching provides an unbiased observation of your Scrum implementation during which your Coach will identify and address impediments, provide expert advice and recommend adaptations for your unique environment.

The overall goal of Coaching is to provide clarification and understanding of the 'whys' behind the Scrum framework so you can make well-informed decisions and continue to succeed long after we've gone.

Common benefits of Coaching include:

- Backlog Refinement and Grooming
- Clarification of Scrum Roles, Responsibilities and Accountabilities
- Enhanced Story Writing and Decomposition Skills
- Heightened Effectiveness of Scrum Ceremonies/Events
- Increased Ability to Scale Scrum
- Improved Application of the Scrum Values
- Well-Formed Self-Organizing Teams
- Improved Communication Patterns between Scrum Team Members, Stakeholders and Leadership

Coaching vs. Training – What's the Difference?

Training provides foundational knowledge and skills in an interactive classroom setting, allowing learners to explore and ask questions from a fundamental perspective necessary to effectively understand the framework and spirit of Scrum. Once the Scrum framework is understood and applied, Coaching provides unbiased observation, feedback and recommendations to improve your Teams' performance. Expert Coaching addresses the questions and impediments of applying and adapting Scrum in your real world of work.

Considering a sports metaphor, training ensures all the players know the rules of the game. Coaching improves the game through outside observation and feedback of the players' behavior. In other words, Training addresses what Scrum is while Coaching addresses how to utilize and adapt Scrum at your organization.

Expert Scrum Coaching With 3Back



At a Glance

Duration:

- 1 day increments (onsite)
- 1 hour increments (remote)

Pair Coaching with Scrum Training for enhanced benefits, or utilize as a standalone service

Prerequisites: None

Outcome: Improved application of Scrum in your organization

Popular forms of coaching include:

- team based
- role based
- event based
- management and leadership based
- skill based



How Much Coaching is the Right Amount?

The cadence and duration of Coaching depends on the current environment at your organization, the impediments you face, the size and number of your Scrum Teams and many other factors.

Coaching may only be necessary for a day or two to help provide clarifications for an already Well-Formed Team, or it may be ongoing over the course of many months for less mature Scrum Teams or highly chaotic organizations. For longer-term Coaching engagements, we recommend only a few days onsite at a time since Teams need time to retreat and build and practice new skills incrementally. To maximize the benefits of Coaching, a rhythm must be established based on the skillset of your Scrum Teams and the impediments they face.

What to Expect During Coaching

All new Coaching engagements will begin with an intake session with your 3Back Scrum Expert. This background knowledge will assist 3Back in determining the most effective use of your Coaching day(s) to improve the Scrum processes at your organization. While your Coaching session(s) will address impediments and growth opportunities specific to your organization and Scrum Teams, common focus areas during Coaching may include:

- Observation and Feedback of Sprint Review, Planning or Retrospective meetings
- Experienced Scrum Training 'Definition of Done' and Acceptance Criteria
- Backlog Grooming and Refinement
- Decomposition of Epics
- Writing Effective User Stories
- Story Writing and Prioritization
- Estimating Projects, Epics and Stories
- Product Ownership
- Improved Work Flow
- Clarification of Scrum Roles
- Stakeholder Involvement
- Significance, Spirit and Tenets of Scrum

Your Coaching may also include ad hoc training and Q&A sessions as determined necessary.

What Our Clients Say

"This is my 3rd agile transition but the only one where I've invested in training for the whole team. I can't emphasize enough how much that helps. Even when we struggle we all have the tools to talk about what's the problem, even if we can't quite get to a solution easily... The biggest win, so far, has been that my boss has greater insight and thus greater trust in us... It's made my relationship with him stronger."

-- Robert, VP of Engineering

About 3Back

3Back was founded with the vision to assist organizations from around the world in recognizing the power of their teams. With over 50 years of combined experience working directly on and with Scrum teams, 3Back's goal is to help organizations build and dramatically improve the proficiencies needed for development in a demanding business marketplace.

3Back offers training, coaching and consulting in all aspects of agile product development with an emphasis on the importance of engaging the human side of the equation (the Team) to produce results. At 3Back, we make teams better.

