

# HOW TO CREATE A WORLD-CLASS SCRUM MASTER CHAPTER

---

10 KEY LEARNINGS



BY

**A**gile  
vengers



# Start with a purpose

**FIND A  
STANDARD TO  
STRIVE FOR.  
CHALLENGE  
EACH OTHER,  
YOUR  
COMMITMENTS  
AND YOUR  
BEHAVIOURS  
AGAINST THIS  
PURPOSE.**

A hand in a dark blue suit sleeve holds a magnifying glass. The lens of the magnifying glass is focused on the word "PURPOSE", which is written in a large, bold, blue, sans-serif font. The background of the magnifying glass lens is a light yellow gradient.

**PURPOSE**



# Create a DNA

LOOK FOR PEOPLE WITH COURAGE AND CHARISMA, GREAT STAKEHOLDER AND INTERPERSONAL SKILLS AND A COMMITMENT TO GROWTH. IT'S A PLUS IF THEY KNOW SOMETHING ABOUT AGILE.



# Invest in a community

DEDICATE TIME TOGETHER. WHEN MEETING UP, FOCUS ON THREE AREAS AND DESIGN AN AGENDA AROUND THEM: YOUR GROWTH AS SCRUM MASTERS, THE GROWTH OF THE COMMUNITY AND THE GROWTH OF THE ORGANISATION.



# Share and be vulnerable

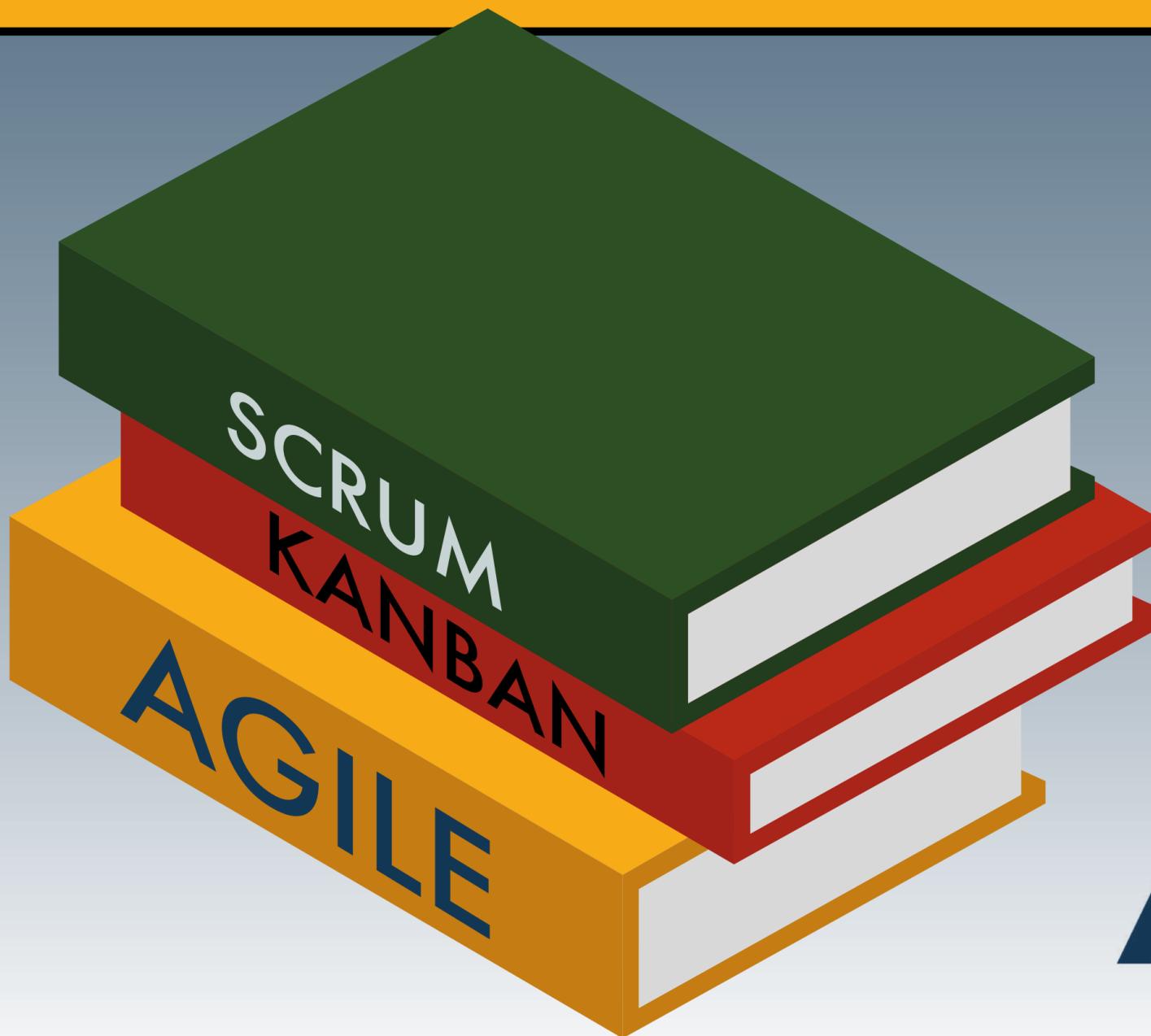
TO REALLY BUILD A COMMUNITY YOU NEED TO CREATE TRUST, CONTACT AND RELATIONSHIPS. FOR THIS YOU NEED A CULTURE AND ENVIRONMENT THAT CREATES PSYCHOLOGICAL SAFETY.

MAKE SURE THIS EVENT WASN'T JUST A ONE-OFF.



# Invest in capability and development

WHETHER IT'S READING BOOKS OR ARTICLES ON THE TRAIN INTO WORK OR TAKING OFFICIAL AGILE COURSES, IT'S KEY TO FOCUS ON SELF-DEVELOPMENT AND BRING YOUR LEARNINGS AND EXPERIENCE BACK INTO THE CHAPTER.



# Experiment, inspect and adapt



EXPERIMENT WITH  
HOW TO GROW.  
ALWAYS RUN YOUR  
RETROSPECTIVES,  
LISTEN TO FEEDBACK  
AND ADAPT.  
CREATE A CULTURE  
WHERE IT IS  
OK TO FAIL.  
FAILURES HELP  
WITH GROWTH  
JUST AS  
MUCH AS  
SUCCESS  
DOES,  
IF NOT  
MORE.



# Remove any sense of hierarchy

THE HELP OF EXPERIENCED AGILE COACHES IS ALWAYS WELCOMED. HOWEVER HAVING A SELF-ORGANISED TEAM, THAT SUPPORTS ONE ANOTHER IS THE MOST IMPACTING OF ALL.



# Have fun

IT MIGHT SOUND CLICHE, BUT SINCE YOU SPEND SO MUCH TIME WITH YOUR WORK COLLEAGUES, YOU MUST ENSURE YOU CREATE A PLACE THAT ENCOURAGES AND FOSTERS FUN.



# Remember: You're here to serve

**DON'T FORGET THAT THE REASON YOU'RE HERE IS TO DEVELOP YOUR SCRUM TEAMS SO THAT YOU DELIVER VALUE FOR YOUR CUSTOMER. YOU SERVE AND SUPPORT THE WIDER ORGANISATION.**

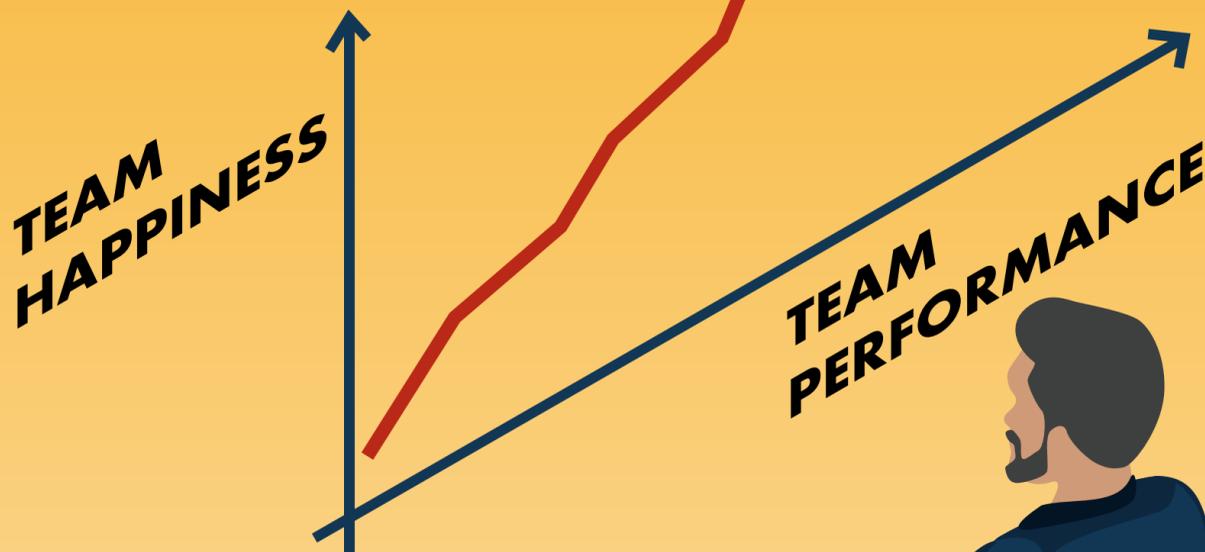


**ULTIMATELY,  
YOU'RE A SERVANT-LEADER!**



# Get some good ears

DRIVE CONTINUOUS IMPROVEMENTS  
BY SHARING YOUR  
INSIGHTS WITH  
THOSE AT  
SENIOR  
LEVELS.



YOU'LL SEE IT'S  
WELCOMED WITH  
OPEN ARMS AND  
PLAYS A CRITICAL  
FACTOR IN THE  
LIFE OF THE  
ORGANISATION.



TO READ MORE ABOUT  
THESE KEY LEARNINGS,  
VISIT  
AGILEAVENGERSHUB.COM

