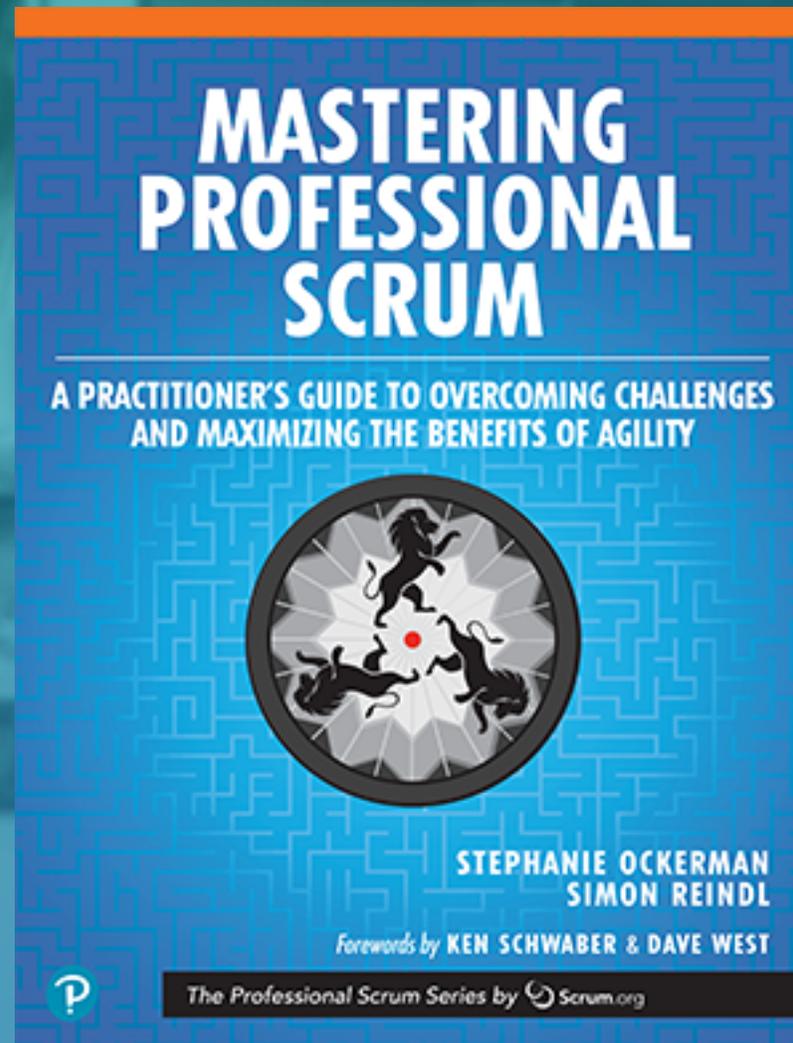




Create a Strong Team Identity



Stephanie Ockerman and Simon Reindl

SCRUM PULSE

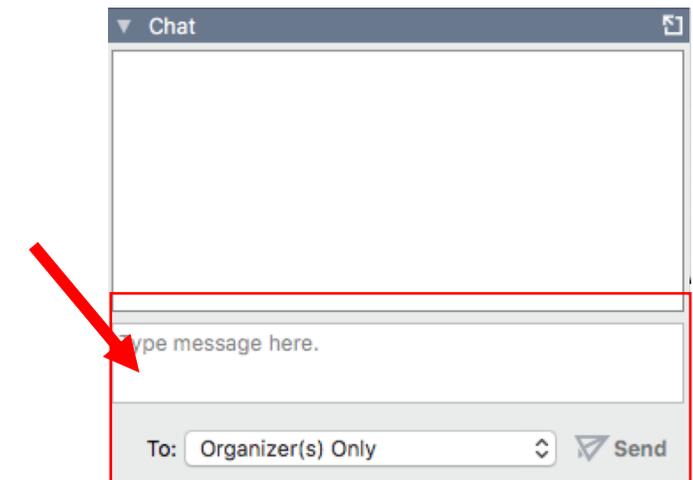
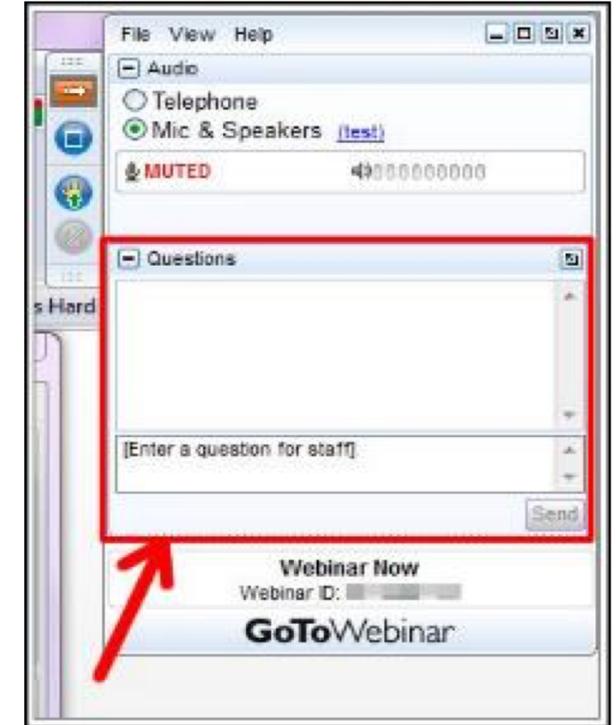
Thursday November 7

@ScrumDotOrg

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Quick Guidelines

- Your microphones will be muted throughout
- Please ask questions!
 - Type questions into the webinar questions box:
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Who Is Scrum.org?



Training

Certification



Founded by Ken Schwaber Co-creator of Scrum

Professional Scrum Trainers and Stewards of the PSM Course



Stephanie Ockerman

AgileSocks.com



Simon Reindl

AdvancedProductDelivery.com

Strong teams provide the essential foundation for the benefits of Scrum.

- 1) Why do we exist?
- 2) What is important to us?
- 3) What do we want to achieve together?

#1 - Why do we exist?

Appreciate the Individual and the Team
Align to a Greater Purpose

#2 – What is important to us?

Scrum Values and Personal Values
Working Agreements

#3 – What do we want to achieve together?

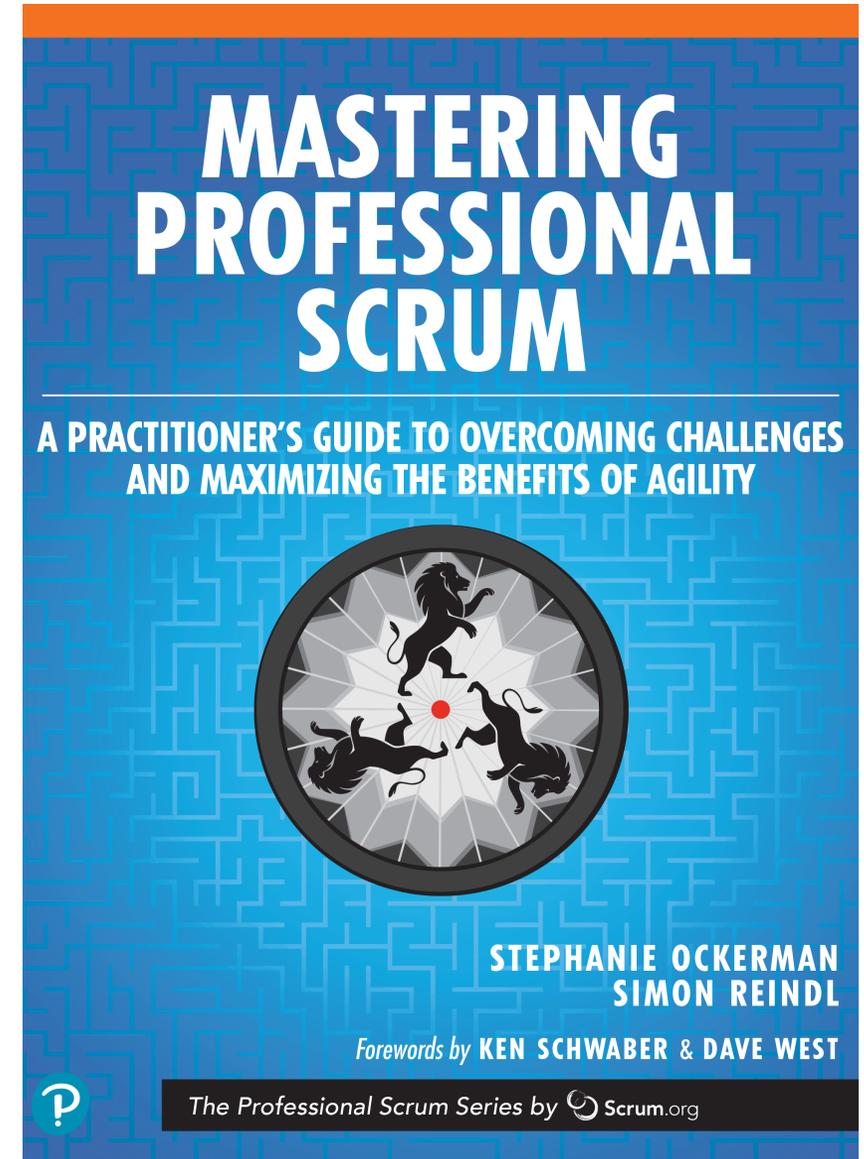
Align to Valuable Outcomes
Spirit of Continuous Improvement

Final thoughts...

Many benefits flow from investing in a strong team identity.

Continue Your Learning with Stephanie & Simon

- Mastering Professional Scrum is the latest book published in The Professional Scrum Series
 - Available now as an e-book and in print for some locations
 - Buy it at [Informit.com](https://www.informit.com) and save 35% with discount code SCRUMORG
- Follow Simon's blog at [AdvancedProductDelivery.com](https://www.advancedproductdelivery.com)
- Follow Stephanie's blog at [AgileSocks.com](https://www.agilesocks.com)
 - Download book launch bonus offers on the website through Nov 9.



Continue Your Learning – Scrum.org Learning Paths

- Scrum.org now has learning paths on our website for Scrum Master, Product Owner, Leadership and Development Team Members
- Provide structured guides to help you understand the roles of the Scrum Master/Product Owner with a way to continue learning on your journey

<https://www.scrum.org/pathway/scrum-master>

<https://www.scrum.org/pathway/product-owner-learning-path>

<https://www.scrum.org/pathway/team-member-learning-path>

<https://www.scrum.org/pathway/agile-leader-learning-path>

- ▼ Understanding and Applying Scrum
 - Empiricism**
 - Scrum Values
 - Scrum Roles
 - Scrum Events
 - Scrum Artifacts
 - Sprint Goal
 - Done
 - Scaling Scrum
- Developing People and Teams
- Managing Products with Agility
- Developing and

Understanding and Applying Scrum / Empiricism



The Three Pillars of Empiricism

This blog looks at the 3 pillar (Inspection, Adaption and Transparency) and how they are applied in Scrum.



[Empiricism is an Essential Element of Scrum](#)

This video describes empiricism, how it is used and why it is so critical when practicing Scrum.



Empirical Management Explored

Scrum.org, which has Scrum as its DNA and empiricism as a guiding principle, provides guidance for 'Evidence-Based Management' for software organizations.



Culture Change, An Important Ingredient for Organizational Change

This blog looks at why agile organizations need to promote a new organizational culture of openness, transparency, respect for people, constant learning, improving, and constant adaptation.

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Insights from Scrum.org's community of experts

SCRUM PULSE

A free monthly webcast by Scrum.org Professional Scrum Trainers addressing common challenges faced by the software profession.



Thank you!