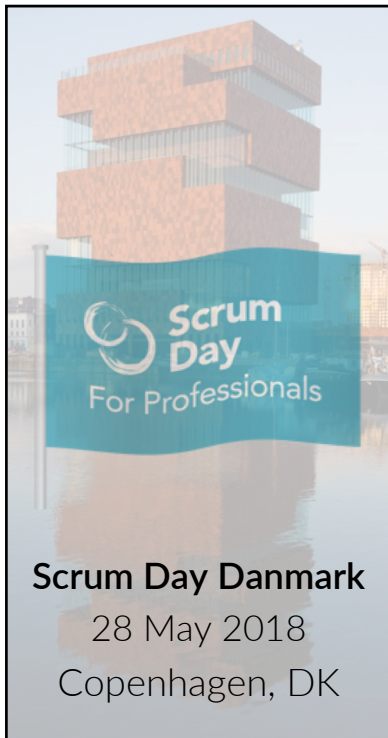


Gunther Verheyen  
Independent Scrum Caretaker  
28 May 2018, Copenhagen (DK)



**Scrum Day Denmark**  
28 May 2018  
Copenhagen, DK

# Scrum Studio

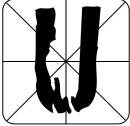
Organizing for products and for people

**Gunther Verheyen**, Ullizee-Inc  
Scrum. Connector, writer, speaker, humaniser.

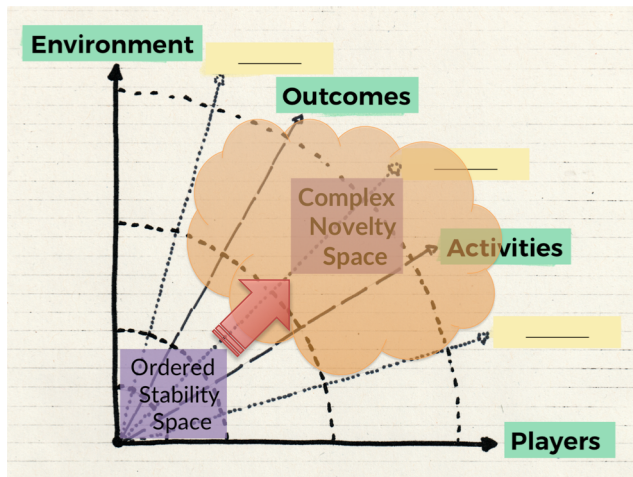


“The future state of Scrum will no longer be called ‘Scrum’. What we now call Scrum will have become the norm, and organizations have re-invented themselves around it.”

Source: Gunther Verheyen, “[Scrum – A Pocket Guide](#) (A Smart Travel Companion)”, 2013



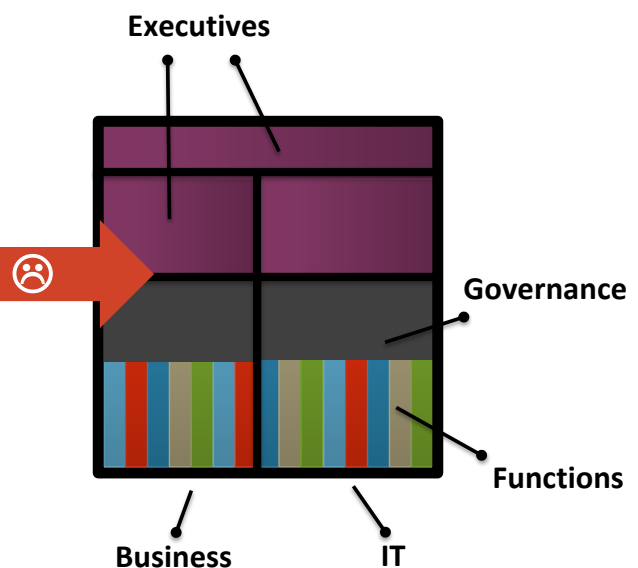
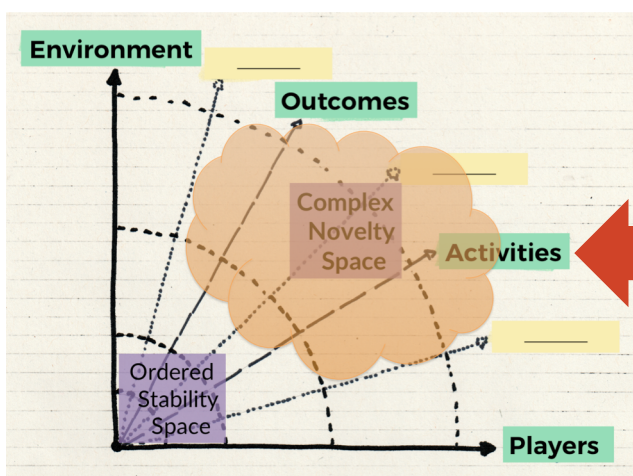
## Agility in the face of perplexity

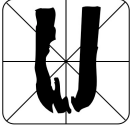


*Your iceberg is melting. Your cheese is being moved. At light speed.*

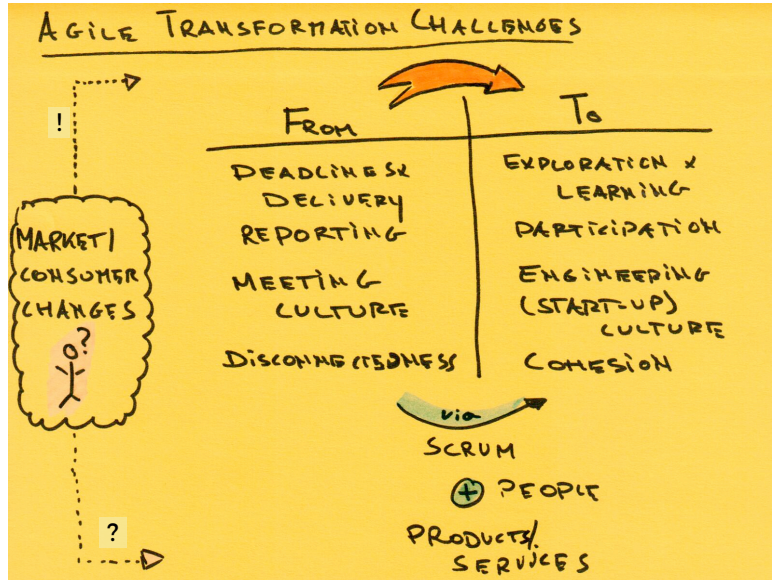
The balance of society has rapidly shifted from industrial, often physical, labor to digital, often virtual, work; changing the fabric of society and of our social systems. The industrial paradigm is rendered useless. Hence, the value of the Agile paradigm.

## The old ways don't work in the Complex Novelty space





## The overarching challenge (that no model will solve)



A giant leap.

Moving from  
more Agile teams  
to a more Agile  
organization.

“Complexity is our world.  
Simplicity is our path.”

*Gunther Verheyen*



## The Third Scrum Wave

### Scrum

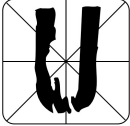
/skrʌm/

1. (noun) An ordered formation of players, used to restart play;  
(verb) Form or take part in a Scrum.
2. **A simple framework for complex product delivery;**  
A simple framework for addressing complex problems.

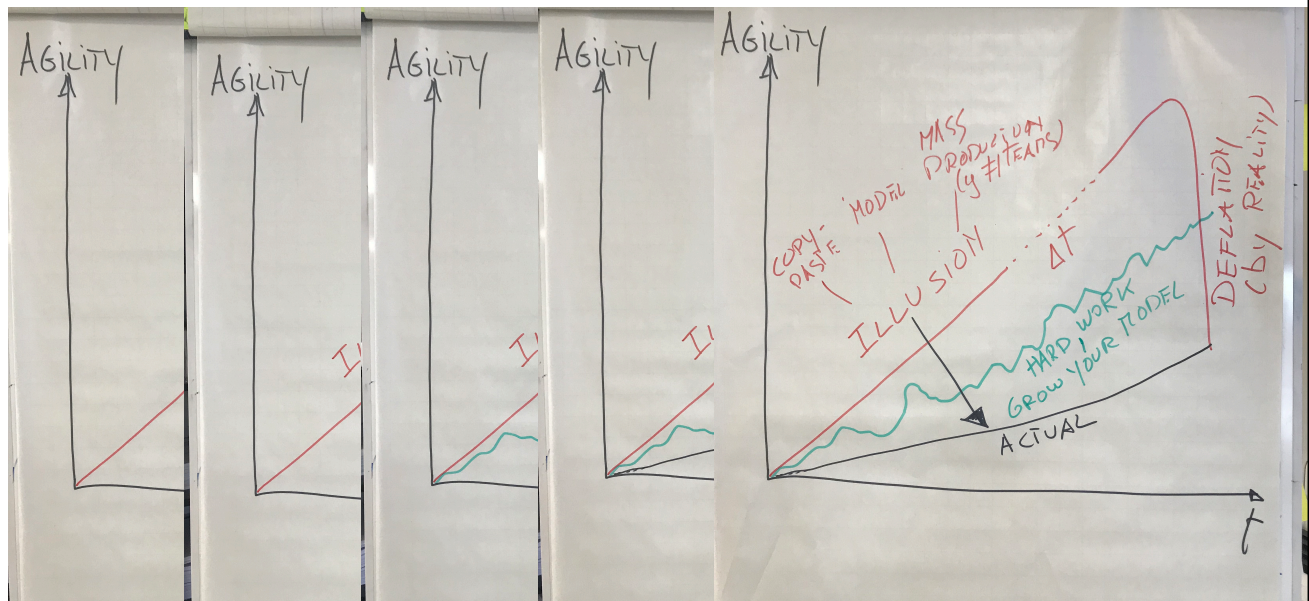
“All models are wrong, even the ones that are right. Some are just more wrong than others.”

Authenticity trumps copycats.  
Grow your own model. Re·imagine your Scrum.





## From illusion to deflation



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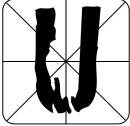
## Hard work is a verb

**Re·vers·ify** (verb) /,ri:ˈvə:sɪfaɪ/

1. To formulate anew in verse;  
To turn into verse again;  
To rework (a piece of verse) into a different form.
2. To re-emerge an organization drawing on people's ability to re-imagine their Scrum.

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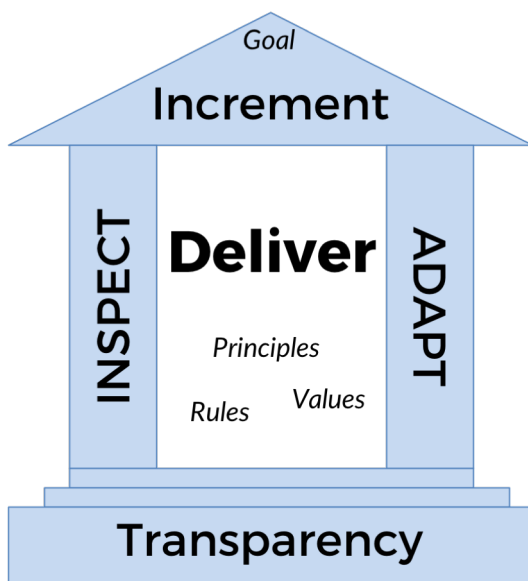
## Premises to organizational transformation

People are naturally Agile (adaptive).

Process follows people.

Structure follows process.

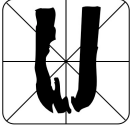
## Scrum Studio



A **Scrum Studio** is a contained, yet integrated, part of the organization where Scrum is employed to deliver products

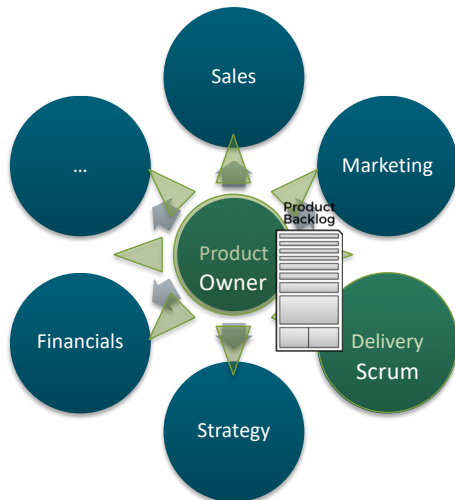
- A physical or a virtual area
- Value over capacity or hours
- Stable product teams
- Tooling and infrastructure
- Facilities and resources for people

A center of innovative and creative software and people development.

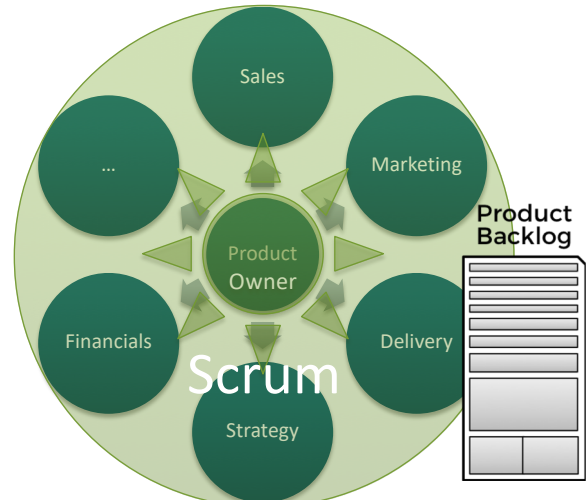


## Manifestations of a Scrum Studio

### Agile Product Delivery



### Agile Product Hub

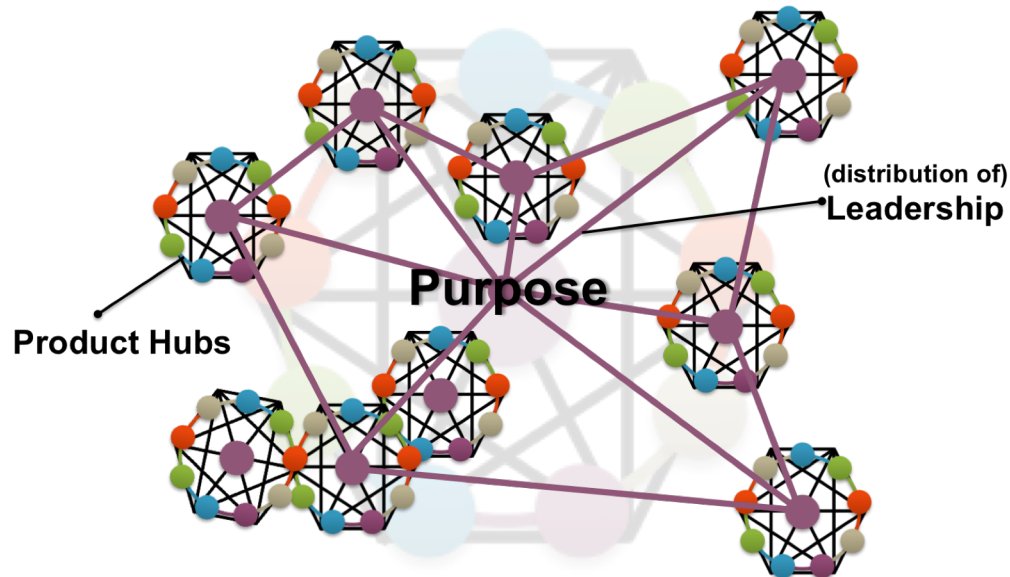


## A Scrum Studio is an adaptive eco-system





## The future of Agile is actually in the small

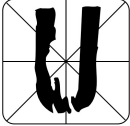


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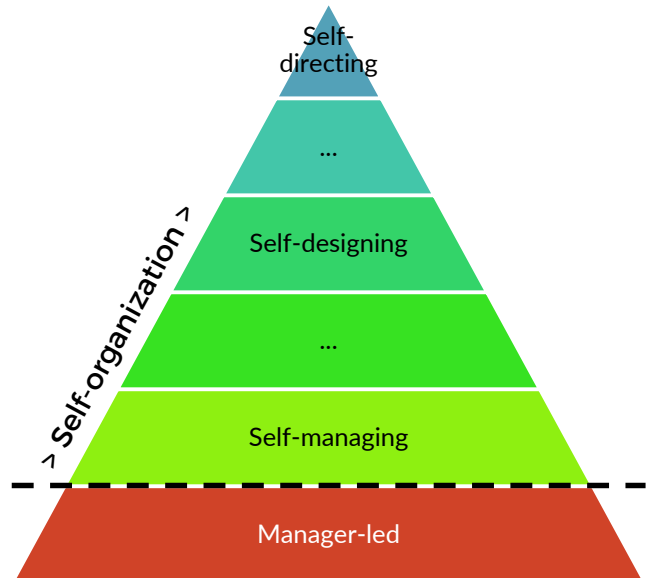
“The biggest impediment to Agile is our continued obsession with controlling individuals.”





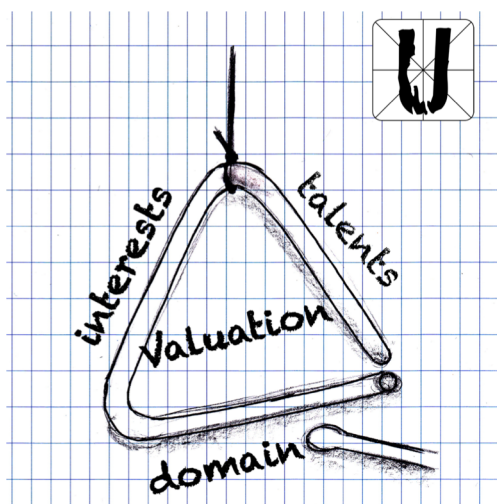
## Areas of self-organization

- Self-organization is often constrained by the organization
- Scrum renders self-organization more effective
  - Accountabilities and rules
  - Time-boxes
  - Releasable versions of product
- Self-organization works better against goals
  - Organizational mission and strategies
  - Product Vision
  - Sprint Goal

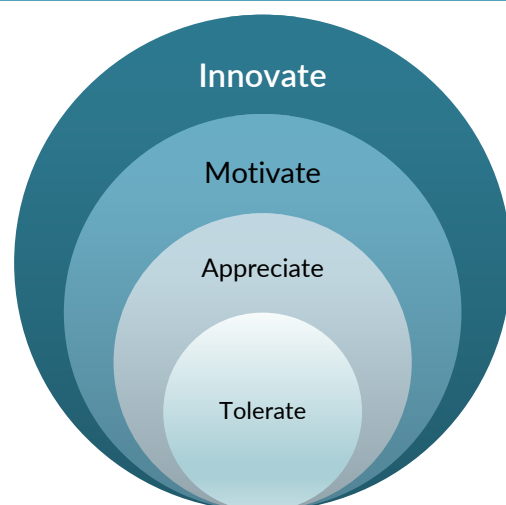


## Valuation is the foundation for human engagement

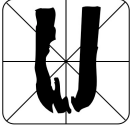
### The triangle of valuation



### Scales of valuation







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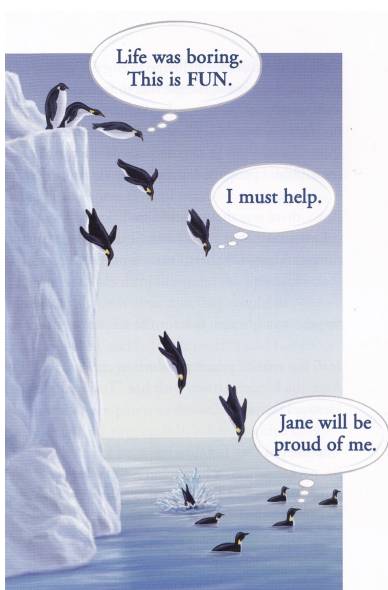


‘Management’ is not a collection of people with hierarchical powers.

It is an emergent, networked activity of co-managers.

Source: Gunther Verheyen, "[Scrum Master, A Manager](#)"

## About



### Gunther Verheyen

Independent Scrum Caretaker

- eXtreme Programming and Scrum since 2003
- Professional Scrum Trainer
- Shepherded Professional Scrum and co-created Agility Path, EBMgt, the Nexus framework for Scaled Professional Scrum
- Author of "Scrum – A Pocket Guide" ("Scrum Wegwijzer", "Scrum Taschenbuch")



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