

# The State of Scrum: Benchmarks and Guidelines

How do you compare?

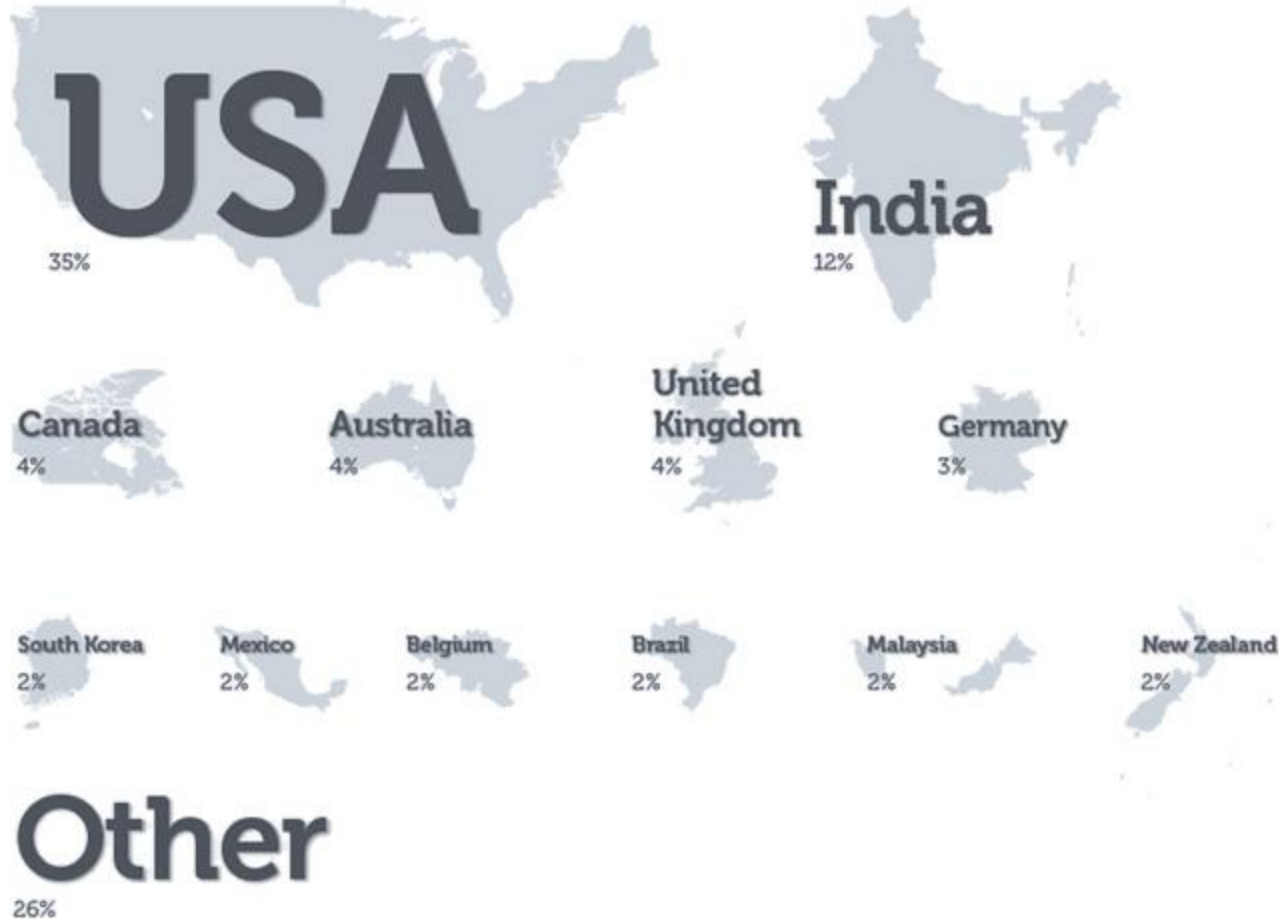
# Today's topics

- Who we surveyed
- Key adoption factors
- Key practices
- Outlook for Scrum
- Key takeaways

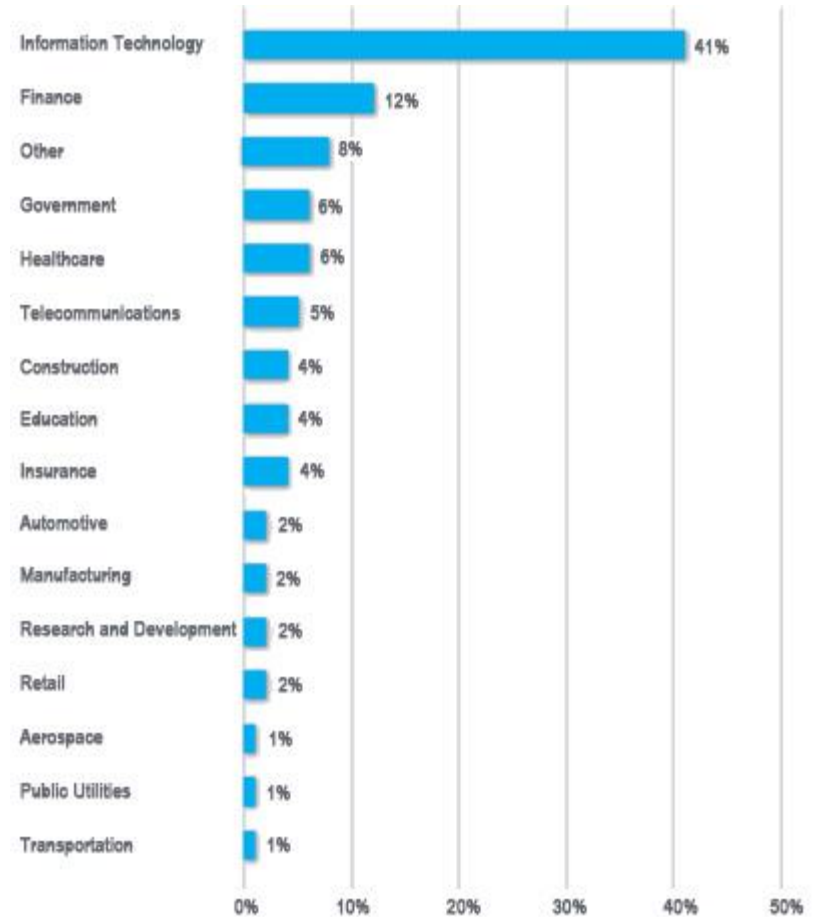
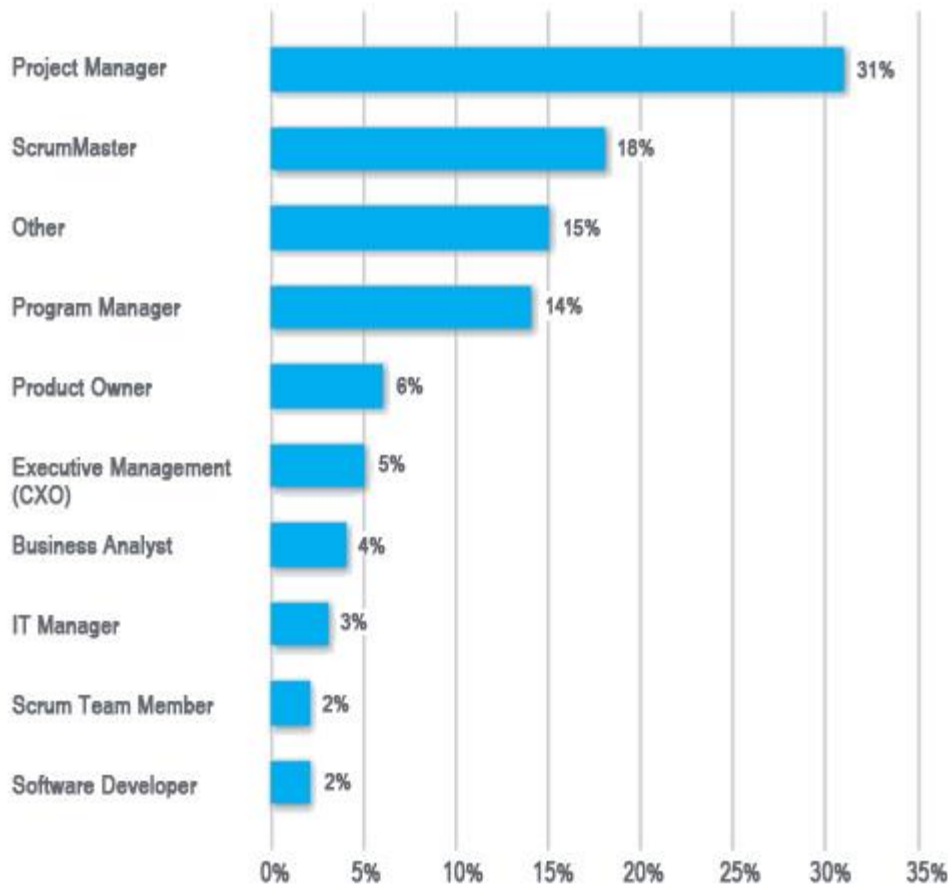
# The data



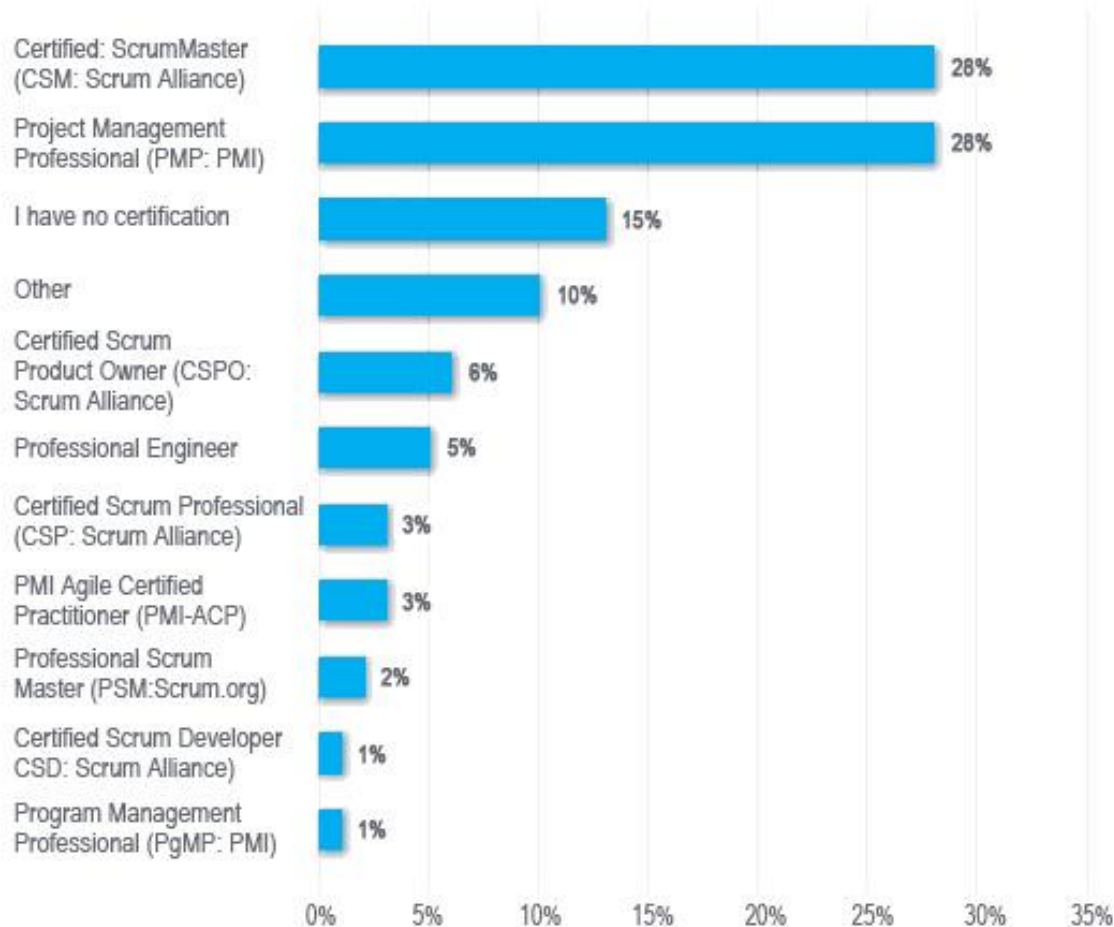
# 500 participants | 70+ countries



# Various roles & industries

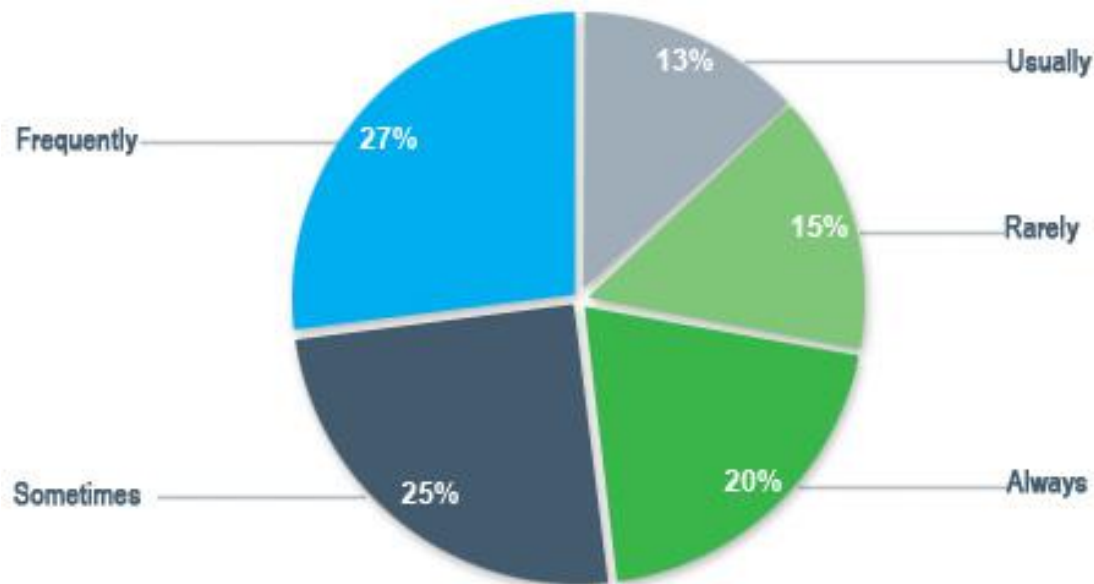


# Many were certified



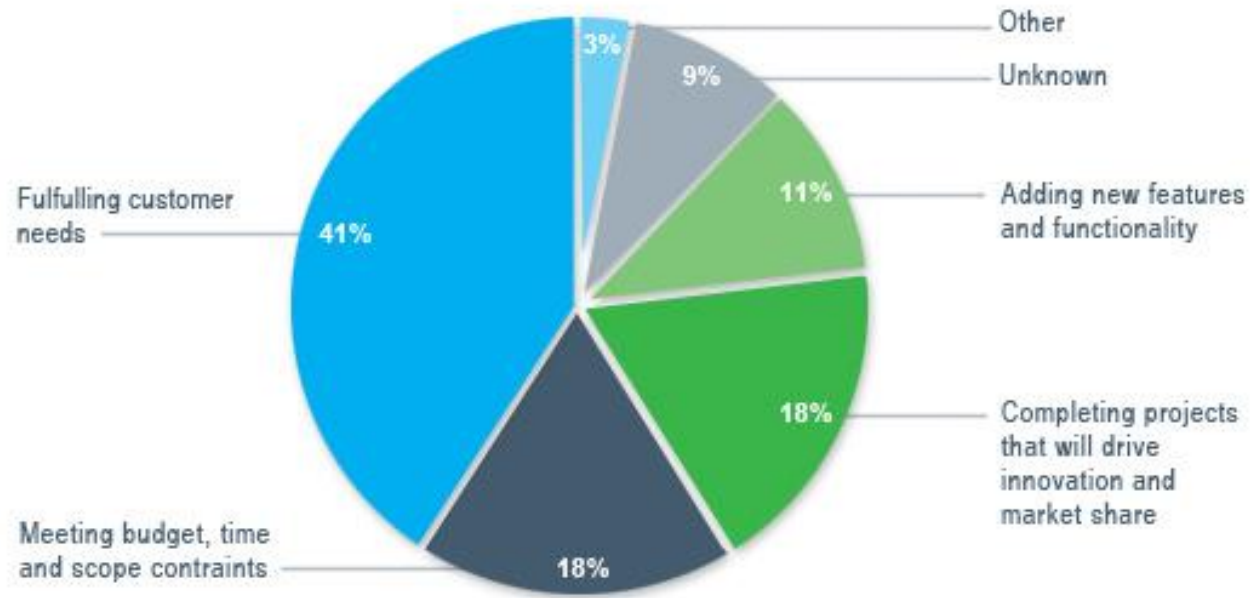
# Scrum is widespread

As indicated in question #4, since more than 80% of our participants have been involved in at least one or more Agile projects, it is no surprise that a majority use Scrum regularly.



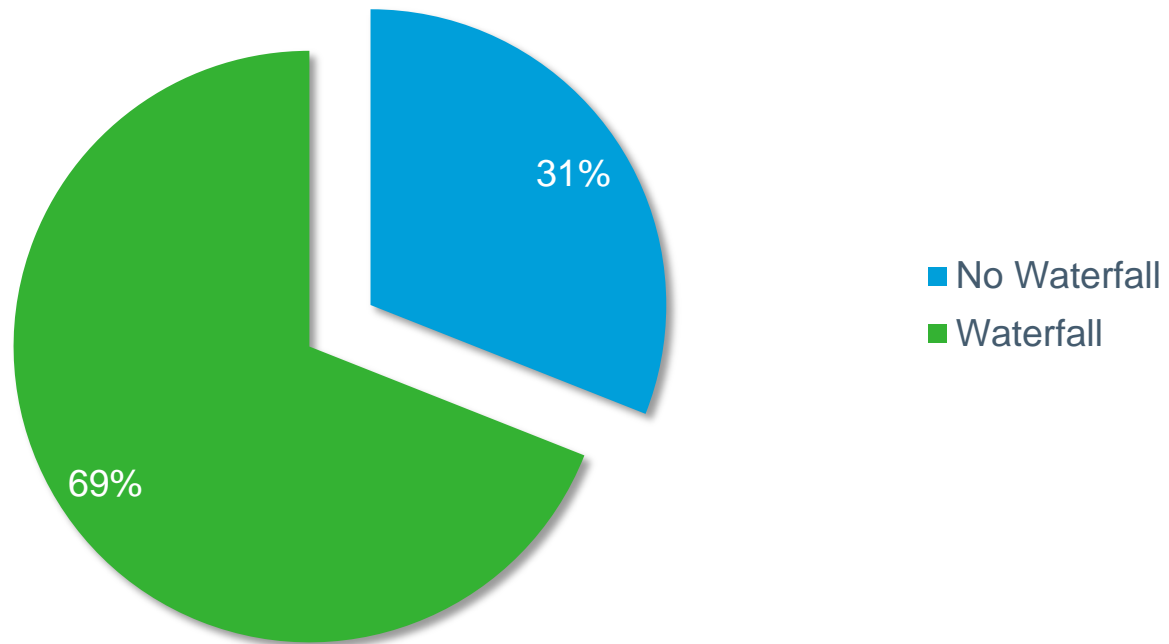
# Why Scrum?

Customer satisfaction is the highest business priority in Scrum, with 41% of respondents agreeing. Some other notable priorities are speed to market and managing stakeholder' change requests.





# Where did they start?

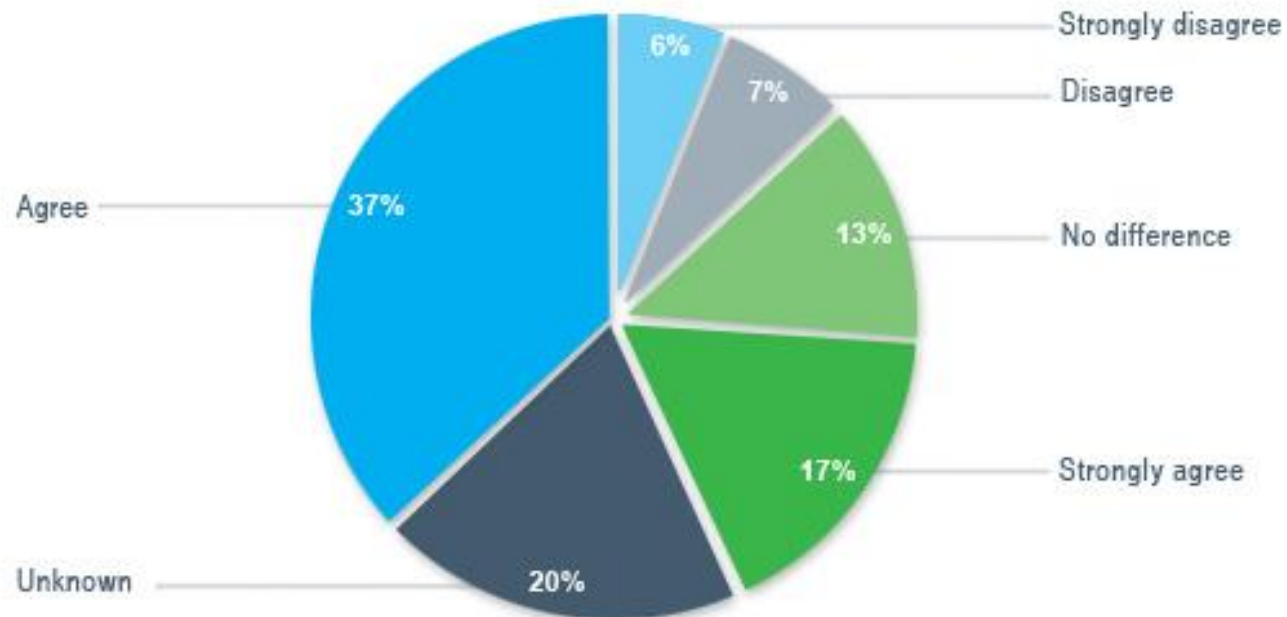


# Where are they now?

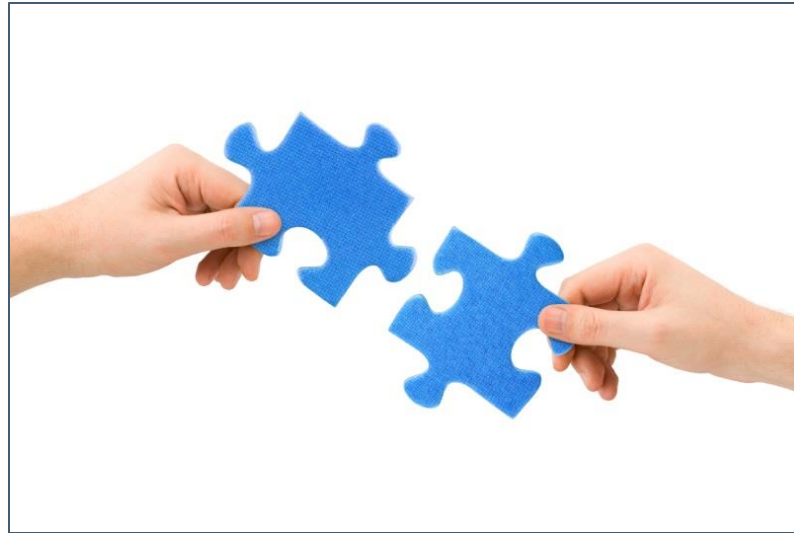
- 13% of those who started with Waterfall now use Scrum exclusively
- Most ended up with a mix of Waterfall and Scrum
- 8% went back to Waterfall

# Views on training

In question #17, 41% of our participants said they are in an organization that does not require Scrum or other project management certification, yet 54% felt that having it improved the process and practices of Scrum.



# How Participants are Practicing Scrum

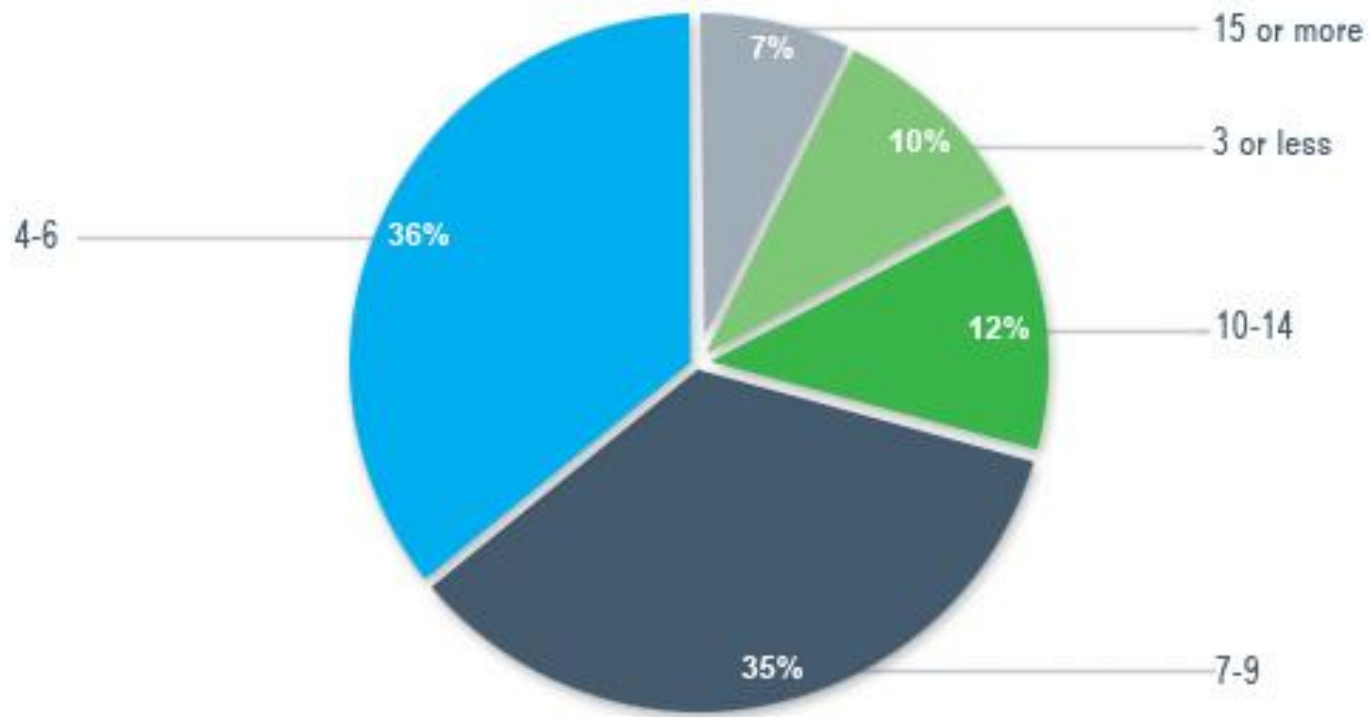


# Scrum roles

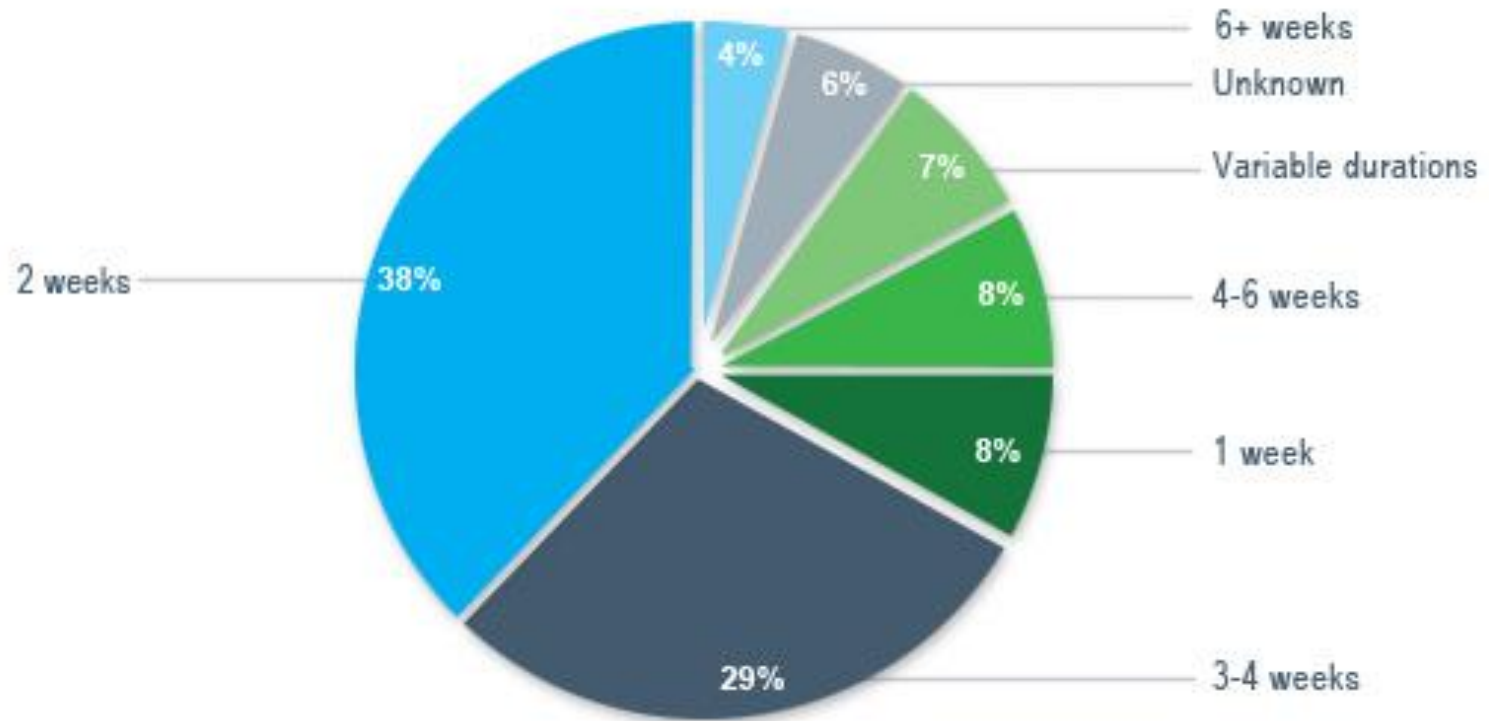
What respondents say:

- 41% have a dedicated ScrumMaster
- 24% have a dedicated Product Owner

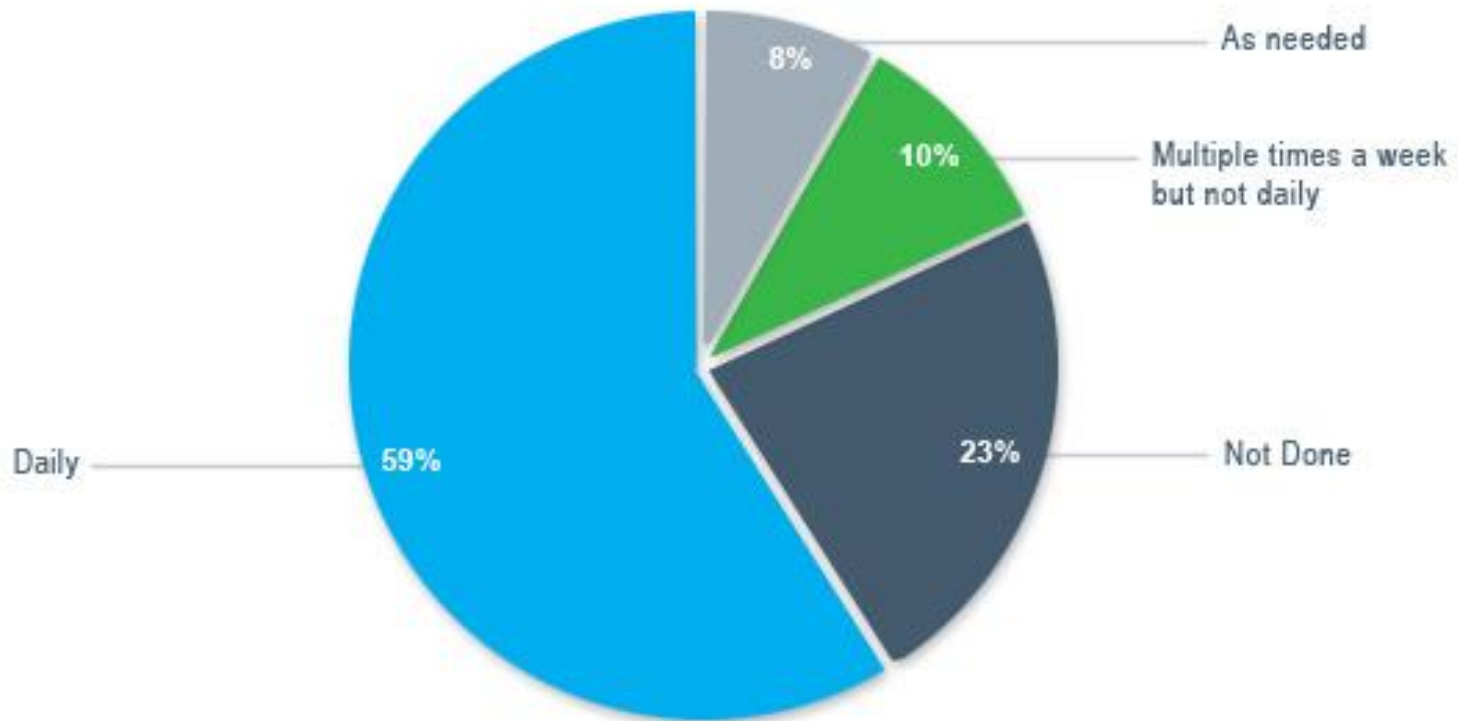
# 71% have team sizes of 4-9



# 75% run Sprints in 2-6 week cycles



# 59% have daily stand-up meetings





# State of Scrum

## Event Survey/Polling Question #1

# Insights & Outlook



# Insight #1: Scrum is widespread

- Widely practiced but not always “by the book”
- Usually at the project level, but increasingly at the organizational level
- Areas outside of software development are starting to adopt Scrum



## Insight #2: The roles and practices of Scrum are simple and well defined, but the practice can be difficult

- ScrumMaster role is well known and understood
- The Product Owner role isn't understood or practiced as well
- Scrum practices are often followed but not always as prescribed



## Insight #3: The long-term success of Scrum is more about the “culture” of Scrum

- Scrum is more than a collection of practices, it’s also a way of thinking
- Scrum requires a culture of:
  - Empowerment
  - Self-organizing teams
  - Continuous change and improvement
- The culture requires management’s support



# State of Scrum

Event Survey/Polling Question #2

# The Outlook

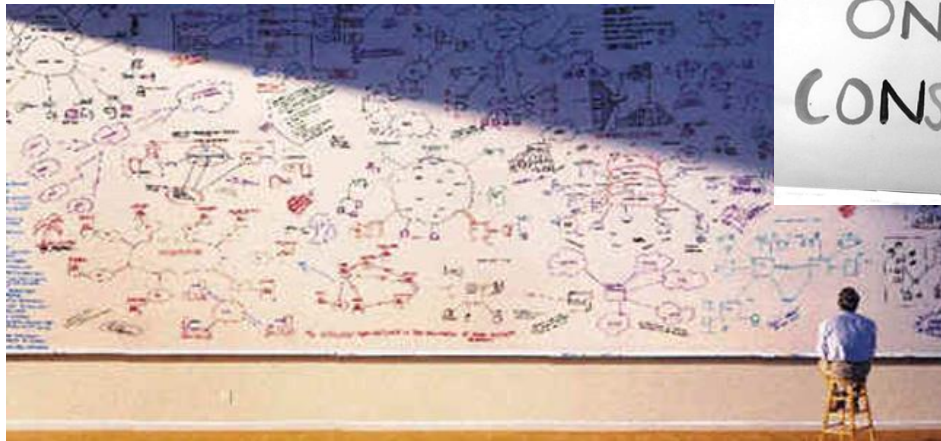


# Scrum = An Ability to Adapt

*“The complexity of things –  
the things within things –  
just seems to be endless.  
I mean nothing is easy,  
nothing is simple.”*  
Alice Munro



CHANGE  
IS THE  
ONLY  
CONSTANT





# Outlook #1: Scrum will continue to expand outside of software development.

## Competitive Advantage

### Business Functions

- ✓ Human Resources
- ✓ Marketing
- ✓ Finance
- ✓ Legal
- ✓ Sales



Content Development



Retail Store Deployments

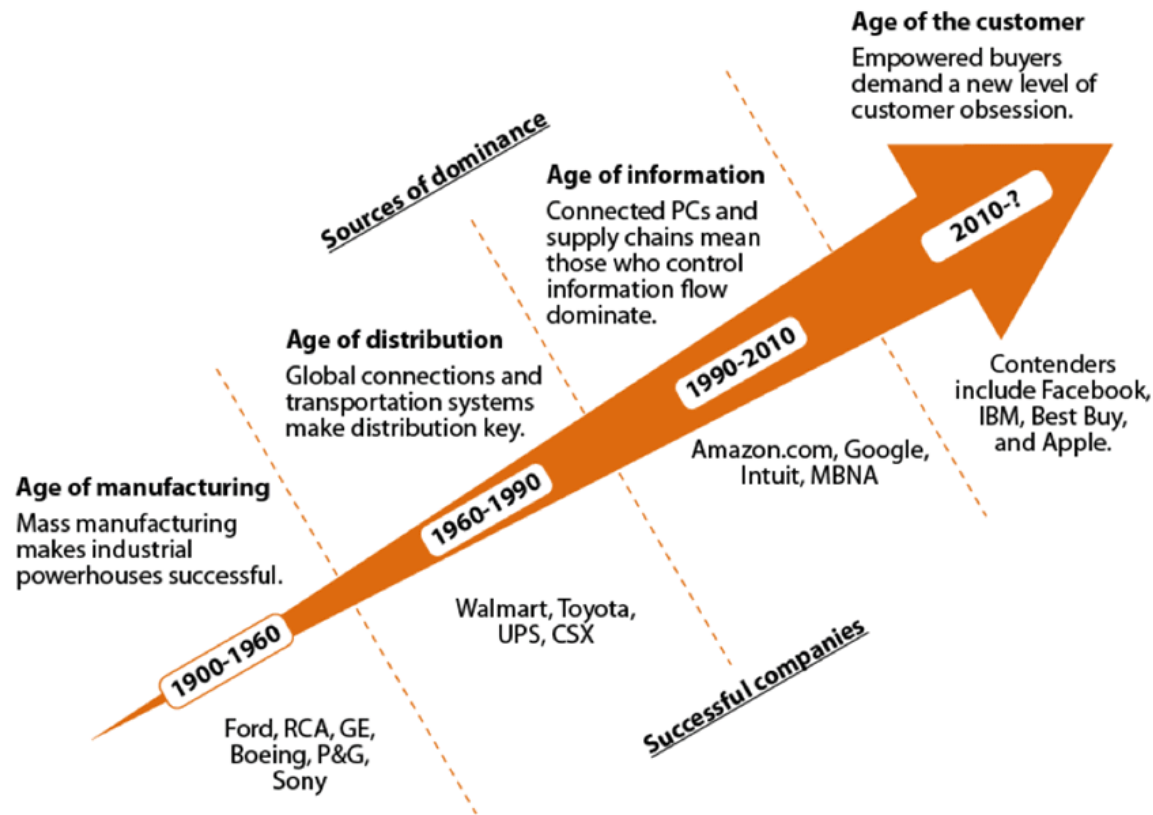


Auto Manufacturing and R&D

# Outlook #2: Scrum will continue to grow because it helps businesses tailor their efforts for the “Age of the Customer.”



June 2011 “Competitive Strategy In The Age Of The Customer”  
**We Have Entered The Age Of The Customer**



31% of executives cite delivering customer value as the **single most important** priority for adopting Scrum.

# Key takeaways

- Scrum is widespread
- Scrum is growing rapidly in software development and beyond
- Scrum is easy to understand and hard to master
- Key to Success:
  - Buy-in and support from leadership
  - A culture that facilitates Scrum
  - All the training and community support you can get

# QUESTIONS & ANSWERS

Thank you for attending today's webinar  
*State of Scrum:  
Benchmarks and Guidelines*

For more information:

Scrum Alliance      [www.scrumalliance.org](http://www.scrumalliance.org)

ProjectsAtWork      [www.projectsatwork.com](http://www.projectsatwork.com)

ProjectManagement.com      [www.projectmanagement.com](http://www.projectmanagement.com)