

FACT SHEET

Scrum Alliance[®] is the largest, most established and influential professional membership organization in the Agile community. More than 400,000 professionals around the world have been certified by Scrum Alliance trainers. Most of those certified come from the software development world and are interested in Scrum as an alternative to traditional Waterfall project management.

Scrum Alliance key facts

- Founded in 2001
- Became a 501(c)(6) nonprofit in 2006
- More than 400,000 members worldwide
- 175 countries represented worldwide
- More than 300 User Groups worldwide
- Core members are software professionals
- Emerging members are non-software professionals

Scrum Alliance membership around the world

North America	45%
Europe	34%
Asia	13%
South America	4%
Australia & Oceania	3%
Middle East	<1%
Africa	<1%
Central America & Caribbean	<1%

About Scrum Alliance

Our mission is to promote widespread adoption and effective practice of Scrum to transform the world of work through increased employee engagement and improved business results. As a global professional association, Scrum Alliance is committed to advocacy, community, and education for Scrum practitioners. Members include more than 400,000 Scrum practitioners, trainers, and coaches around the world.

Goals from Scrum Alliance's Strategic Plan include:

- **Advocacy** | Influence CEOs and business leaders to recognize and promote the value of Scrum for business success around the world.
- **Community** | Engage the Agile community and be *the* trusted place to learn and talk about Scrum.
- **Education** | Significantly grow the CSP Certification in the coming years. Stakeholders recognize this certification as the standard of excellence and competency in the Agile profession.

Scrum is . . .

- The most widely adopted and globally recognized of the Agile frameworks for project management.

- A framework originally formalized for software development projects.
- Ideal for completing any complex project and innovative scope of work.
- Simple to understand, but not easy to implement.

Anyone who has a complex project can benefit from using Scrum. Prioritize large to-do lists into manageable tasks with improved teamwork, better communication, and faster results. Scrum has streamlined software development, and professionals around the world are seeing its value. Of all the possible Agile frameworks used by companies, 95% are using Scrum or Scrum variants, according to the *2015 State of Scrum Report* by Scrum Alliance.

Scrum's core values

All work performed using Scrum needs a firm foundation of values for the team's processes and principles. With its emphasis on teamwork and continuous improvement, Scrum both creates those values and relies on them. From the team's perspective, the values are:

- **Commitment.** Because we have great control over our own destiny, we become more committed to success.
- **Focus.** Because we focus on only a few things at a time, we work well together and produce excellent work. We deliver valuable items sooner.
- **Openness.** As we work together, we practice expressing how we're doing and what's in our way. We learn that it is good to express concerns so that they can be addressed.
- **Respect.** As we work together, sharing successes and failures, we come to respect each other and to help each other become worthy of respect.
- **Courage.** Because we are not alone, we feel supported and have more resources at our disposal. This gives us the courage to undertake greater challenges.

Adopting Scrum

Transitioning to Agile and Scrum requires a new mind-set and overall cultural adjustment. As with all change, it doesn't come easily. But when teams and organizations fully commit to Scrum, they'll discover a new sense of flexibility, creativity, and inspiration — all of which will lead to greater results. Scrum Alliance's Certified Scrum Coaches (CSCs) and Trainers (CSTs) and Scrum Alliance Registered Education Providers (REPs) help you navigate this transformative journey.

Why do people practice Scrum?

Scrum has the power to transform project management across every industry, every business, and even across life in general. By using Scrum, you'll become more Agile, discovering how to react more quickly and respond more accurately to the inevitable changes that come your way. And by staying focused, collaborating, and communicating, you can accomplish what truly needs to be done — successfully.



Scrum Alliance's vision is to transform the world of work. It operates as a nonprofit organization. Please visit www.scrumalliance.org for more information. For all media inquiries, please contact our Public Relations and Communications Director, Heather Leigh, at hleigh@scrumalliance.org or call her directly at (720) 443-7314.

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