What We've Learned Building Non-IT Scrum Teams

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ProCognita
GET AGILE
Customer Support
Sales Team

Improving efficiency
First Sprint

We’re busy!
A/B Testing

75% of work not bringing value
Reviews

No physical product
Responsibility

Involve the team
Salaries

Impacted by experiments
Transparency

Usage of physical tools
From Sales

To advisors
Customer Support

Creative work
Education Team

Focus on value, not specialization
Challenge

2nd fastest growing company in Europe
Visualization

Thousands of requests weekly
Teamwork

Discover power of pairs

@justynawykowska @twykowski
Flow

Keep focus in disruptive environment
Great team

Growing responsibility and lot of fun
Followers

Scrum movement in organization
Your Take-Aways
Our 7 Take-Aways

1. Define your product and value added
2. Ensure transparency
3. Don’t Add Work, Remove.
4. Create safe environment and space for experiments
5. Unleash team’s potential
6. Ensure you are not punishing by rewards
7. Team needs time and support
Thank You!

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