HOW I MADE MY ROLE AS AN AGILE COACH OBSOLETE IN 5 STEPS

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Agile Coaches Limit the growth of the Scrum Masters
PRIMARY FOCUS AREAS WITHIN AGILE TRANSFORMATIONS
5 STEPS TO MAKE AGILE COACHES OBSOLETE

1. Reaching Scrum Masters level 1 maturity
2. Checking sparks in the eye
3. Creating awareness of full Scrum Mastership
4. Scrum Masters step-up / Agile Coaches Step-In/Out
5. Facilitate growth
1. REACHING SCRUM MASTERS LEVEL 1 MATURITY

Help appointed Scrum Masters get to know their new role
Feedback and help from Agile Coaches
SCRUM INTROSPECTIVE MATURITY WALL (SIM-Wall)

- **Orange Post-it**: Started and learning
- **Blue Post-it**: Ready for the next step
- **Yellow Post-it**: Need help
- **Pink Post-it**: Focus to improve next.
2. CHECKING SPARKS IN THE EYES

- Invest in motivated Scrum Masters
Myth or Fact

All Scrum Masters are equally motivated

Myth ✗ Fact
IF YOU LOVE WHAT YOU DO, YOU’LL MASTER WHAT YOU LOVE

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3. CREATING AWARENESS OF FULL SCRUM MASTERSHIP

HIRE NEW SCRUM MASTERS TO INCREASE KNOWLEDGE AND COACHING
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Scrum Masters should book the meeting rooms for the events
SCRUM MASTER? V.S. SCRUM MASTER!
SCRUM MASTER ≠ JUNIOR AGILE COACH
4. SCRUM MASTERS STEP-UP & AGILE COACHES STEP IN / OUT

- Level 1 – Explore
- Level 2 – Understand
- Level 3 – Expand
- Level 4 – Grow
5. FACILITATING GROWTH
A SCRUM MASTER JOURNEY TOWARDS PSM-II
**KEY TAKEAWAYS**

- **Start your transformation with support to the Scrum Masters**
- **Create an eco-system where Scrum Masters can learn and grow**
- **Check the sparks in the eyes often**
- **Make sure the organization understands the role of the Scrum Master**
- **The growth of Scrum Master is not to be an Agile Coach, it is to be the most awesome Scrum Master**
Experience Report

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