



Awareness

- What is and isn't working in my organisation
- What are my options
- Communicate that there is a problem
- Focus attention on the most important reasons to change

Desire

- Communicate benefits for adoption of Scrum
- Identify risks involved
- Build momentum
- Address fears

Knowledge

- Learn new technical skills
- Learn to think as a team
- Learn how to timebox
- Share information
- Set reasonable targets

Action

- Employ a suitable governance framework
- Training the basics
- Start small
- Don't do it by stealth
- Adjust processes that touch the Scrum teams

Reinforcement

- Engage a Scrum Coach
- Identify champions
- Share Scrum experiences
- Learn from early mistakes

enablement zone

engagement zone