**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

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**enablement zone**

**engagement zone**