

# SCRUM MASTER & PRODUCT OWNER

A dual-certification program, building Hyper-productive Scrum teams



MARC ELLIS  
TRAINING ACADEMY



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# THE FIRST SCRUM TEAM DELIVERED 10X THE RESULTS IN 1/10 THE TIME

Discover the original knowledge that made this possible

“ Scrum is not just about setting up the Scrum events based on the Scrum Guide.

The real goal is to deliver exponential business results by enabling hyper-productive teams.

”

**Dr. Jeff Sutherland**

Signatory of the Agile Manifesto  
Founder of Scrum Inc.



Do **2X** the work   
in **1/2** the time 

## BE THE DRIVING FORCE BEHIND THE CHANGE

### Scrum Masters



Identify  
waste



Drive  
process



Improve  
happiness



Scale  
Agile

### Product Owners



Prioritize  
work



Evaluate  
value



Communicate  
effectively



Increase  
revenue

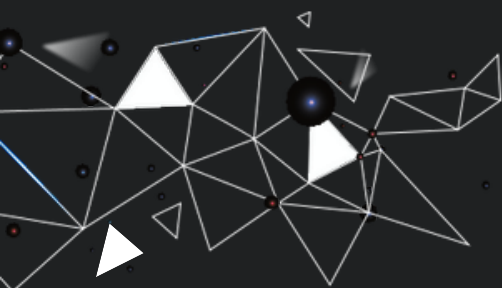
### Say goodbye to

- Overwhelming workloads
- Infrequent stakeholder support
- Disputes between business owners and Scrum Teams
- Frustrating communication
- Slow and demotivated teams

### Your journey starts now!







## About the course

In this course, you will get crucial insights and strategies from our years of success in training Agile practitioners to become high-performing Scrum Masters and Product Owners in businesses around the world.

We start by exploring the design and evolution roadmap of the Scrum framework. Starting in 1983, where Dr. Jeff Sutherland completed the first Agile transformation in the world, his life experience contributed to the creation of Scrum in 1995, and the continuous evolution and flourishing of Scrum in the following 25 years.

### How to create a strong Scrum team?



Construct  
the team



Align to the Agile  
mindset



Manage  
requirements



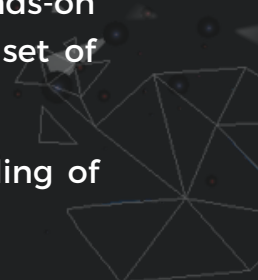
Run efficient  
production

As you advance from a Scrum beginner to this advance course, we know you will have many unanswered implementation questions. It is our goal in this course to assist you in this advancement process.



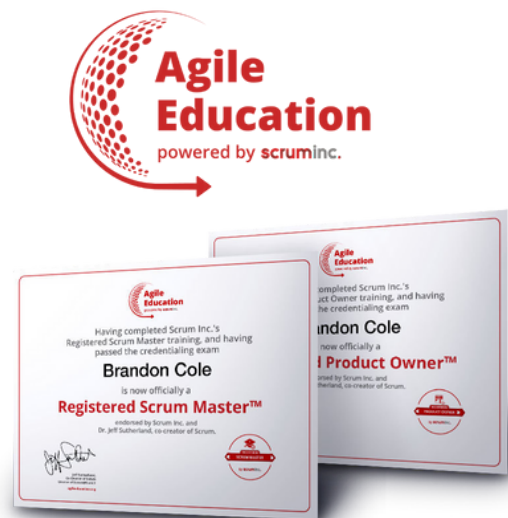
This curriculum will be conducted through a combination of lectures, hands-on exercises, and reviews of real-world case studies from across a diverse set of industries.

You will graduate from this course with a completely fresh understanding of Scrum and the ways to get exponential business result with Scrum.



# A dual-credential, world class program

- **Unmatched quality and expertise:** Highly regarded, industry-recognized credentials
- **Increased productivity and deliverables:** Spearhead with solutions to create business success instantly
- **Cultivate a healthier work environment:** Reinforced with real-world case studies in Asia



## With a feature-rich learning experience

In CI Agile, we strive to provide you with the best learning experience and support to make sure you can successfully implement what you have learned and generate real results.

- |                         |   |
|-------------------------|---|
| <b>Pre-class</b>        | <ul style="list-style-type: none"><li>■ Impeccable customer support</li><li>■ Carefully crafted four chapters of pre-readings &amp; quizzes</li></ul>   |
| <b>During the class</b> | <ul style="list-style-type: none"><li>■ Real-world case studies</li><li>■ Hands-on, interactive activities, and exercises</li><li>■ Curriculum from the source: Designed by Dr. Jeff Sutherland, the co-creator of Scrum</li></ul>  |
| <b>Post-class</b>       | <ul style="list-style-type: none"><li>■ Complementary and unlimited course revisions for one year</li><li>■ Two exclusive one-on-one consulting hours with the trainer (Only applicable to 3-day courses)</li><li>■ Lifelong access to CI Agile global alumni community</li></ul> |

## At the end of the class, you will be able to:

- Know the whole story, from both the Scrum Master and Product Owner perspectives.
- Able to construct a good Scrum system.
- Use Lean principles to reduce waste and accelerate production.
- Leverage Proven Scrum Patterns to maximize success rate.
- Practice True Scrum, the way it is meant to be.

# Trusted and Recommended

by experts across multiple business domains



**Pei Chin Liew**

Assistant Vice President

Takaful Ikhlas Family Berhad



“ This course is very useful for me. I like how this course was taught as it was easy to follow. ”



**Inda**

**Mulyani**

Head of PMO

Bank Danamon Indonesia



“ If you want to implement Scrum the right way, just join this training! ”



**Fadly**

**Rasyad**

Enterprise Agile Coach

Bank of Singapore



“ Very practical, making sense, and right on the money! ”



**Shuting Fu**

R&D Project Manager

W4 Marketing meets IT



“ Very cool class with rich and well-structured knowledge to learn. ”



**Aquib Nihal**

Product Manager

MBUZZ



“ Something worth investing your time in. A lot to learn and implement in your daily routine. ”

# Govind Abkari

## Trainer Profile



Govind is a Senior Management professional with 20 years of experience in Agile Coaching, Solution Architecture, Agile Projects and Program Management. He has been responsible for assisting organisations in their Enterprise Agile adoption journey, developing strategies for Agile adoption in a distributed environment and building Agile teams. Govind has successfully executed multiple Agile consulting assignments for evaluating customers for readiness, developing roadmaps, process definition and deployment whilst successfully helping to transform different technology and business teams from Waterfall to Agile. He has a proven record of delivering large programs and projects in an Agile environment as well as applying different Scaling frameworks like SAFe, Scrum@Scale.

### Experience Summary

For the last 4 years; Govind has been working as an Agile Coach in the Middle East region. He has worked with a number of organisations within Aerospace, Law Enforcement, Banking, Retail, Media & Entertainment, Healthcare and Telecom.

Govind's responsibilities were to guide the organisations through transition process from functioning as traditional to an Agile one. He works directly with leaders, existing squads and key scrum team members to adopt and improve Agile methods. He works with the teams on their PI planning, scrum events, creates tools to capture key KPI's and help execute different ceremonies

He has also provided support to different clients to use tools like Jira, Azure Devops etc.

Prior to his experience in Dubai; Govind worked as an Agile Coach for organisations such as TCS, Capgemini Consulting & Cognizant Technology Solutions. His duties consisted of coaching and enabling multiple Scrum Masters on their Agile adoption journey, conducting assessments of different projects on their Agile maturity and to work on the implementation plan to gain maturity.

Govind holds a degree within Electronics Engineering. He is a Registered Scrum Trainer from Scrum Inc. and holds other credentials as a CSM, CSPO, SAFe SPC & Engagement Manager.

# Elevate your True Scrum knowledge

## Master it from its roots in 2 days



### Day 1: Agile Rising and Scrum as a decision framework

- **9am-11am: Dr. Sutherland's journey and the origin of**
- **Scrum 11am-12pm: Understanding the Scrum roles and creating a hyper-productive Scrum team**

-Gain a deep understanding of the Agile mindset and the core design principles behind the Scrum Framework.

-Operating a Scrum system with the correct Agile mindset will unleash the full potential of the Scrum system.

-Here, you will also learn how to create a strong Scrum team that delivers results.



- **1pm-3pm: Deep dive into the product backlog and user stories as a business tool**
- **3pm-5pm: Master the planning process from product vision to starting a Sprint**

-You will explore Scrum as a great tool to enable solid decision making to target business outcomes and to eliminate waste.

-Learn how to get off to a strong start on managing requirements and to think from the customers' perspective.

-Coupled with structured hands-on workshops to guide you from Agile requirements, to Agile estimations, to generating backlog and communicating it with the teams.

### Day 2 Scrum as a delivery framework

- **9am-12pm: Lean theory, Daily Scrum, and the Scrum board**
- **12pm-4pm: Continuous improvement with Sprint Review and print Retrospective**
- **4pm-5pm: Additional skills for Product Owner proficiency and Scrum Master mastery**

-Next, we explore how to execute the Scrum events the right way.

-Day 3 is about understanding the Lean theory behind Scrum to maximize work flow and obtain the results you want.

-We introduce multiple tools to monitor work progress, to mitigate risk, and to make the best out of Scrum.







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## **FOR BOOKINGS PLEASE CONTACT**

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