



A-CSM WEBINAR: GET AGILE BUY-IN NOW!



THURSDAY, SEPTEMBER 22, 2022 11AM MT

Speakers:

BROCK ARGUE & ERKAN KADIR



A-CSM Learning Objective



Explain Scrum and its benefits to a business stakeholder

Elevator Pitch

Watch:

<https://youtu.be/pgpdGgT3ajg>





Get Buy-in Now!
Resources



Executive Analysis Worksheet

Get Buy-in Now!

1 The Pregame	
Idea you need buy-in for	
Executive name and role	
Areas of influence (Circle all that apply)	Organizational structure, process, tools, technology, people, culture, budget, hiring, moral weight, Other_____
Summarize the gains and losses this executive might personally receive during and after the change.	
Circle the Executive's current level of commitment and the level needed from the executive for success	
Unaware Questions or resists Permits/Stays out of way Helps Makes it happen Key role	
Embody your hero pose	
2 The Critical Minute	
<p>Create rapport: Smile. Say their name. Say anything at a human level.</p> <p>Non-verbal communication: Mirror body language and mannerisms. What message do you want your body language to convey? What three words would you use to describe your intended tone?</p>	<p>What will you say?</p> <p>What non-verbal communication do you intend?</p>
3 The Pitch	
<p>Why. This is the why FOR THEM; not you.</p> <p>Start with why. Describe your belief as clearly and concisely as possible. It is your belief that will inspire others to support your idea and take action.</p>	
<p>How - the actions you'll take to realize your belief.</p>	
<p>What - the results of the How.</p> <p>This is a good place to describe the gains your executive may receive by supporting your belief. End with a clear and direct call to action.</p>	
4 Visualize the Delivery	
When and where will the pitch be delivered?	
How will you celebrate your courage regardless of the result?	

Our Team



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Importance of Executive Support

- “Senior management support cited as the most important characteristic when adopting Scrum.” - 2017 State of Scrum report
- “The CEO as the biggest proponent of organizational agility” - Forbes 2018
- “The C-suite plays an integral role in driving adoption of agility across the enterprise” - Forbes 2018

1. The Pregame

Goal: Empathize with your executive

Do some work upfront to better understand the person you need to support your idea.

Executive Empathy

Strategies for Engaging Executives

- Don't be a salesperson. Be a partner.
- Learn and care about them as a person.
- Show you understand their unique challenges.
- Approach them as a whole person - they're more than their titles.

Think & Feel

Hear

SUPERHEROES ACADEMY
UNLEASH YOUR AGILE SUPERPOWERS™

Say or Do



See



Kryptonite (Pains)

Superpowers (Gains)

Think & Feel

- “Why doesn’t everyone else care as much as I do.”
- I need our staff to **act like owners**
- There’s a big opportunity here and we don’t want to miss it.
- I feel alone

Hear

- Complaints from clients and employees
- Excuses as to why something can’t be done
- The positive impact the company is having
- Board demanding higher performance
- News about the competition

Say or Do

- “There’s always better.”
- Interviews with media
- Communicate the company vision
- Model company values



See

- Next generation changing the workforce
- Local impacts from global events
- High market volatility

Kryptonite (Pains)

- Economy (ie. inflation)
- Regulations (ie. GDPR)
- Not enough capacity to complete necessary work
- Indecision in the organization

Superpowers (Gains)

- Bank balance / sufficient investment in organization
- Well-designed organizational culture
- Skilled / educated workforce
- Charisma


Get Buy-in Now!

1 The Pregame

Idea you need buy-in for	Experiment with Scrum
Executive name and role	Brock Argue, VP Engineering
Areas of influence (Circle all that apply)	Organizational structure, process, tools, technology, people, culture, budget, hiring, moral weight, Other_____
Summarize the gains and losses this executive might personally receive during and after the change.	<p>GAINS</p> <ul style="list-style-type: none"> Empower team members to act like owners Know where we're at (transparency) <p>LOSSES</p> <ul style="list-style-type: none"> Risk of losing time if experiment fails Dealing with complaints if some don't agree with Scrum

Circle the Executive's current level of commitment and the level needed from the executive for success

Unaware | **Questions or resists** | **Permits/Stays out of way** | Helps | Makes it happen | Key role



Embody your hero pose **Touchdown!!!**

The Pregame

2. The Critical Minute

Goal: To Build Rapport

This is accomplished (or not) in the first few seconds of your elevator pitch.

2 The Critical Minute

Create rapport:

Smile.

Say their name.

Say anything at a human level.

Non-verbal communication:

Mirror body language and mannerisms.

What message do you want your body language to convey?

What three words would you use to describe your intended tone?

What will you say?

Smile, say name and Mention New York Times article

What non-verbal communication do you intend?

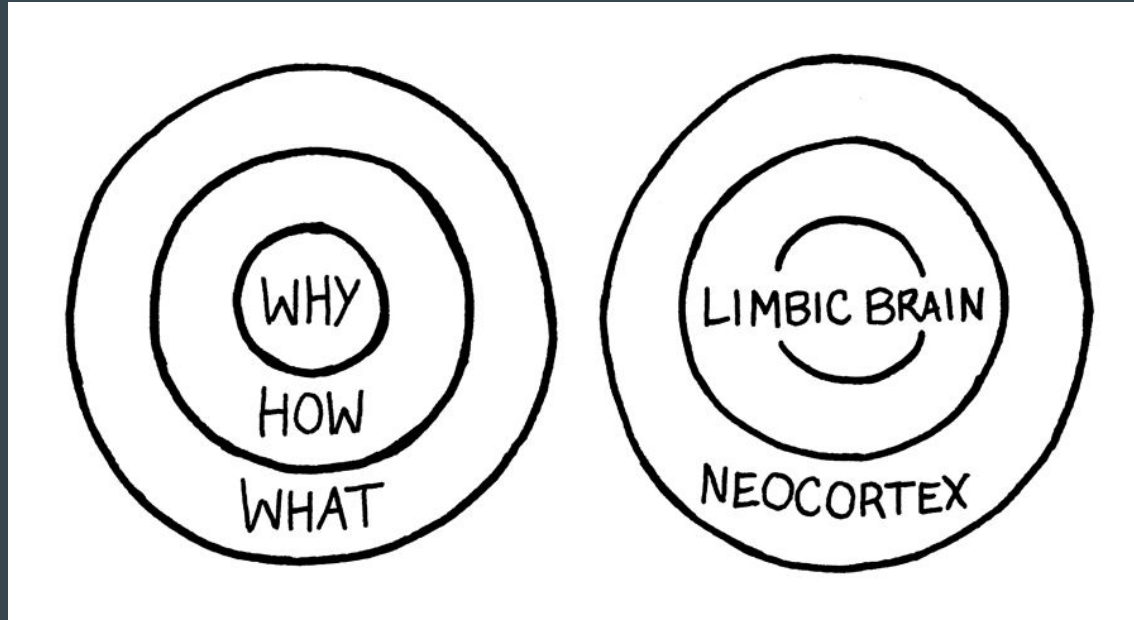
Open, confident, peer-to-peer

The Critical Minute

3. The Pitch

Goal: Deliver a compelling pitch and gain support for your idea

Golden Circle - Simon Sinek (Start with Why)



“People don’t buy WHAT you do, they buy WHY you do it.”

3 The Pitch

Why. This is the why FOR THEM; not you.

Start with why. Describe your belief as clearly and concisely as possible. It is your belief that will inspire others to support your idea and take action.

- Adapt quickly in a volatile marketplace
- Less waste, less frustration
- Increased accountability

How - the actions you'll take to realize your belief.

- Roll-out with support of internal coaches
- Ensure team is onboard before starting

What - the results of the How.

This is a good place to describe the gains your executive may receive by supporting your belief. End with a clear and direct call to action.

- 3-month experiment
- One team
- Scrum framework

The Golden Circle

4. Visualize the Delivery

Goal: Improve odds of successful
follow-through

4 Visualize the Delivery

When and where will the pitch be delivered?

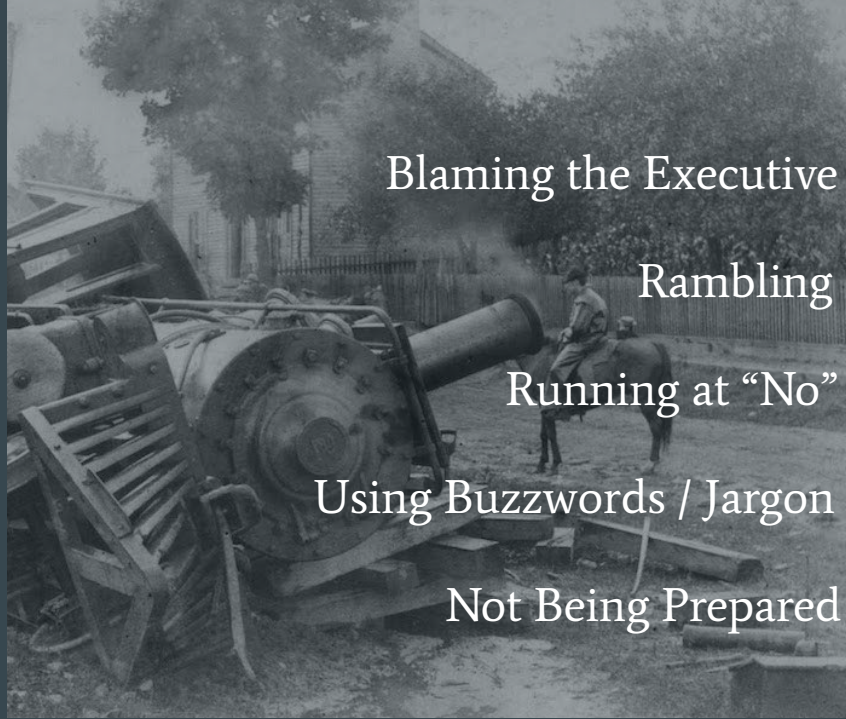
Coffee shop tomorrow morning. Wearing my best shirt. Lucky coin in hand.

How will you celebrate your courage regardless of the result?

Gelato


Visualize the Delivery

Crash & Burn Moves



Antidotes

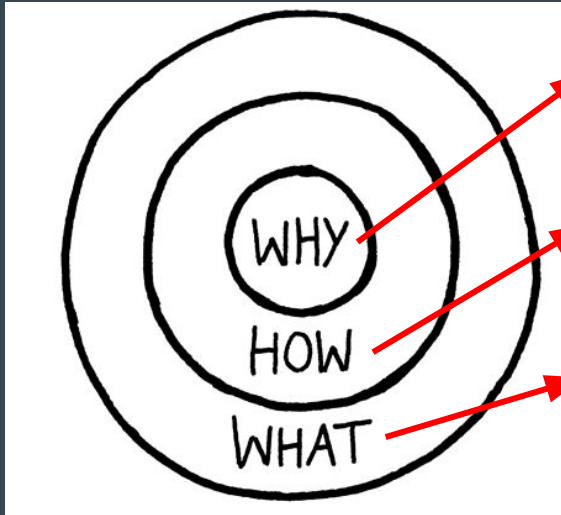


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1. The Pregame
 2. The Critical Minute
 3. The Pitch
 - a. Why
 - b. How
 - c. What
 4. The Call to Action



Elevator Pitch: Take 2

A-CSM with Superheroes Academy



We believe that we can transform the world of work by turning Scrum Masters into Great Agile Coaches

Through experiences that are designed for people who dream of becoming Scrum Alliance Certified Agile Coaches, our programs meet you every step of the way

We offer the only A-CSM program that's delivered in BOTH a self-paced and live-online format by the FIRST educators to deliver the full Path to CSP virtually



Discount Code
valid through
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Resources

- Get Buy-in Now! - Superheroes Academy
 - <https://www.superheroes.academy/blog/get-buy-in-now>
- Start With Why - Simon Sinek
 - <https://www.amazon.com/Start-Why-Leaders-Inspire-Everyone/dp/1591846447/>
- How to Make Friends and Influence People - Dale Carnegie
 - <https://www.amazon.com/How-Win-Friends-Influence-People/dp/0671027034/>
- Never Split the Difference - Chris Voss
 - <https://www.amazon.com/Never-Split-Difference/dp/B01NAN49PD/>
- The Responsibility Process - Christopher Avery
 - <https://www.amazon.com/Responsibility-Process-Unlocking-Natural-Ability/dp/099774720X/>
- Empathy Map Tutorial
 - <https://drive.google.com/file/d/13TpoMWvTzRkNChCNxdOoztxerTCumaUn/view?usp=sharing>
- Gamestorming
 - <https://gamestorming.com/>
- 3 Smart Ways to Keep Yourself From Rambling
 - <https://www.themuse.com/advice/3-smart-ways-to-keep-yourself-from-rambling>

Get Buy-in
Now!
Resources



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The Certified ScrumMaster® course is the recommended entry point into the practice of Scrum and is a prerequisite to the more advanced certifications in the ScrumMaster path.



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