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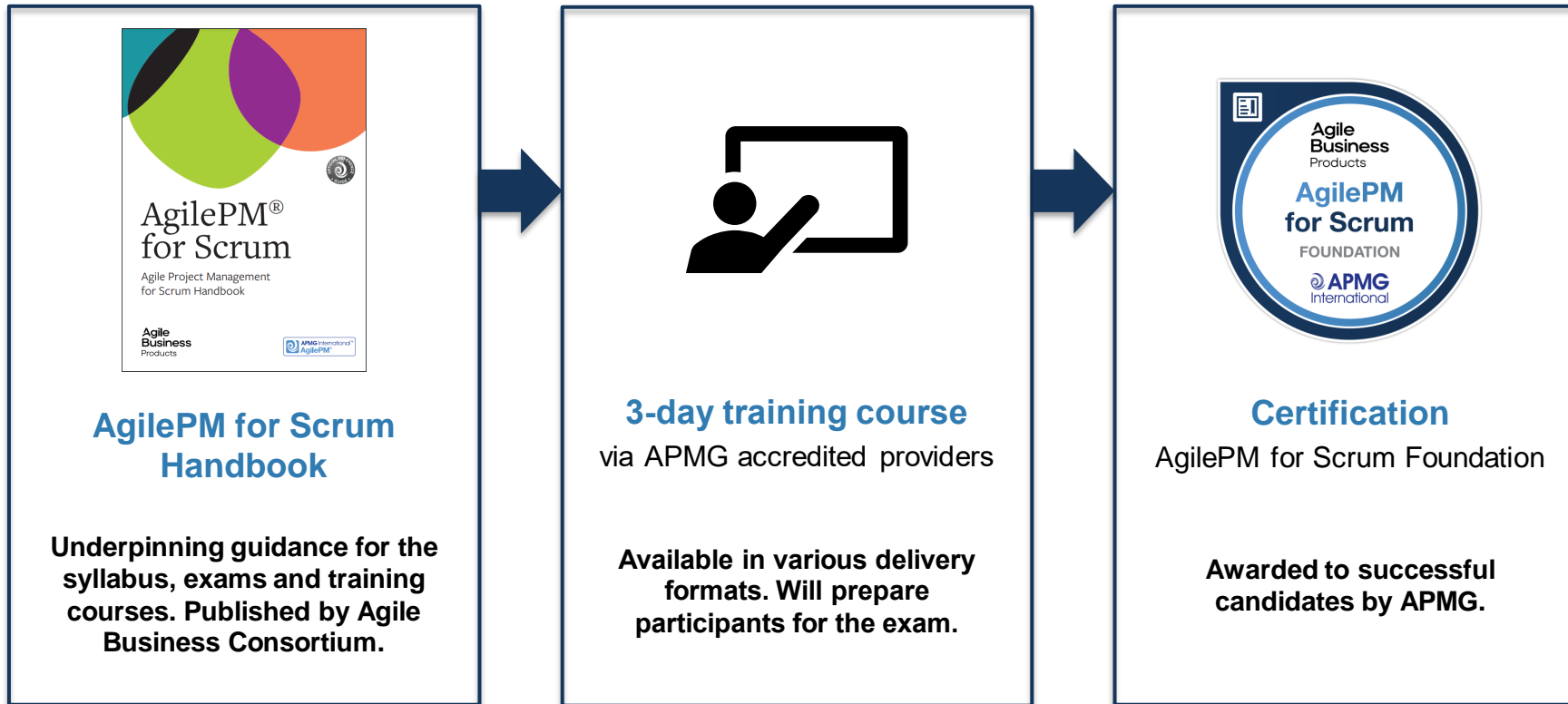
**AgilePM for Scrum**  
Guidance, training and certification



**Guidance, training and certification that offers participants a framework that combines the world's leading agile product delivery approach (Scrum) with the world's leading agile project management approach (AgilePM) to offer a single framework for the delivery of complete business solutions**

Approved training courses available via APMG's network of accredited training organizations (ATOs).

# AgilePM for Scrum



# Contents

## ■ Introduction:

— Background .....	5
— Product Development vs Project Management .....	6
— AgilePM: a quick overview .....	7-9
— Scrum: a quick overview .....	10-12

## ■ About AgilePM for Scrum .....

13-19

## ■ AgilePM for Scrum training & certification:

— Course & exam details .....	21-23
— Target Audience .....	24
— Benefits & learning outcomes .....	25

# Background

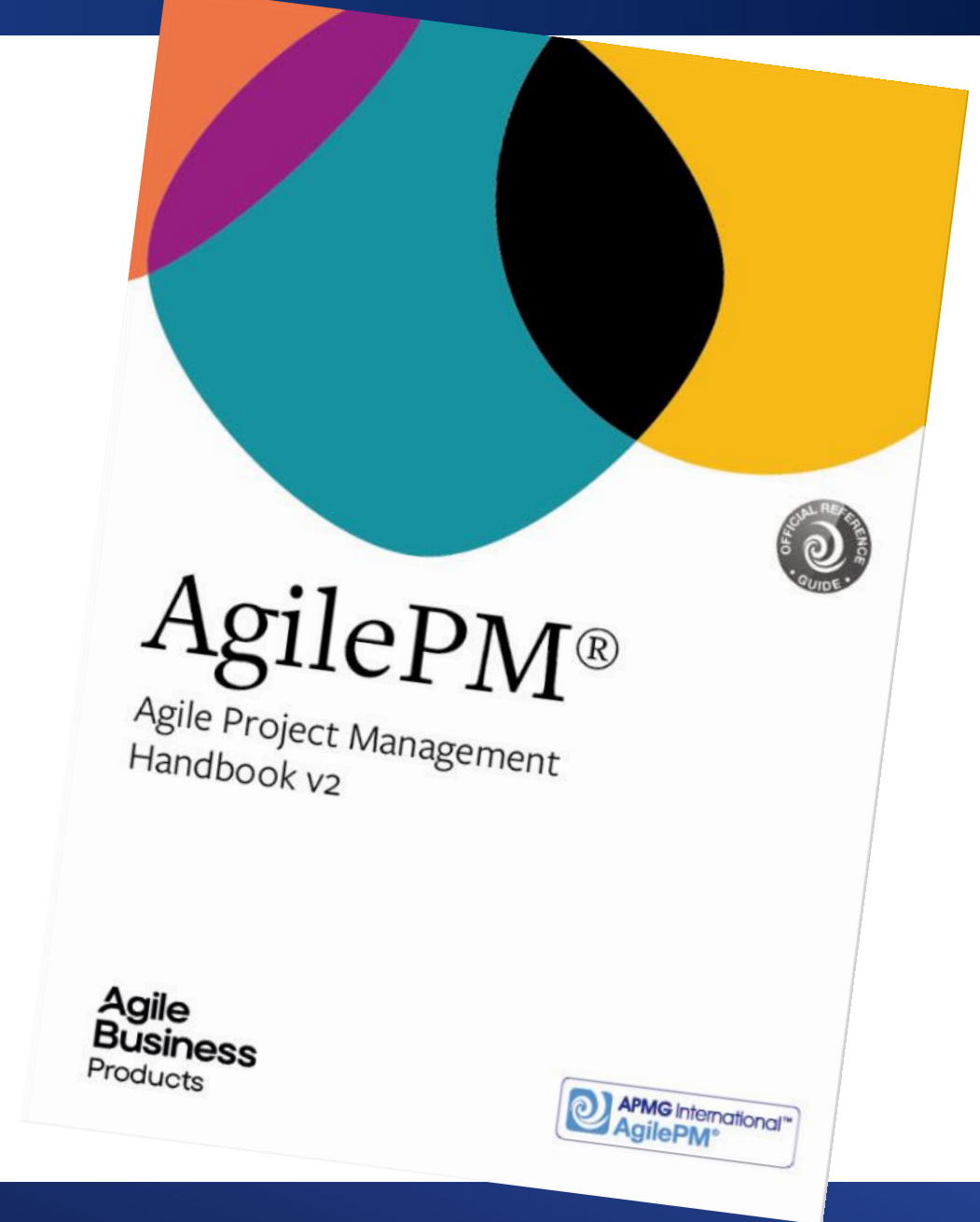
- Agile project management is increasingly how business gets done. Ever-increasing numbers of organizations are embracing Agile approaches to react faster to the ever-changing world around them and delivery change more effectively.
- Two of the world's leading Agile frameworks are **AgilePM** (for project management) and **Scrum** (for product development).
- Scrum covers product development very well but that is only part of the story in a broader business context. Many organizations, particularly larger corporates and public sector bodies, organize their work as projects.
- Agile product delivery can achieve only a fraction of its full potential when constrained by traditional project thinking. Trying to use Scrum in an environment optimized for a traditional approach is highly unlikely to work well unless there is significant effort put into changing the roles, responsibilities, customs, practices and, more important still, the mindset associated with the defined approach.

# Product Development vs Project Management

- Where **product development** primarily focuses on the ***what*** and the ***how*** of the way the product evolves to achieve its purpose, **project management** focuses on the coordination and governance associated with the environment in which product development happens.
- Project Management deals with matters such as:
  - **Who** is involved in all aspects of the project, their recruitment, education and ongoing engagement in the process of realizing value in the outcome. A project construct is particularly valuable where individuals are organized into multiple interdependent teams or have a part-time, specialist role to play.
  - **Why** the work should be undertaken, the purpose and value of the endeavor and the justification and/or business case for it, both at the outset and throughout the lifetime of the project. The focus on a business case (formal or otherwise) and realizing value, rather than just enabling it, is a key focus of AgilePM.
  - **When** the work should occur, considering time-based drivers for key events, deliveries and stakeholder engagement, and dealing with priorities and dependencies of elements of the work, both internal and external to the project.
  - **Where** – including all matters related to the working environment from geography to infrastructure, from buildings, desks and chairs to the tools needed to collaborate and get the job done.



## AgilePM: a quick overview



# AgilePM overview

- The world's leading guidance and certification for agile project management.
- Achieves an ideal balance between the standards, rigour and visibility required for good project management, and the fast-pace, change and empowerment provided by agile.
- Based on the Agile Business Consortium's Agile Project Framework (established for over 20 years).
- Offers a structured and scalable corporate Agile framework based on proven practice.
- Brings together all elements (Principles, People, Process, Products, Practices) of a project in an Agile context.
- Adopted by a wide range of organizations representing various sectors & industries.
- Over 185,000 AgilePM examinations globally since 2011.
- Training and certification available at Foundation and Practitioner levels.
- For further information, view/download our AgilePM presentation [here](#).



# AgilePM: governed by 8 PRINCIPLES for effective agile project delivery:



FOCUS ON THE  
BUSINESS NEED



COLLABORATE



BUILD INCREMENTALLY  
FROM FIRM FOUNDATIONS



COMMUNICATE  
CONTINUOUSLY AND  
CLEARLY



DELIVER ON TIME



NEVER COMPROMISE  
QUALITY

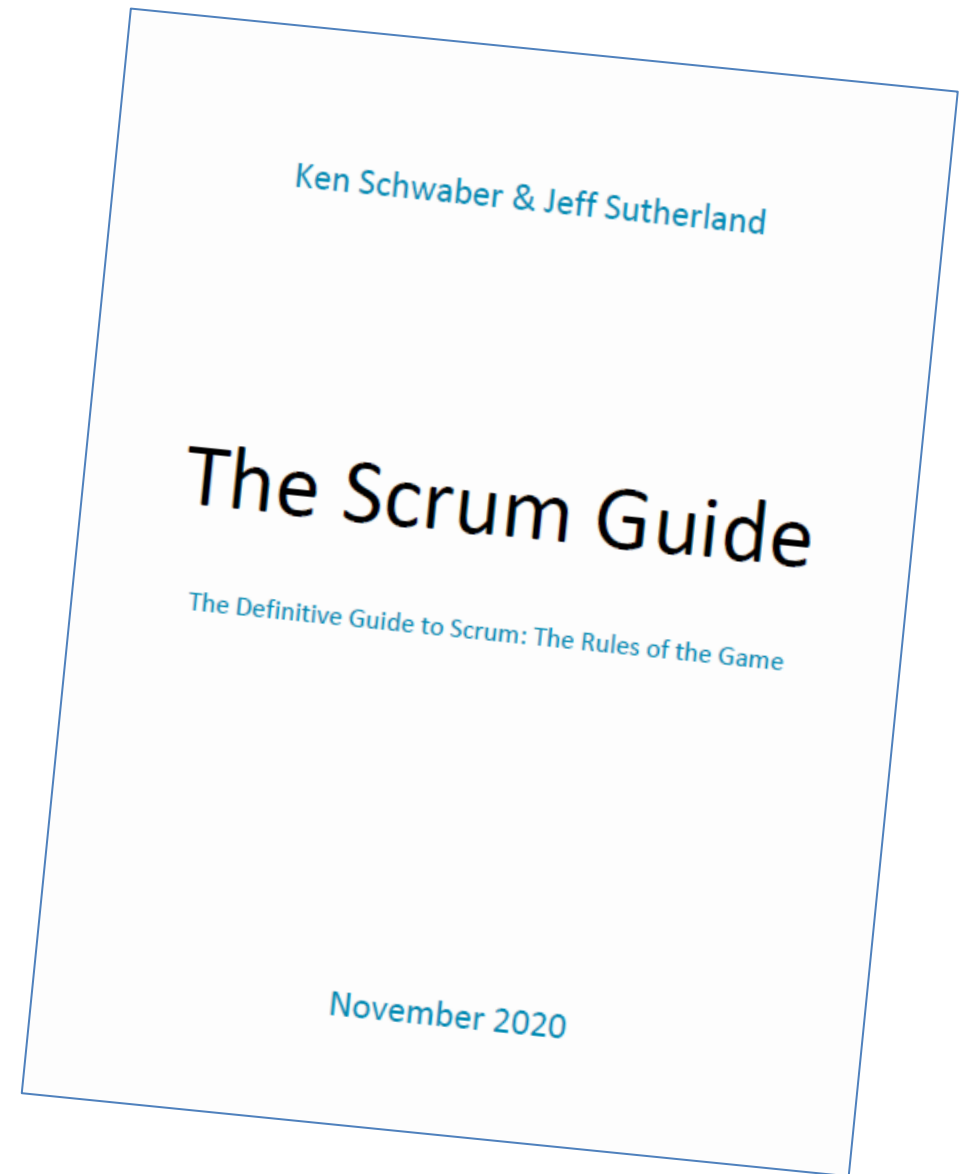


DEVELOP  
ITERATIVELY



DEMONSTRATE  
CONTROL

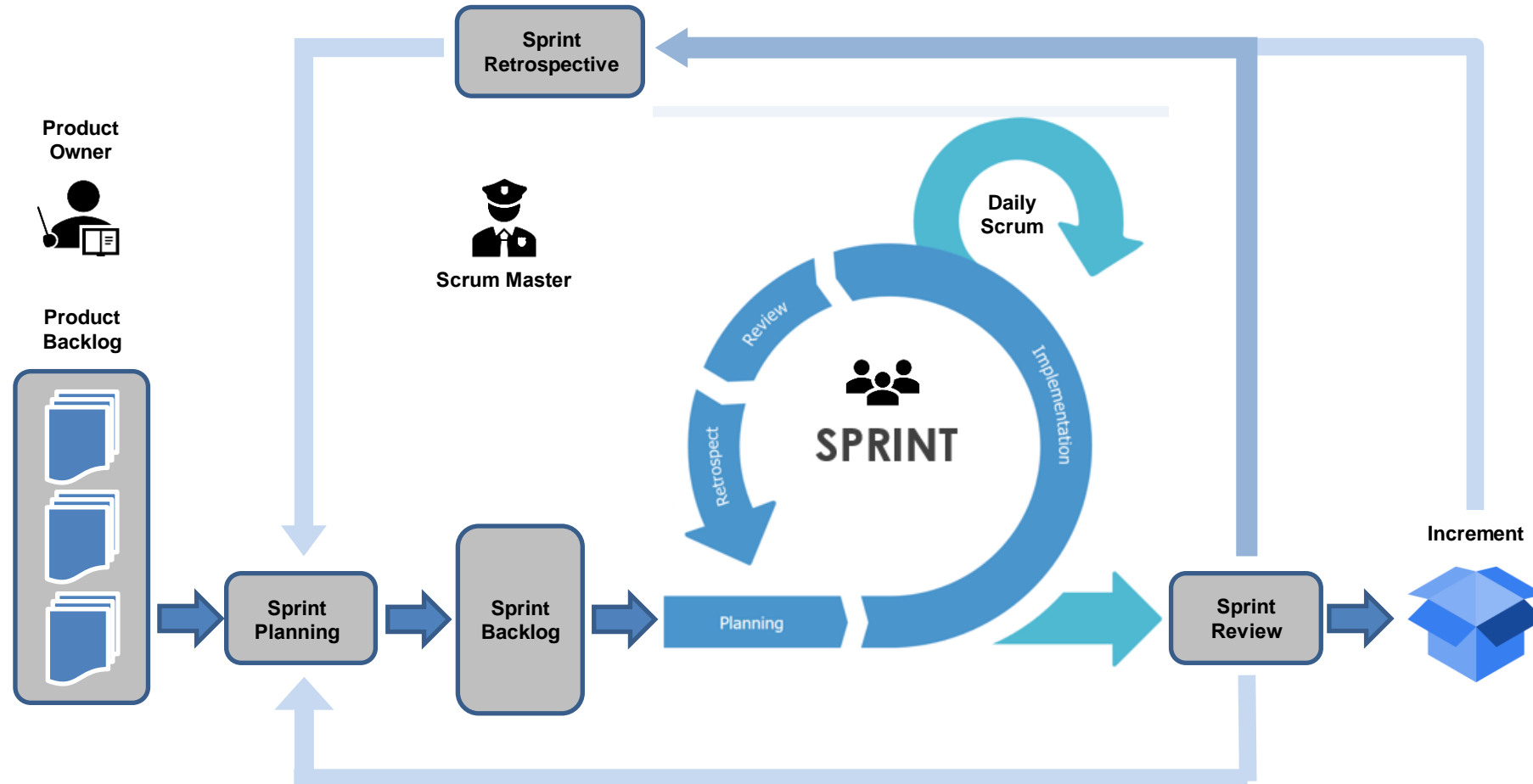
## Scrum: a quick overview



# Scrum overview

- The world's most popular framework for developing, delivering and sustaining complex products through effective team collaboration. Used in the development of countless thousands of software products.
- Created by Ken Schwaber and Jeff Sutherland; originally launched in 1995.
- Scrum is not a process, technique or definitive method. Rather, it is a framework within which various processes and techniques can be employed.
- Framework consists of Scrum Teams and associated roles, events, Artefacts and rules.
- The rules of Scrum bind together the roles, events and artefacts, governing the relationships and interaction between them.
- The rules are described in The Scrum Guide (available in over 30 languages).
- The essence of Scrum is a small team of people. The individual team is highly flexible and adaptive.
- At the heart of Scrum is the concept of Empirical Process Control – a way of working that leverages the principles of transparency, inspection, and adaption.
- Often described as LIGHTWEIGHT, SIMPLE TO UNDERSTAND, DIFFICULT TO MASTER
- For further information, view/download our Scrum presentation [here](#).

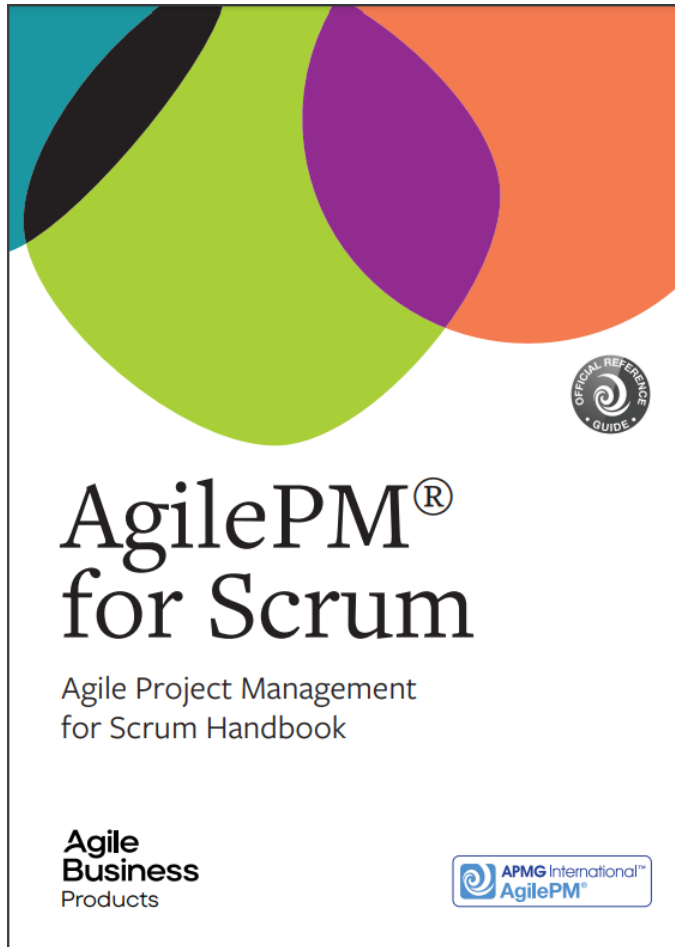
# Scrum framework



**Agile  
Business**  
Products

# **AgilePM for Scrum**

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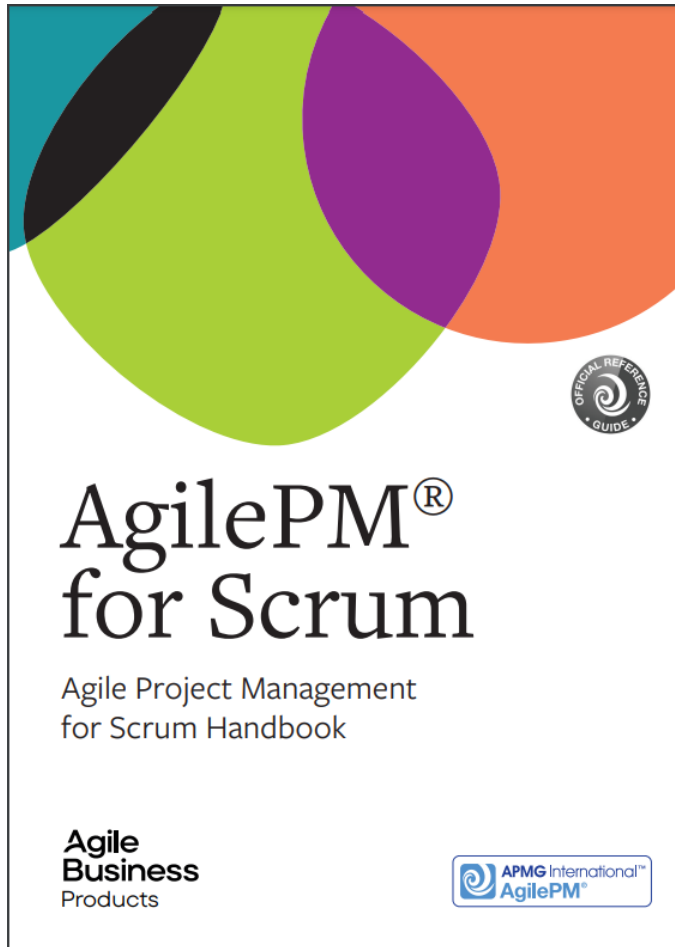


## What is AgilePM for Scrum?

- Presents a strong customization of **AgilePM** (for agile project management) designed to integrate seamlessly with **Scrum** (for agile product development) in a single framework.
- Intended to bring together the powerful simplicity and potent agility of Scrum for product development, exactly as described in the Scrum Guide 2020, with key elements of AgilePM that bring agility to the much broader project context.
- Introduces a framework that deals with the coordination of multiple development teams in the context of a single outcome or product.
- Differs from, and adds value to, the Scrum approach by offering a truly agile project context for product development focused on realizing value rather than just delivering latent value in products.
- That project context provides a focus for the entire business solution rather than just the product.
- Equally applicable to IT/software- and non-IT/software-centric projects and environments.

Available in print and e-book formats at [agilebusinessproducts.org/shop](https://agilebusinessproducts.org/shop)

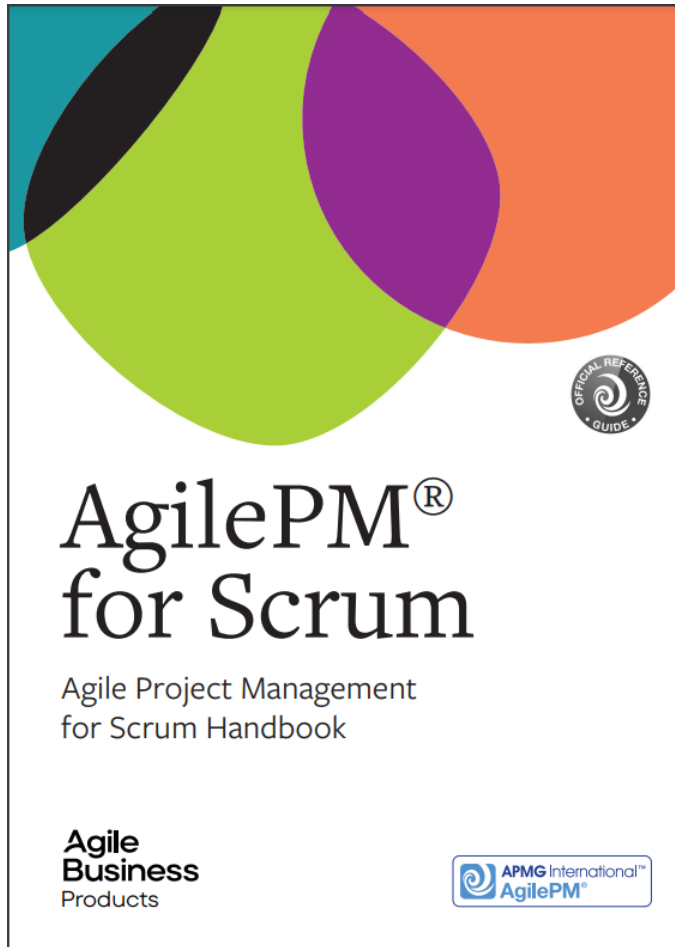




# AgilePM for Scrum

The guidance is designed to address the following problems:

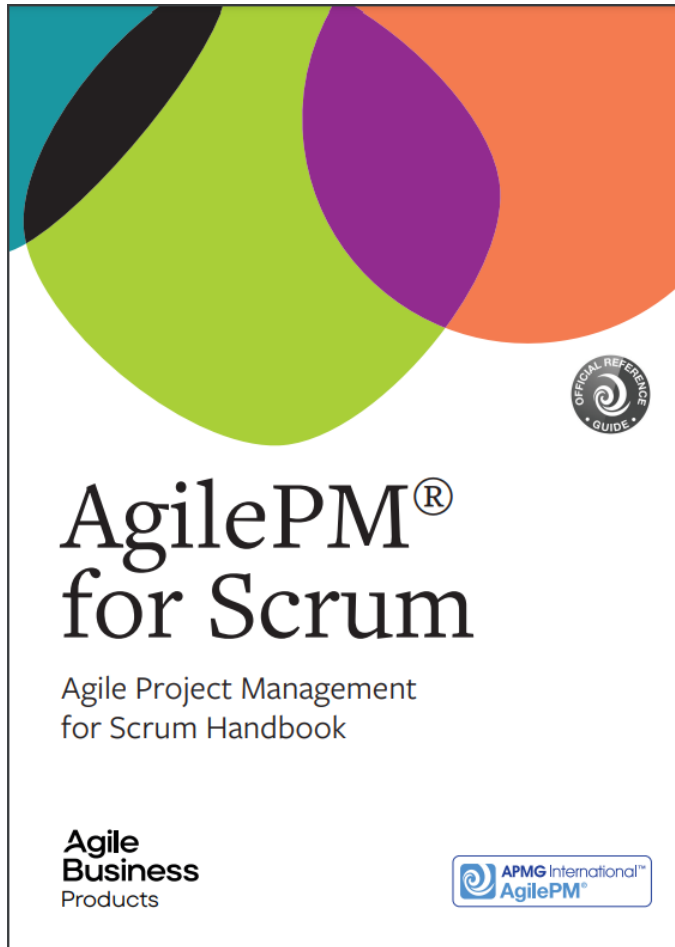
- Agile product development in an Agile project environment
- Scrum covers product development very well but that is only part of the story in a broader business context.
- Many organizations, particularly larger corporates and public sector bodies, organize their work as projects.
- Agile product delivery can achieve only a fraction of its full potential when constrained by traditional project thinking.
- AgilePM provides project agility – up to ‘corporate strength’ where required – to enable business agility.
- The antidote to VUCA (Volatility, Uncertainty, Complexity and Ambiguity) inherent in the operating environment of any organization.
- Trying to use Scrum in an environment optimized for a traditional approach is highly unlikely to work well unless there is significant effort put into changing the roles, responsibilities, customs, practices and, more important still, the mindset associated with the defined approach.



# AgilePM for Scrum

In combination with Scrum, AgilePM provides an agile project framework to support Scrum product development including:

- ❑ A project lifecycle process with appropriate governance (e.g. financial, regulatory etc.)
- ❑ Provides the Product Owner with a business and corporate frame of reference within which to direct product development and ensure an ongoing focus on the over-arching business need
- ❑ Provides the Scrum Master with a forum to influence business and project management 'authorities' to help optimize Scrum performance at the Scrum Team level
- ❑ Provides the organization with a frame of reference for development that they understand and through which they can influence the evolution of the product
- ❑ Provides a forum for identifying and directing all non-product-related work such as business change activities



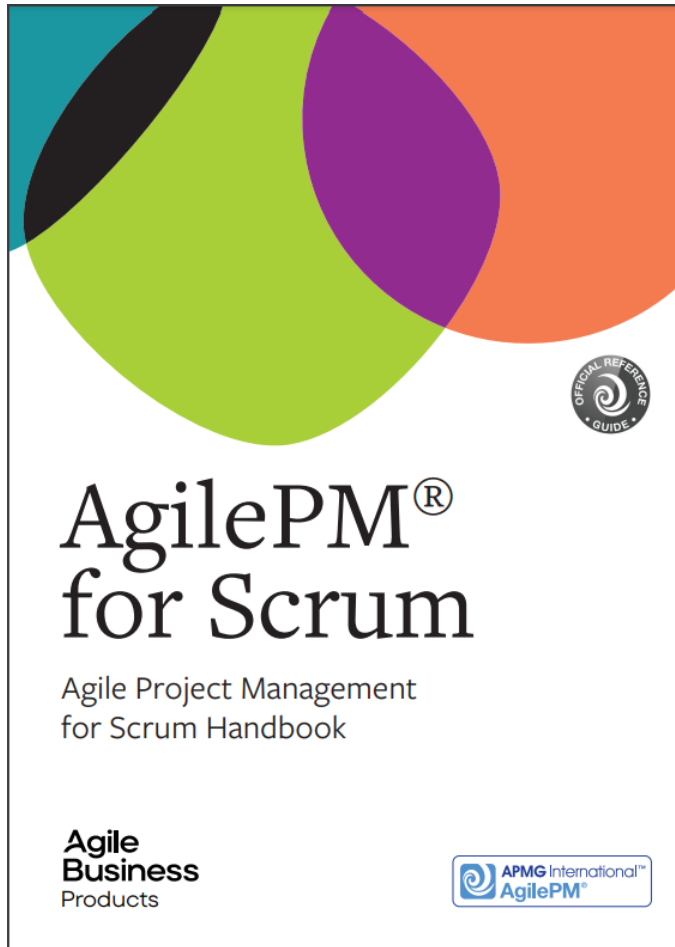
## AgilePM for Scrum: scenario 1

In an IT-enabled business change project the solution is likely to involve:

- ❑ Software Product Increments from one or more Scrum software development teams (perhaps demarked by the specific technologies employed)
- ❑ Commissioning of IT hardware required for the software to run on, networking deliverables connecting the hardware together, the licenses needed etc.
- ❑ Business process descriptions to the required level of formality, operating instructions for the system in the context of those processes.
- ❑ All plans and agreements associated with the organization, deployment and revised working practices of individuals and teams that operate the business.
- ❑ Training materials for training impacted staff along with a resourced schedule for their training, documentation required for regulatory approval if needed.

**Scrum deals with the first bullet.**

**AgilePM® should be used to coordinate that with the rest of the list.**



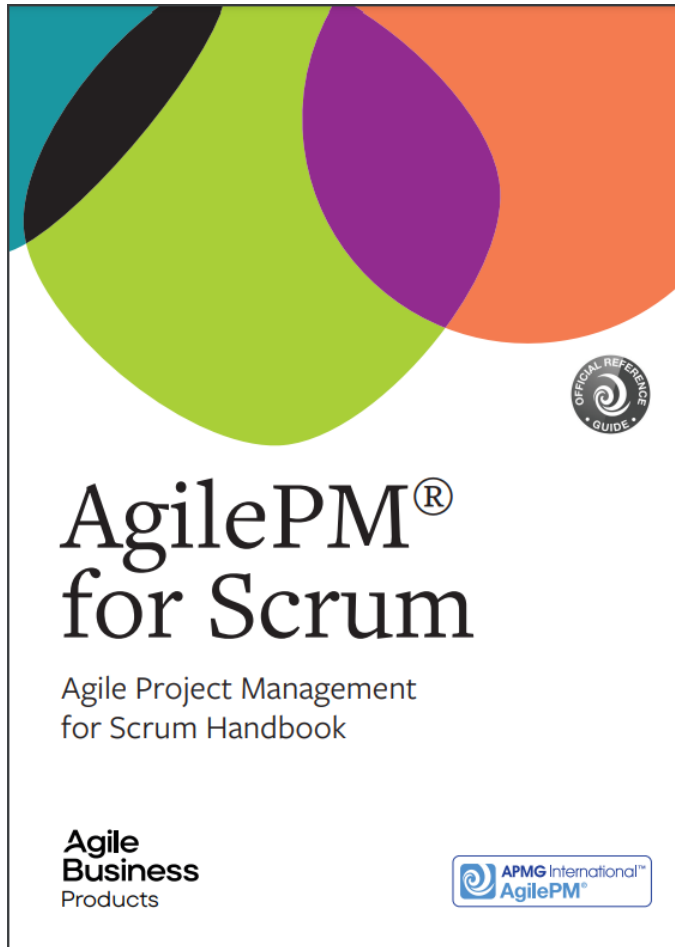
## AgilePM for Scrum: scenario 2

For a physical product being introduced into a competitive marketplace the solution is likely to involve:

- ❑ Designing and building the product itself – possibly delivered by one or more teams if the product is complex, e.g. individual components of the product, its packaging, etc.
- ❑ Setting up a production line for the mass-production of the product along with the supply chain for raw materials and components
- ❑ Various collateral for the marketing and sale of the product
- ❑ Any legal/compliance documentation required before the product can be sold
- ❑ Commercial agreements with retailers of the product

**Again, Scrum deals with the first bullet.**

**AgilePM® coordinates that with the rest of the list.**



## AgilePM for Scrum: who is it for?

- Whether you are a Scrum advocate looking for a way to help Scrum fit into the corporate project environment or an AgilePM advocate looking to harness the large population of Scrum professionals in a corporate-friendly agile Project Management framework – a combination of the two should prove valuable.
- Organizations aiming to increase their agility in the face of VUCA (Volatile, Uncertain, Complex and Ambiguous) conditions in their operating/market environment. The two key target groups are:
  - Scrum advocates looking for a way to help Scrum fit into the corporate project environment
  - AgilePM advocates looking to harness the large population of Scrum professionals in a corporate-friendly agile Project Management framework.
- There are over 12 million developers currently using Scrum globally. Many teams using Scrum have learnt the hard way that there are gaps in the effective use of Scrum when multiple teams are involved. AgilePM for Scrum addresses questions about these gaps directly.
- Many organizations have designed bespoke project management strategies that attempt to accommodate Scrum practices. In many cases, these will not have been designed with agility in mind and will be constraining the potential for optimum business agility.
- Overall approach can be tailored to meet individual needs and different organizational requirements.
- Designed for business looking to increase the agility of their projects in the face of VUCA market and business conditions.





## COURSE & CERTIFICATION



# COURSE OVERVIEW

- 3-day course delivered online or classroom-based by APMG accredited training providers.
- Based on the AgilePM for Scrum Handbook, published by Agile Business Consortium.
- Courses cover:
  - An introduction to agility in product development and project management
  - A foundation understanding of Scrum
  - A foundation of understanding of AgilePM
  - Enhanced guidance on agile working with a project leadership focus
    - Based on the 9 principles of agile leadership and the power of collaboration
    - Strengthening concepts of leadership from distinct business, solution and project management perspectives (for project leaders, not just project managers)
  - New and enhanced framework features to deal with business change and scaling for multiple Scrum teams
- At the end of course, participants should, as a minimum, be able to recall, recognize and demonstrate understanding of the theories, concepts, models and approaches outlined in the AgilePM for Scrum guide.

# SYLLABUS – what the exam will test

- Key Concepts
- Scrum Overview
- AgilePM Fundamentals
- Individuals and Interactions
- Collaboration and Communication
- Project Lifecycle Framework
- Requirements, Estimating and Prioritisation
- Planning and Control
- Configuring the Project Approach to Address Risk
- Governance, Compliance and the AgilePM Products



# EXAM

## AgilePM for Scrum Foundation

Style:	Simple multiple-choice
No. of Questions:	50
Duration:	40 minutes
Pass Mark:	30/50 (60%)
Pre-requisites:	None





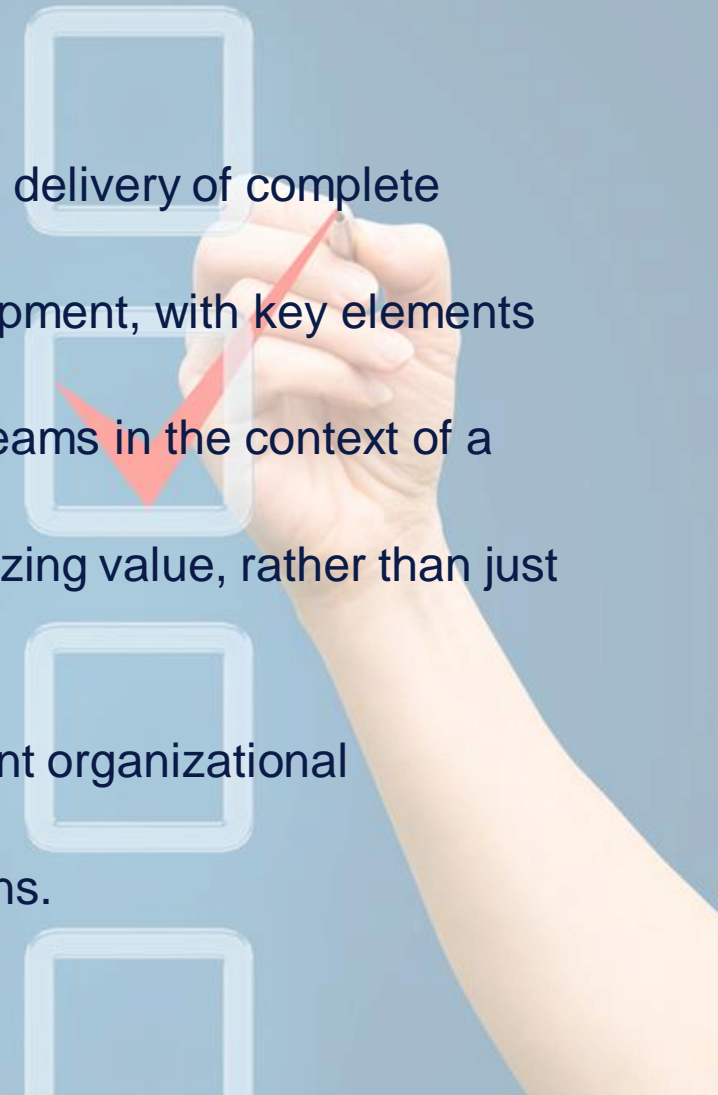
# WHO IS IT FOR?

Training and certification is designed for:

- ❑ AgilePM practitioners
- ❑ Scrum practitioners
- ❑ Project Managers – new to project management or new to agile
- ❑ Business Managers responsible for leading projects for business advantage
- ❑ Solution Architects responsible for ‘full spectrum’ business solutions
- ❑ Project Management Officers / those responsible for governance of projects
- ❑ Programme Managers – responsible for large-scale business change

# BENEFITS & LEARNING OUTCOMES

- ✓ Discover how AgilePM and Scrum combine to offer a single framework for the delivery of complete business solutions
- ✓ Harness the powerful simplicity and potent agility of Scrum for product development, with key elements of AgilePM that bring agility to the much broader project context.
- ✓ Utilize a framework that deals with the coordination of multiple development teams in the context of a single outcome or product.
- ✓ Develop a truly agile project context for product development focused on realizing value, rather than just delivering latent value in products.
- ✓ Unleash the true potential of Scrum and Agile product delivery.
- ✓ Learn how the framework can be tailored to meet individual needs and different organizational requirements.
- ✓ Increase the agility and effectiveness of projects in the face of VUCA conditions.





# SUCCESSFUL CANDIDATES

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# #ShareYourSuccess

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## WITH A DIGITAL BADGE





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