



# Using brain science in your Scrum Events

Evelien Acun-Roos



# Chat storm

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Write one of the Scrum Events  
in the chat

Don't hit enter yet



# Evelien Acun-Roos

## Job

Knowledge Sharer @ Xebia Academy

Trainer @ Scrum.org and Training From the Back of the Room

Mother @ 3 kids

## Major Clients

Essent, Rabobank, ING, Philips, Portbase, Eneco, VU, APG, VodafoneZiggo, Jumbo, Triodos, Unilever

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# Agenda 4C's



Warning!  
Interactive  
Session  
with break out rooms

C1 Connections



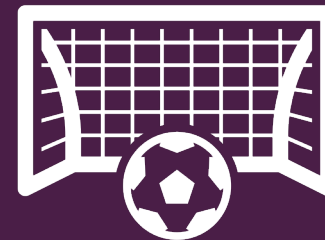
C2 Concepts



C3 Concrete practice



C4 Conclusions



# Training From The Back of The Room (TBR)

Learning experience  
Traditional vs brain based  
Let the learners learn vs teacher centered instructions  
Brain friendly ways of instructing others  
Apply to Scrum Events and conference talks

Sharon Bowman





**Body & Mind**



**Act of  
creation**



**Collaboration**



**Many levels**



**Active doing**



**Emotions and  
images**

## Accelerated learning

Dave Meier  
The Accelerated Learning Handbook (2000)

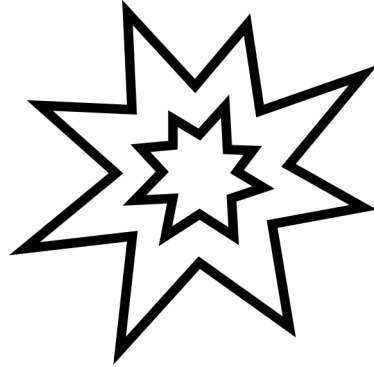
# 6 Brain Science Principles

**Shorter** trumps longer  
**Different** trumps same  
**Talking** trumps listening  
**Movement** trumps sitting  
**Images** trumps words  
**Writing** trumps reading



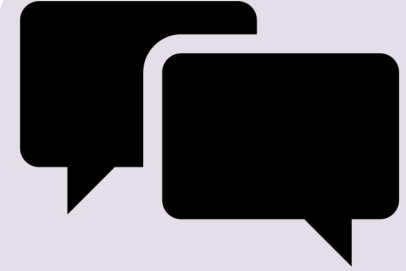
## **Shorter trumps longer**

**The brain learns best when content is divided in small chunks**



## **Different trumps same**

**The brain notices changes**



## **Talking trumps listening**

**Learning is social**





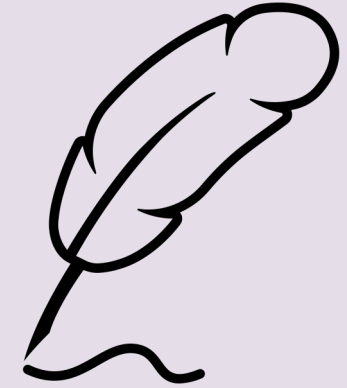
## **Movement trumps sitting**

**Exercise boosts brain power**



## **Images trumps words**

**Long term memory of images is unlimited**



## **Writing trumps reading**

**Writing is a whole-brain task**



IMAGES  
**TRUMPS**  
WORDS



TALKING  
**TRUMPS**  
LISTENING



MOVEMENT  
**TRUMPS**  
SITTING



WRITING  
**TRUMPS**  
READING



SHORTER  
**TRUMPS**  
LONGER



DIFFERENT  
**TRUMPS**  
SAME

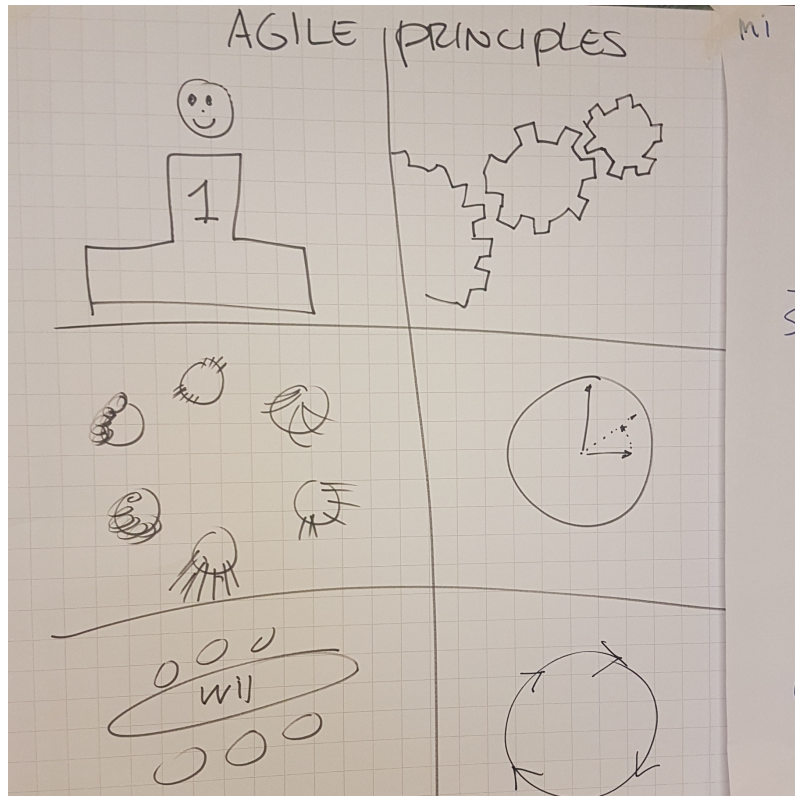
# **Why use Brain Science in Scrum Events?**



# Why use Brain Science in Scrum Events?

- Focus
- Attention
- Improve Problem Solving
- Sparkle Creativity
- Openness
- Activate
- Commitment
- Engage





*We follow these principles:*

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

# Images trumps words

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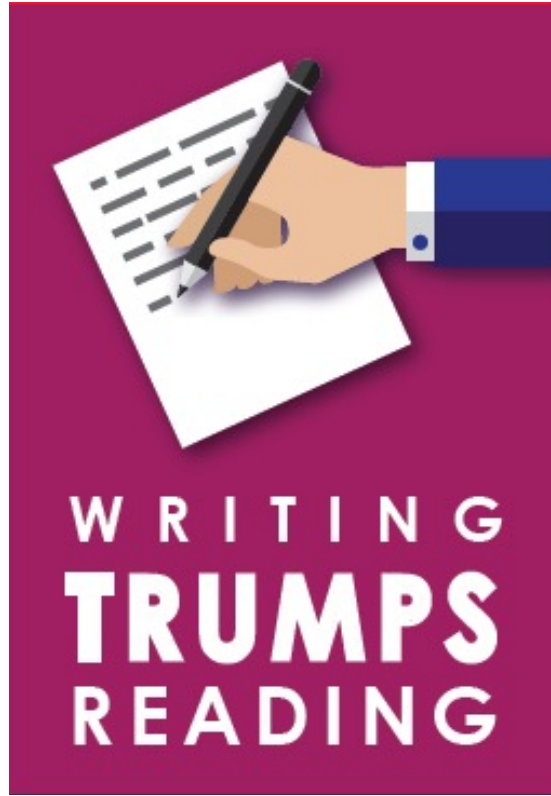
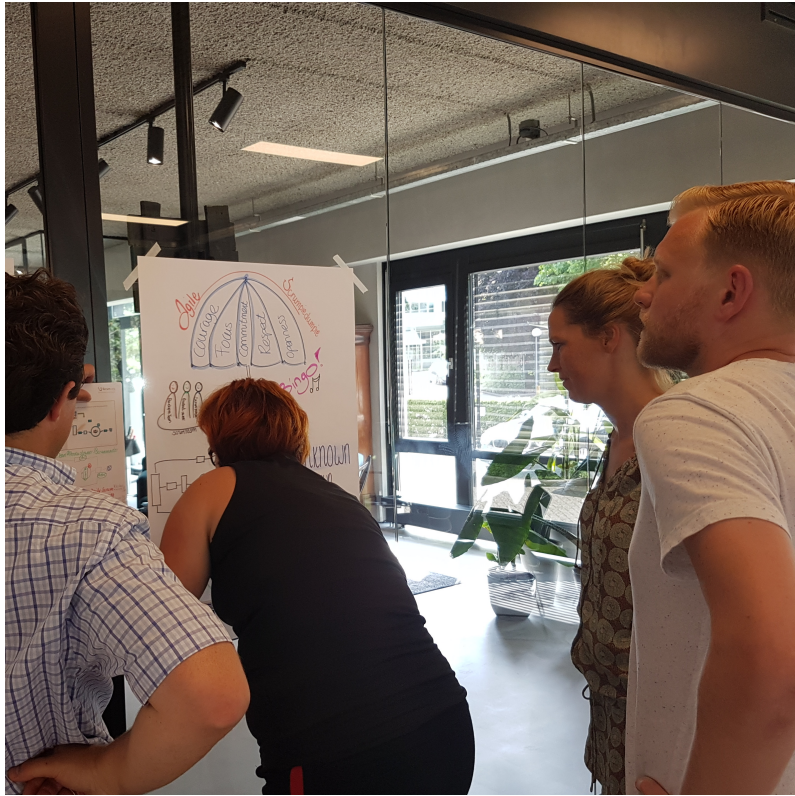
**Movement trumps sitting**

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# Talking trumps listening

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**Writing trumps reading**

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Shorter trumps longer

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**Different trumps same**

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# Concrete practice

1. In break out rooms of 4, introduce yourself shortly with your name and function (max 1 min in total)
2. As a group choose one of the 5 Scrum Events to focus on
3. Agree on the essence of the Scrum Event (max 1 min) with your group
4. Take one of the 6 brain science principles
5. How could this brain science principle be used to improve this Scrum Event?
6. Write down the ideas from your group (**on separate sticky notes**)
7. Put the sticky notes on the Mural around the Scrum Event you've chosen
8. Choose another **brain science principle** and think about the **same event**  
**or**
9. Pick ***another event*** with the **same brain science principle**

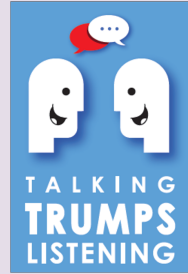


# Examples

## Daily Scrum

talking trumps listening

have everybody take a turn in progress toward Sprint Goal



## Sprint Retrospective

different trumps same

use a different format every Sprint Retrospective



# Review

1. In new groups of 4 people review the Scrum Events
  - Break out room 1-2 starts at Sprint
  - Break out room 3-4 starts at Daily Scrum
  - Break out room 5-6 starts at Sprint planning
  - Break out room 7-8 starts at Sprint Review
  - Break out room 9-10 starts at Sprint Retrospective
2. With your group review and discuss what has been put on the Mural
3. Focus on the next Scrum event after 3 minutes (or less)

Timebox for this is 9 minutes (you will probably not be able to review all Scrum Events)



# Daily Scrum



Rotate the order to prevent next in line effect

Check in round (happiness)

Stand up and stretch

Visualise your progress (draw, Lego, balls)

Rotation of moderation

# Sprint Planning

Move around (get up to the board)

Write the items on sticky notes and put them on the wall or floor

Visualise the business value

Draw your Sprint Goal

My 2 cents

# Sprint Retrospective

Dot voting

Let everybody talk

Try different formats to sparkle creativity problem solving

# Sprint Review

Write down stakeholder happiness

Let stakeholders handle the mouse

Use Sailboat Retro to engage stakeholders

# Sprint

Take a walk during lunch time

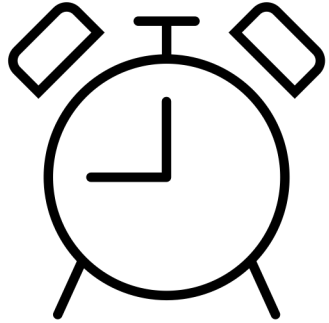
Pair programming or switch roles

Make a visual Scrum Board

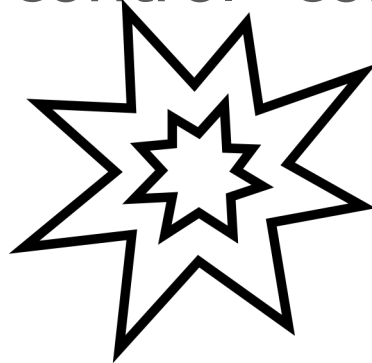
Close the day with positive remarks on a whiteboard

# In this talk, which trumps have you seen used? Please find a emoji in Zoom that resembles the brain science principle and put it in the chat

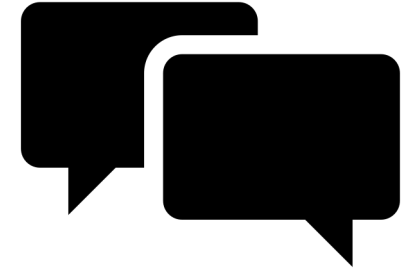
Windows key + Period (.) Mac control+command+space.



**Shorter trumps longer**



**Different trumps same**



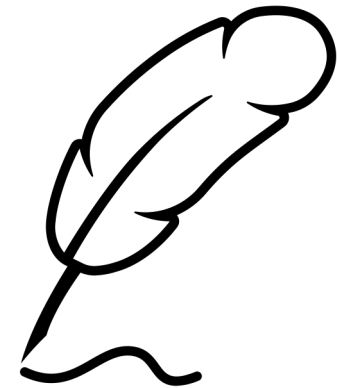
**Talking trumps listening**



**Movement trumps sitting**



**Images trumps words**



**Writing trumps reading**



And what did you notice?  
What was made possible?  
What effect did this have on you?





# Conclusion

Of the 6 brain science principles which one is most challenging for you?

Look at the complete Mural and find one activity on the Mural that you might want to try

Write it down on a physical note and show it to the camera

# Feedback & more

**Please help me improve this talk by leaving feedback in the Mural**

**Join our Xebia community for more free content.**





Thank you for your participation

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Academy

## Sources

<http://bowperson.com/wp-content/uploads/2014/11/SixTrumpsArticle220101.pdf>  
<http://brainrules.net/>



