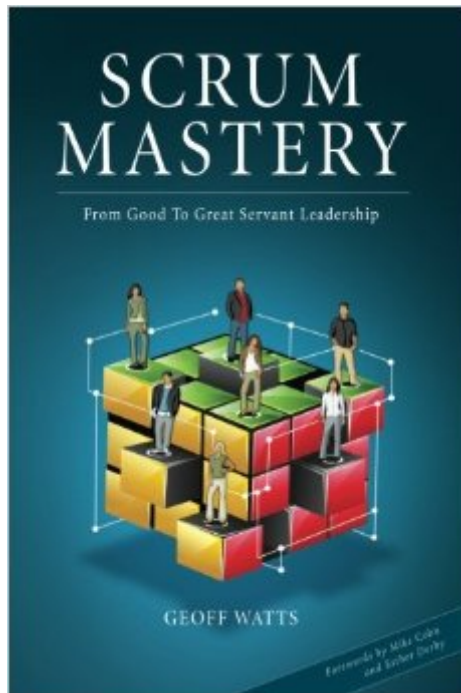


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# Scrum Mastery: From Good To Great Servant-Leadership



## Synopsis

The basics of being a ScrumMaster are fairly straightforward: At face value all a ScrumMaster needs to do is facilitate the Scrum process and remove impediments. But being a great ScrumMaster, one who truly embodies the principles of servant-leadership and helps move a team to the high performance levels possible with Scrum, is much harder and much more elusive. In this book Geoff shares a collection of stories and practical guidance, drawn from over ten years of coaching numerous Scrum teams that will guide you on your path to greatness. In this book you will learn:

- \* The skills and characteristics of great ScrumMasters
- \* How to generate, maintain and increase engagement from the team
- \* How to increase the effectiveness of the Scrum meetings, such as retrospectives and daily scrums.
- \* How to foster a more creative and collaborative team
- \* How to increase the performance of the team
- \* How to know when you are a successful ScrumMaster

Scrum Mastery is for practicing ScrumMasters who want to develop themselves into a great servant-leader capable of taking their teams beyond simple process compliance. Mike Cohn, in his foreword for the book, said: "Most books rehash well-trod territory and I don't finish them any wiser. I am positive I will be referring back to this book for many years" Roman Pichler said: "I am thoroughly impressed with how comprehensive and well-written the book is. It will be indispensable for many people"

## Book Information

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## Customer Reviews

This is the best book I have read thus far as a Scrum Master resource. I would recommend it to

anyone -- Excellent! I would order 500 copies of this book and hand them out on the street corner if I could --- that's just how good this book is. I want to go on a mission to get this in the hands of every Scrum Master I ever coach! This book tells Scrum Masters where to start and describes what a good Scrum Master looks like in multiple situations. It also goes on to describe the difference between a good Scrum Master and what separates them from good and great. It teaches them how to take their skills to the next level in order to build higher performing teams and organizations. I recommend this book for Scrum Masters, Product Owners, Development Teams, and even Managers in agile organizations. This is the most powerful resource I have seen hit the market since I have been coaching. Excellent job Geoff!

For years we have heard about what is and what is not a Scrum Master, we have read about the relationship between the role and the servant-leadership concept, but...sincerely, it's not easy to explain in a pragmatic approach what a Scrum Master need to do to succeed. Geoff was brilliant in this book because he wrote that in a way you picture and feel the practice in each page you read. It's like if the book included videos that just emerge in our head when reading. Definitely, a must-read!

This is a great book. I've worked in Scrum "environments" since 2008, but never knew the full scope of what Scrum can do. This book is good for people of all levels of knowledge of Scrum. I learned a lot and it changed the way I've been working my projects.

ScrumMastery clearly shows how to overcome common ScrumMaster challenges, and to develop and grow as a ScrumMaster. It's practical, easily accessible, and demonstrates Geoff's extensive experience in coaching individuals and teams. If you work as a ScrumMaster or plan to do so, then get a copy now.

There are many books that talk about the Scrum process and the roles of the Scrum Master, but rarely do you see a book that explains what is really involved and gives clues how to do it. Geoff's book covers the gamut of skills and situations that a Scrum Master needs to work with and in. I particularly like the theme through the book of, "A good Scrum Master.... A great Scrum Master ...". While this isn't a how-to step by step instruction manual, it does highlight ways situations can be dealt with and even for someone who has been in the industry for some time, I found tools and techniques I'd not come across before or knew little about. Even topics that I have heard about

before, it was refreshing to have time to revisit them and re-evaluate my thoughts on them. Geoff writes in a very comfortable style and I personally found this an easy read. It was particularly useful that when referring to process or research he provides the references to them to allow you to do further investigation, without burdening the pages full of the detail in the book itself. He often demonstrates his points through a storytelling/fable approach (similar to The Five Dysfunctions of a Team) and then critiques what happened and why it was good or bad. For Scrum Masters new and old, this should be requisite reading.

If you are looking into more insight into Scrum, this is a good book. If you are looking into more insight into being a Scrum Master, this is the greatest book you can find. It's not full of jargon that makes reading informative books boring, it's full of great examples of leadership, and it details what it means to be a Scrum Master. I love it.

Geoff Watts new book: "Scrum Mastery From Good To Great Servant Leadership" is brilliantly illuminating, magical and delightful. His stories communicate the skills, tools and information needed to facilitate "the turn" of a good ScrumMaster into an extraordinary ScrumMaster; a great servant-leader. This book will surprise you and inspire you to be a "wanted" ScrumMaster and not a "needed" ScrumMaster. Geoff Watts will capture your attention and imagination; his writing is genuine, gracious and actionable - well done.

The title has Scrum in it, but it is really about building great teams and changing the organisational context. What makes the book a 10/10 stars you ask? \* Lots of experience reports as stories from real team situations \* Lots of tips what to try \* Lots of things what hinder team collaboration and growing \* The "Good to Great" motto is awesome! \* Easy to read and very short breather \* Shows beyond the basics of facilitation and teaching the process to teams \* Shifts focus from practices and complying to process to -> principles

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