# Scrum: Agile Marketing Sprint cycle

**1** Project and Hub established

**2** Project plan

**5** Manage Sprint

Twice weekly Stand-up*

**3** Plan Sprint

Backlog Creation

Backlog Refinement

Sprint KPIs / Objectives

Sprint Planning

Stand-up

Sprint Delivery

**6** Close and Review Sprint

Sprint Review

Sprint Retrospective

**4** Perform Sprint

Key
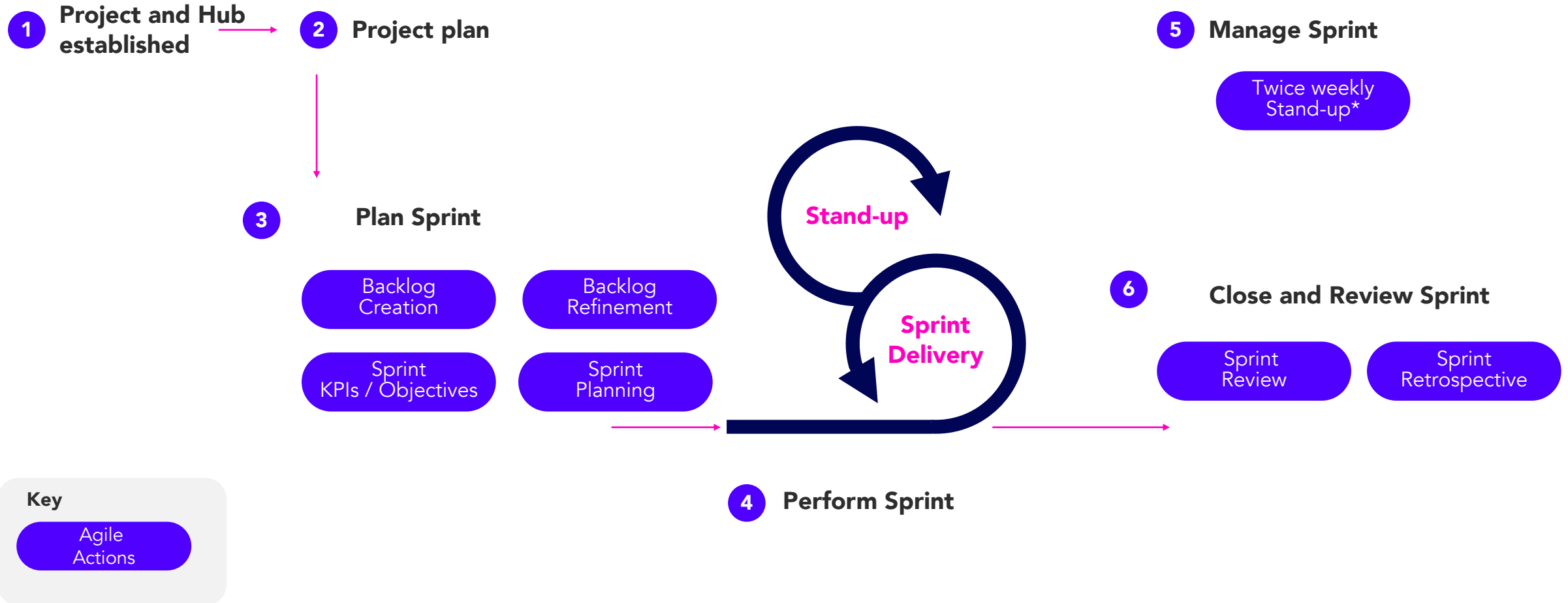
Agile Actions

# Sprint Review

Cheat sheet

# Sprint reviews

## What is a sprint review?

- A chance to show off the results of your sprint
- Demonstrate work done to date
- Get feedback from wider stakeholders
- Add feedback into the backlog for planning the next sprint

## Why do a review?

- Bring wider stakeholders on the journey
- Showcase work to wider team
- Checkpoint to ensure the activity is meeting business needs – has anything changed that needs to be fed into the next sprint
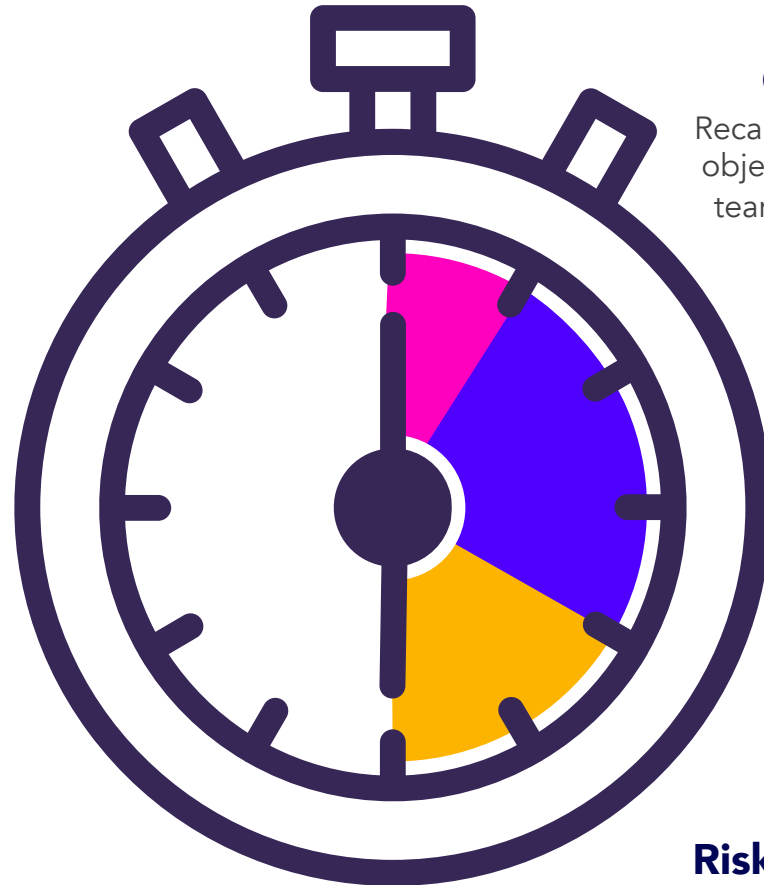
**Loose agenda**
Recap of objectives
Highlight successful activity
Highlight learnings
Time for questions

# Sprint review: Timing of the session

**Review**

**5**
## Objectives
Recap project and sprint objectives for the wider teams' understanding

**15**
## Playback
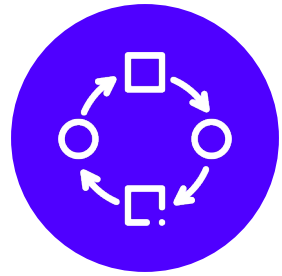Showcase the successes and learnings, be visual – it's your chance to show off!

**10**
## Risks & questions
Share the project risks (where appropriate) and open-up the questions to the stakeholders
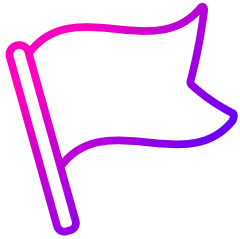
# Sprint retrospective

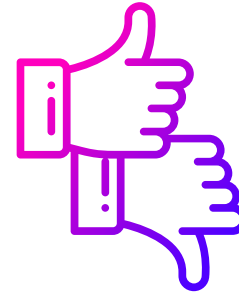Cheat sheet

# What is a retrospective?

Retro
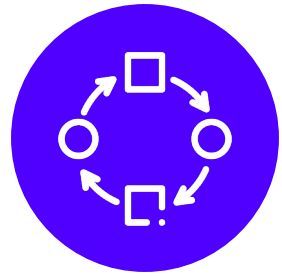
Held at the end of each sprint

Allows the team to evaluate the past sprint

What worked, what do we need to do differently

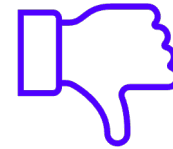# Core elements of a retrospective session

**Retro**

### Liked

Add notes about what you enjoyed about the iteration. Focus on the positive - what went better than expected?

### Learnt

Add notes about what new things you learned during the iteration. These can be technical or non-technical things.
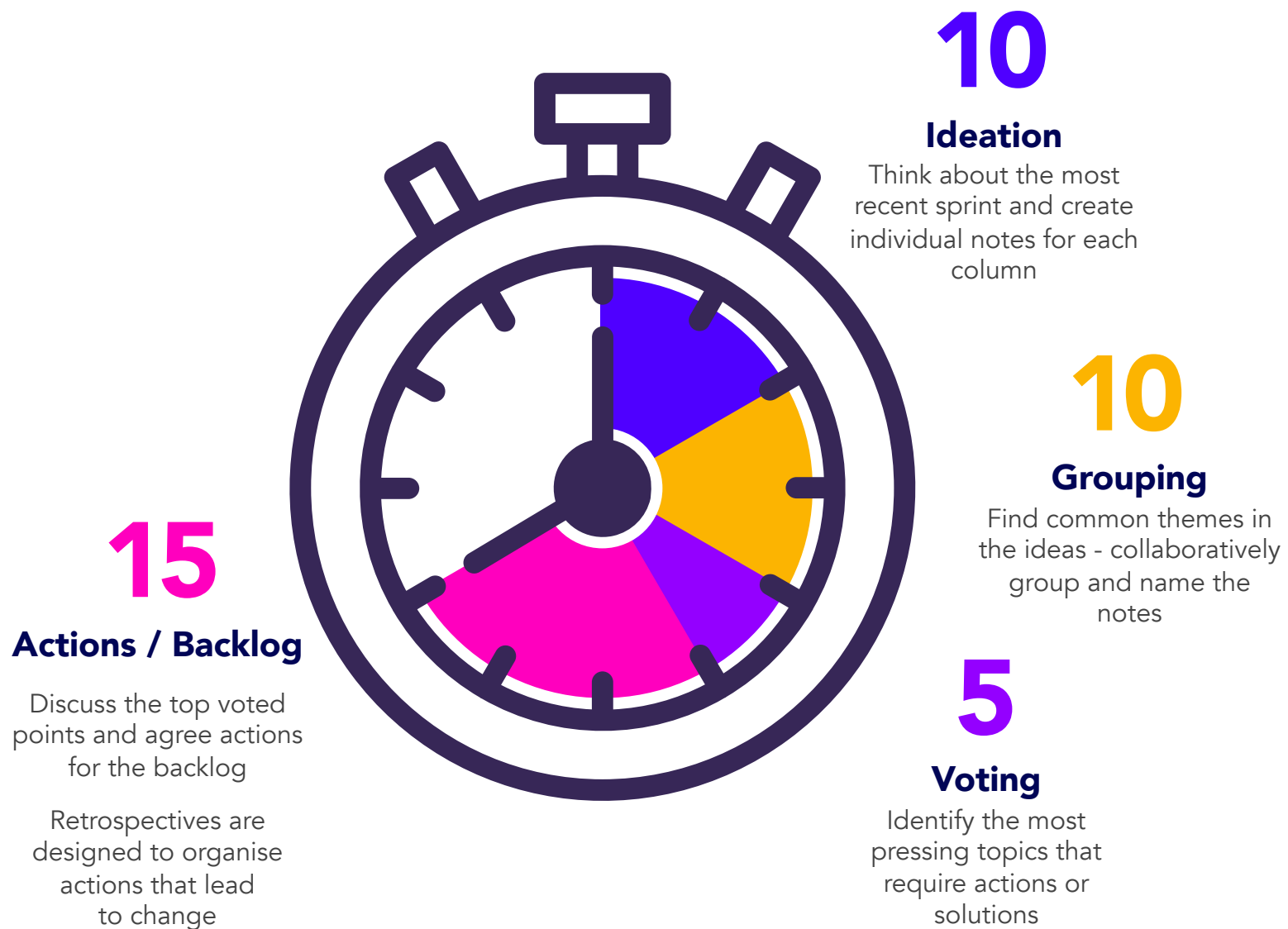
### Lacked

Add notes about the things you could have done better during the iteration.

### Longed for

Add notes about the things you desired to have during the iteration that were not available.

# Retrospective: Timing of the session



**10**
**Ideation**
Think about the most recent sprint and create individual notes for each column

**10**
**Grouping**
Find common themes in the ideas - collaboratively group and name the notes

**5**
**Voting**
Identify the most pressing topics that require actions or solutions

**15**
**Actions / Backlog**
Discuss the top voted points and agree actions for the backlog

Retrospectives are designed to organise actions that lead to change

# Sprint review vs. retrospective

## Review | VS | Retrospective

| Review | | Retrospective |
|---|---|---|
| Includes the core hub | | Includes the core hub and external stakeholders |
| Held at the end of each sprint | | Held at the completion of the project/ campaign |
| Focused on playback of work completed | | Focused on assessing everything that did and didn't work |
| Celebrates success and achievements | | Celebrates success but also review challenges and blockers |

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