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Shaping Tomorrow
with AI Today

Using brain science in your Scrum Events

Write

Think about the worst thing you could do in a Scrum Event or other meeting

Write that on a yellow paper

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Write

Think about the worst thing you could do in a Scrum Event or other meeting

Crumple the paper

Frommel die papier

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Your facilitator

Evelien Roos

- Trainer at Xebia Academy
- Professional Scrum Trainer Scrum.org
- Certified Training From the Back of the Room (TBR) trainer
- Co-author of the Scrum Master Playbook

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5 steps BEARS

Beginnings

Exchange

Apply

Reflect

Sustain

Interactive session and you have the right to pass

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Training from the Back of the Room (TBR)

Traditional vs. Brain-Based approaches

- Learner-centered
- Brain-friendly methods

Sharon Bowman

Accelerated learning

Body & Mind

Act of creation

Collaboration

Many levels

Active doing

Emotions and images

Dave Meier

6 Learning Principles

SHORTER OVER LONGER

DIFFERENT OVER SAME

TALKING OVER LISTENING

MOVEMENT OVER SITTING

IMAGES OVER WORDS

WRITING OVER READING

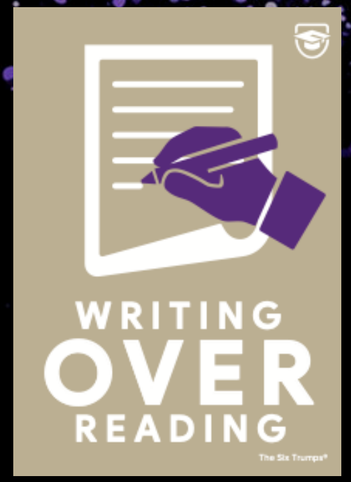
SHORTER
OVER
LONGER
The Six Trumps®

DIFFERENT
OVER
SAME
The Six Trumps®

TALKING
OVER
LISTENING
The Six Trumps®

MOVEMENT
OVER
SITTING
The Six Trumps®

IMAGES
OVER
WORDS
The Six Trumps®


WRITING
OVER
READING
The Six Trumps®

Beat the clock

Why use brain science in Scrum Events?

Complete the sentence: “To get more...”

Why use brain science in Scrum Events?

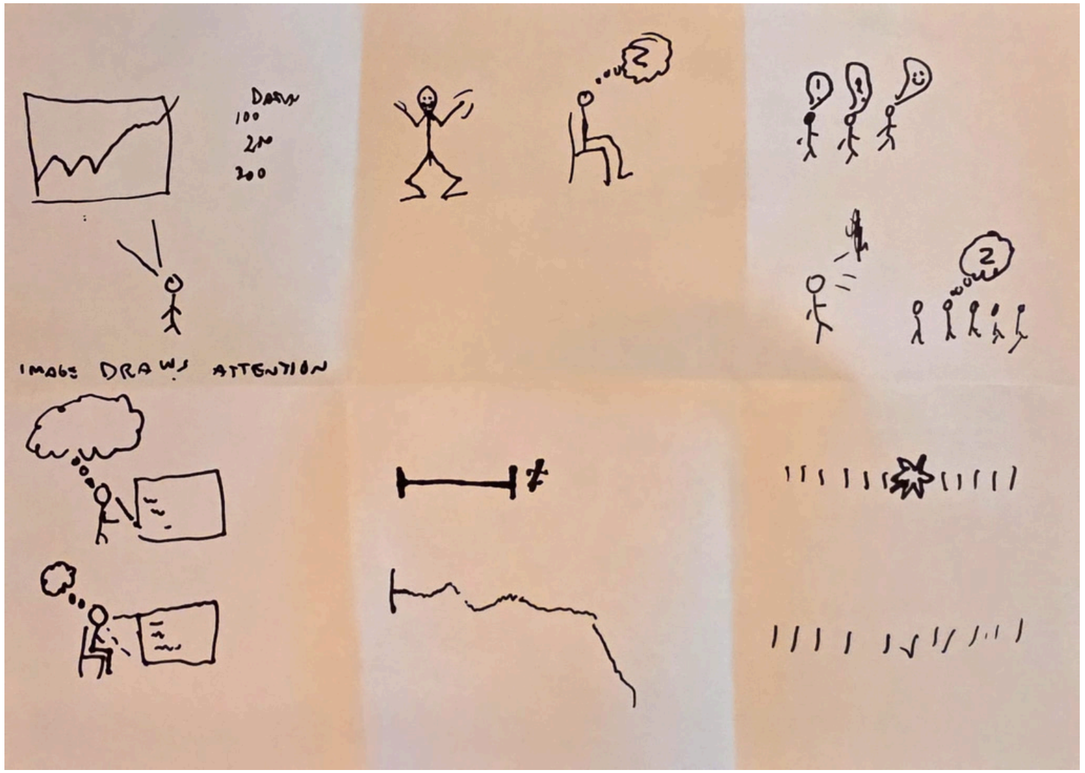
- Focus
- Attention
- Better problem solving
- Creativity
- Openness
- Activation of participants
- Commitment
- Engagement

Take an A4 paper
Fold it so you have 6 boxes

For each brain science principle

Draw an image that represents it

Add some explanation



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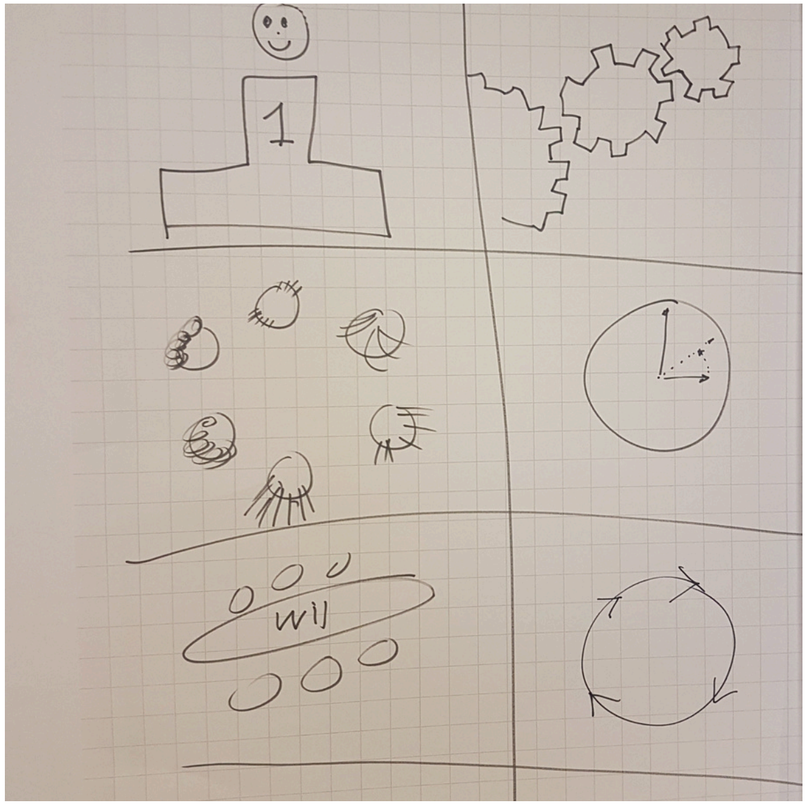


We follow these principles:

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 over words

Our brains are primarily wired to process images

Movement over sitting

Exercise boosts brain power

Talking over listening

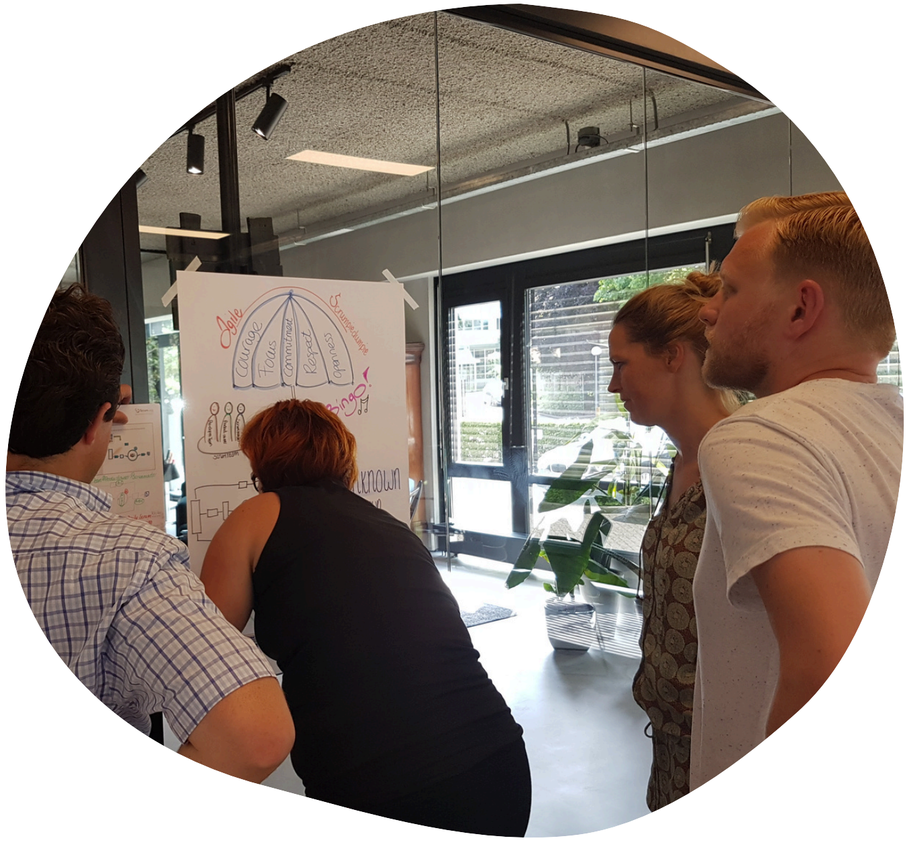
Talking and discussing
stimulates deeper cognitive processing

Teach back

Stand up

Choose one of the brain science principles of your sheet

Explain it to someone at another table, take turns



WRITING
OVER
READING

The Six Trumps®

Writing over reading

Writing is a whole-brain task

Shorter over longer

The brain learns best when
content is divided in small chunks

Different over same

The brain notices changes

Apply

1. In small groups of 4, introduce yourself shortly (max 2 min in total)
2. As a group choose one Scrum Event to focus on. Agree on the essence of the Scrum Event (max 1 min) with your group.
3. Choose one or more of the six learning principles
4. What **activity** could you do that uses this learning principle?
5. Write down the activities from your group **(on separate sticky notes)**
6. Time left? think about another Scrum Event and write down activities.

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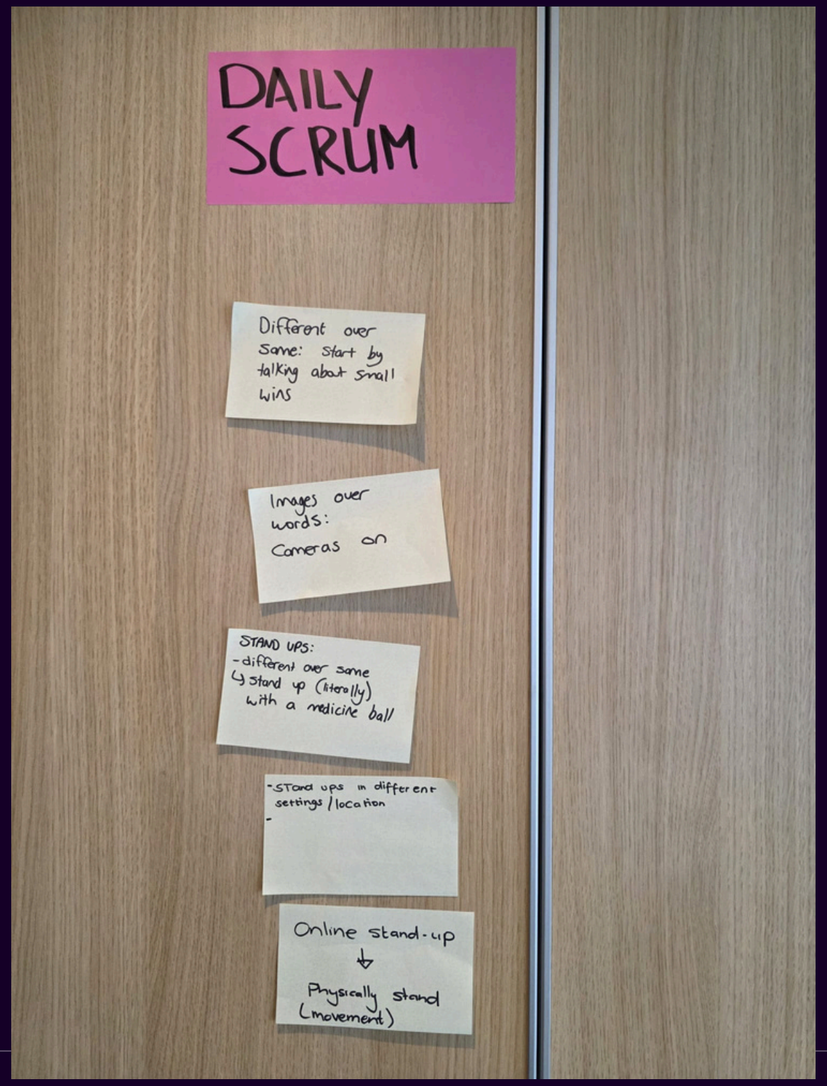
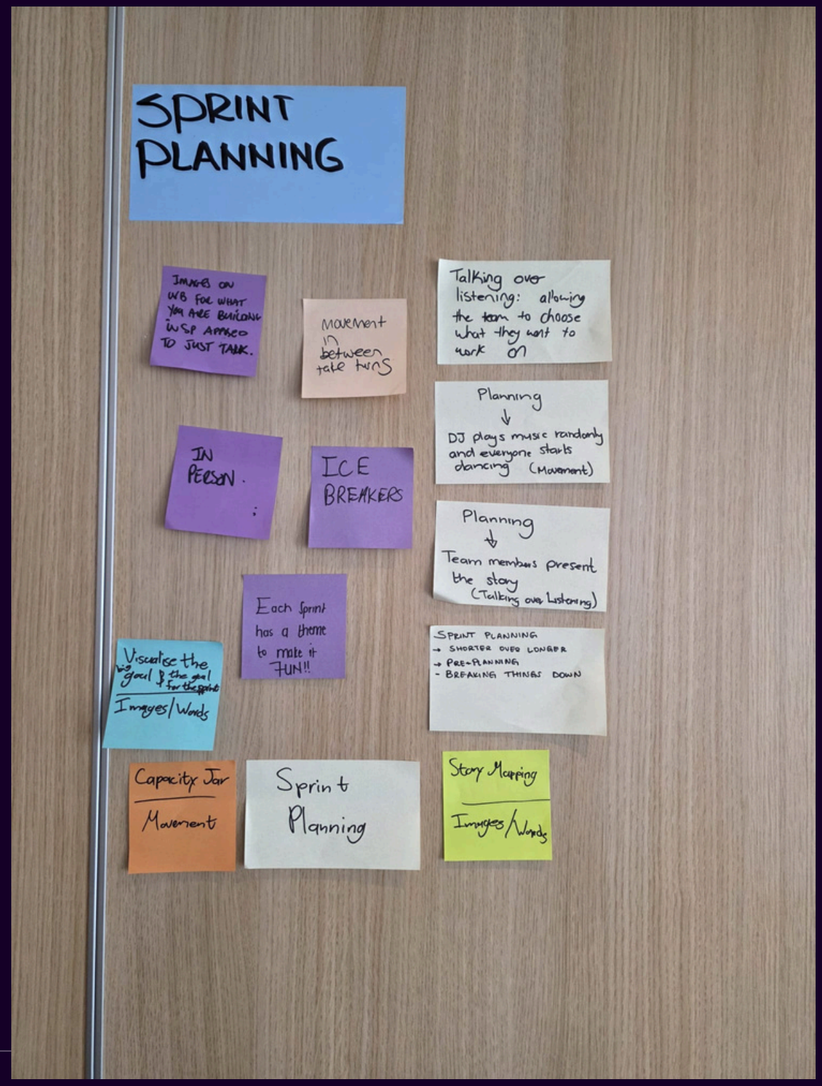
Apply


DAILY SCRUM
Different over Same: Start by talking about small wins
Images over words: Cameras on
STAND UPS:
- different over same
↳ stand up (literally) with a medicine ball
- Stand ups in different settings / location
Online stand-up
Physically stand (movement)


SPRINT PLANNING
IMAGES ON WB FOR WHAT YOU ARE BUILDING WSP APPLIED TO JUST TALK.
Movement in between take turns
Talking over listening: allowing the team to choose what they want to work on
Planning
DJ plays music randomly and everyone starts dancing (Movement)
IN PERSON.
ICE BREAKERS
Planning
Team members present the story (Talking over Listening)
Each sprint has a theme to make it FUN!!
SPRINT PLANNING
→ SHORTER OVER LONGER
→ PRE-PLANNING
- BREAKING THINGS DOWN
Visualise the big goal & the goal for the sprint
Images/Words
Capacity Jar
Movement
Sprint Planning
Story Mapping
Images/Words

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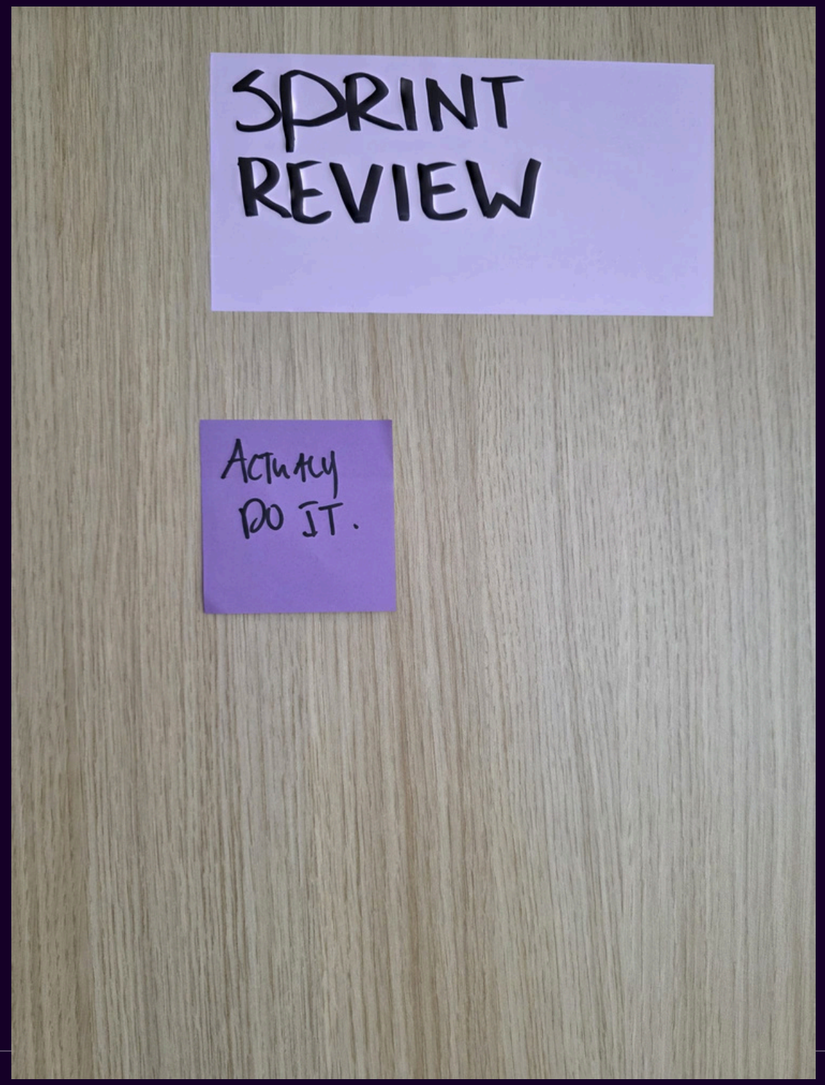
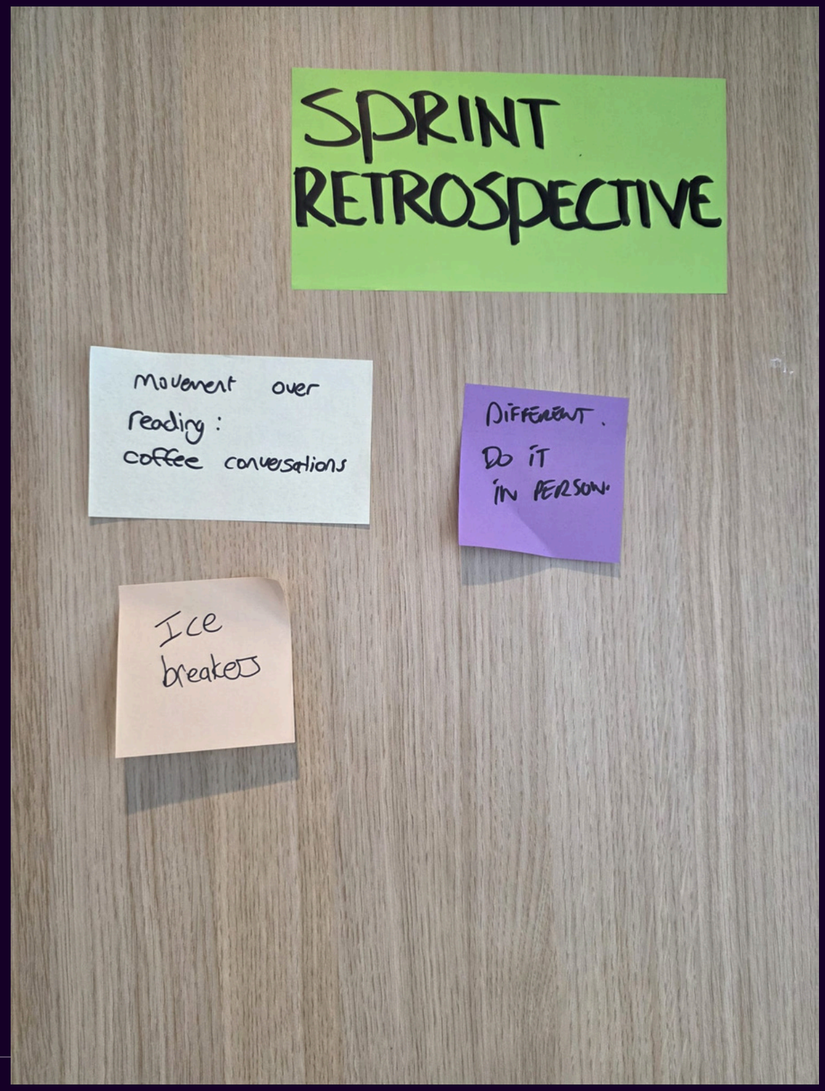
Apply


SPRINT
REVIEW
ACTUALLY
DO IT.


SPRINT
RETROSPECTIVE
movement over
reading:
coffee conversations
DIFFERENT.
DO IT
IN PERSON.
Ice
breakers

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Examples

Daily Scrum

Talking over listening

Have everybody take a turn in sharing the progress toward Sprint Goal

Sprint Retrospective

Different over same

Use a different format every Sprint Retrospective

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Daily Scrum

- Share the progress to the Sprint Goal in pairs first
- Check in round (happiness)
- Stand up and stretch
- Visualise your progress (drawing,Lego,balls)
- Rotation of moderation
- Improv theater for impediments
- Use Yes, and...

Sprint Planning

- Do a celebrity interview with the PO on the why
- Write the items on sticky notes and put them on the wall or floor
- Visualise the business value
- Draw your Sprint Goal
- Create a comic strip of your Product Backlog Item
- Product Backlog Items as images
- Put Product Backlog Items on a wall and make team move from PBI to PBI
- Refine in a fishbowl format

Sprint Retrospective

- Let everybody talk (by using 1-2-4-ALL)
- Try different formats to sparkle creativity in problem solving
  - Draw images to illustrate your feelings
  - Use ‘What do you Meme’ cards about how the last Sprint went
  - Constellations

Sprint Review

- Write down stakeholder feedback on sticky notes
- Do a shift and share (or gallery walk) with the different topics/elements
- Let stakeholders handle the mouse (demo stations)

Sprint

Take a walk during lunch time

- Pair programming or switch roles
- Make a visual Scrum Board
  Draw the working agreements
- Create a compliment wall

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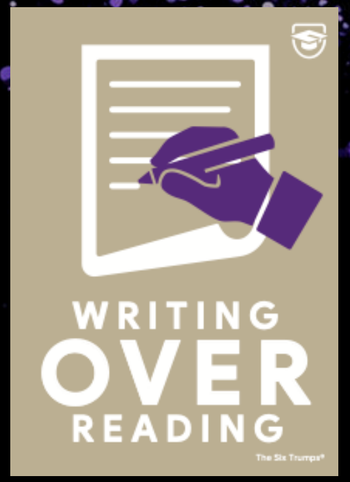
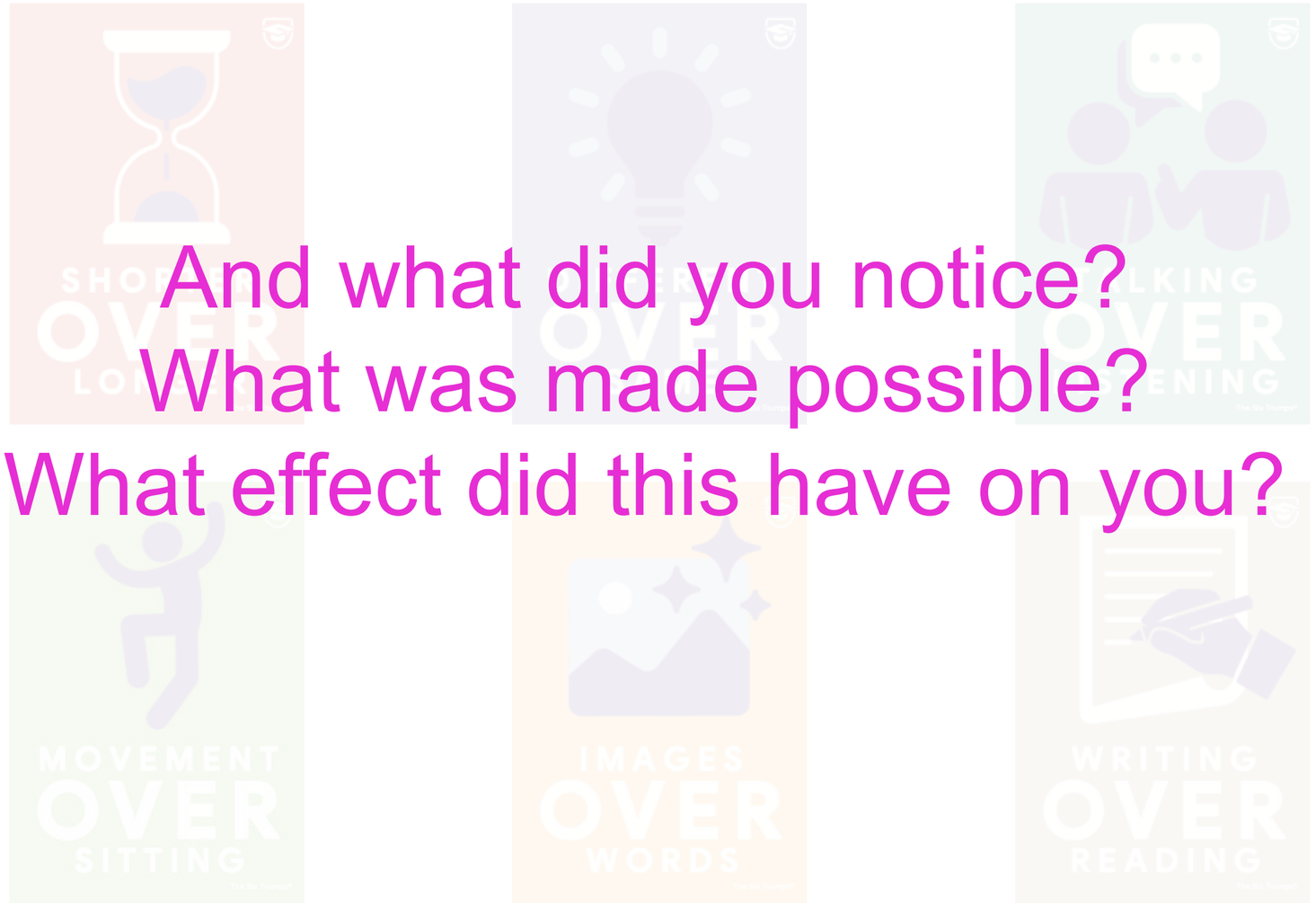
My 2 cents

In this talk, which brain science principle have you seen used?
Show the card you have seen used



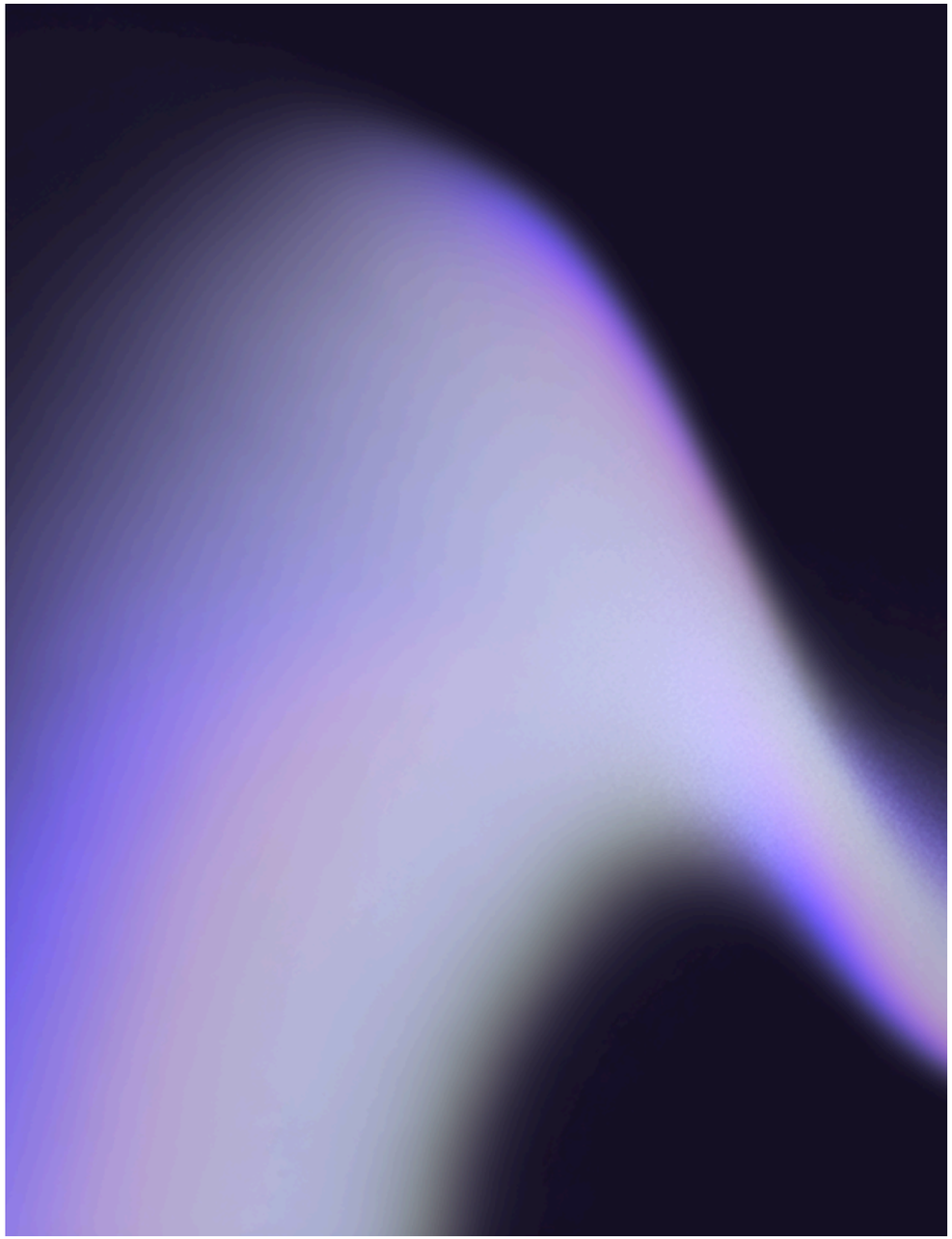


And what did you notice?
What was made possible?
What effect did this have on you?

Conclusion

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

Hold up that card, find someone who has a different card and give and get help



Using the learning principles in your Scrum Events is not so difficult,

you just have to experiment with it

and inspect and adapt :)

Feedback for the organizers

https://roti.express/r/sgct2026-08

Feedback, access to the digital Goodie Bag WIN A SCRUM MASTER PLAYBOOK

Scan this QR code

Or go to

https://talk.ac/evelienacunroos

and enter this code when prompted

SUGSA

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