

# From Scrum to Point Man



POINTMAN

## What Makes Some Scrum Teams so Much More Successful Than Others

### How Successful is Scrum?

Have you wondered why there's such a discrepancy between some people's success with Scrum compared to others? Some companies report upwards of 200%, 300% and even 1,000% increase in productivity, while on average the news is much more marginal; only a 10-20% increase. In these marginal implementations of Scrum, it's just not that much better than waterfall. Why the big discrepancy?

### Why Are Some Teams More Successful Than Others?

The thing with Scrum is that what's needed to be successful in Scrum is not represented by the simple mechanics of Scrum. Scrum is only a framework that enables a team to be more likely to succeed. Most companies out there have only implemented the mechanics of Scrum, and that is where the discrepancy in success comes from.

Take Digital Onion's most recent project for Toyota. Digital Onion was brought on when the project was 3 months behind, the team was working 15 hour days, 7 days a week, and there was no end in sight. Team morale and client confidence were at an all-time low. The project manager on the project was concentrated on fixing problems, and was so overwhelmed that he hired another project manager to help him do the same. They were "managing" - focusing on the potholes in the road beneath them, without looking up to see where they were going.



Project "Management"

### What's the Answer to Making Scrum Projects Successful?

Digital Onion has identified the missing ingredient for Scrum success: Leadership. The concept isn't inherent in the procedures of Scrum, therefore Leadership is neither understood nor practiced. And, its presence is the key for companies who report 400% increases in productivity. Scrum is an enabler. Leadership is the catalyst.



Project LEADERSHIP

What Digital Onion brought to the Toyota project was not a perfected set of Scrum procedures, but a Leader who stopped fixing problems and started creating solutions. The team followed the project manager's lead and also stopped focusing on all the problems. Instead, Digital Onion set the team's sights on the thing that really mattered - where they were going. Within 3 weeks the entire direction of the project had shifted from despair to possibility, and the team successfully completed the project in only 5 weeks.

**Digital Onion has produced great results.  
We only wish you were here earlier.**

*- Project Manager, Toyota Motor Sales*

### What Makes a Great Scrum Leader?

As we have seen, Scrum doesn't have an answer to what makes a Scrum Leader. Ken Schwaber speaks to this in the conclusion of the ScrumMaster chapter in his book, Agile Project Management with Scrum. There, you'll see that when pressed for "what makes a good ScrumMaster?" he admits he doesn't know. He hasn't figured that out yet.

### Digital Onion has the Answer.

What Digital Onion has done is systematized Leadership into something that can be taught, rather than stumbled upon or learned through apprenticeship. Our Point Man Leadership System™ is what got Toyota to their goal, and it's what can take your projects from marginal to extraordinary!

Contact us today to learn how to achieve the success you've been looking for in your scrum projects! [info@digitalonioninc.com](mailto:info@digitalonioninc.com)



Digital Onion

12 Washington Blvd., Marina Del Rey, CA 90292 | T 310.591.5570 | <http://digitalonioninc.com>