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# Certified Scrum Master (CSM)

with Gene Gendel

Learn with **Gene Gendel** - Organizational Design Consultant, Agile/Lean Coach and Trainer, Certified Enterprise & Team Coach (**CEC-CTC**) and LeSS Friendly Scrum Trainer (**LSFT**), with many years of experience implementing Scrum, Large Scale Scrum (LeSS) and Enterprise Kanban at organizations of different sizes, in different industries.

Take advantage of Gene's unique capabilities to effectively deliver education to individuals teams, middle-management and senior leadership through in-class training, coaching and individual mentoring.



## Get Trained on Scrum Foundations



One very effective way to get **Certified Scrum Master (CSM)** credential is through attending a privately-held (only) Certification Via Coaching program, delivered by Scrum Alliance Certified Enterprise Coach (CEC). Duration of the program must be no less than 25 hours of in-person, one-on-one, or small group Scrum coaching. After completing the program, an individual will be allowed to take **CSM®** exam to earn the credential, if passing

Getting certified through coaching has some unique and great value. Attending a coaching series, while already having strong foundational knowledge of Scrum (obtained through in-class learning, self-study or work experience) makes further learning about the Scrum Master role more practical and obtained knowledge - better retained

Through **CSM coaching program**, students will fulfill the following Learning Objectives:

1. Lean, Agile, and Scrum (Scrum Theory, Scrum Events and Artifact Transparency, Sprint and Increment, Sprint Planning, Daily Scrum, Sprint Review, Sprint Retrospective, Product Backlog, Sprint Backlog, Definition of "Done")
2. Scrum Master Core Competencies (Facilitation, Coaching)
3. Service to the Development Team (Scrum Master as Servant-Leader, Value of Development Practices)
4. Service to the Product Owner
5. Service to the Organization (Impediment Removal, Coaching the Organization)

Coaching sessions are interactive and include, role-playing, games, exercises and system modelling techniques

## Preparing for CSM coaching Program with 1-Day Scrum Foundations (Training)

In addition to self-study, another effective way to prepare individuals for CSM journey via coaching, is to have them attend 1-Day Scrum Foundations taught by Certified Enterprise or Team Coach, with a lot of training experience. Such in-class training will help people solidify their understanding of Scrum, by covering Learning Objectives, as defined by Scrum Alliance, considering the following:

- Every implementation of Scrum is different
- Teams and organizations apply Scrum within their context, but the fundamental framework always remains the same

Training Learning Objectives are as follows: Scrum Theory, Scrum Roles, Scrum Events, Scrum Artifacts, Scrum Artifacts, Scrum Team dynamics, organizational implications of adopting Scrum and other ancillary topics

To ask questions or request a **private** coaching series and/or training session, please email to [info@keystepstosuccess.com](mailto:info@keystepstosuccess.com)

