Agile marketing sprint game plan

Performance metrics	What?	How?
Sprint goal success	Assessment of whether you reached your project goals	Set measurable KPIs relevant to the project goals and report on completion of these
Sprint burndown	Assessment of how much work is left and how much time there is to do it in	Implement a burndown chart showing amount of work remaining and time left
Team satisfaction	Measurement of satisfaction levels of your team during a sprint	Run an anonymous survey using scales and open questions to measure satisfaction
ROI	How much return did the sprint cycle provide minus the investment cost	Benefits of sprint minus the cost of delivery

1 – Sprint plan

Who: Leadership team, project manager
When: At the beginning of a sprint cycle
Length: 1 hour
How: Determine your sprint goals, mind-map ideas to achieve goals, discuss roles/responsibilities/resource/effort
Outcome: Sprint backlog and 'to do' list showing prioritisation of tasks and allocation of ownership
Top tip: Align the plan to your business/marketing goals and KPIs

2 – Standups

Who: Core team, project manager, optional SME's
When: Between daily - twice per week, dependant on project
Length: 15 minutes
How: Team update, ask each team member to discuss what they've completed, what they plan to work on before the next standup and any potential risks or issues
Outcome: Progress update, increased accountability in the team and awareness of any potential risks or issues in order to avoid delay to the project
Top tip: Keep it engaging and short - make sure everyone's cameras are on and get everyone standing up

3 – Sprint review

Who: Core team, project manager, optional SME's
When: At the end of a sprint
Length: 30 minutes
How: Showcase team's hard work - discuss successes, go through the work, get feedback from team
Outcome: Update on completed work and documentation of feedback from the team
Top tip: Work must be completed to showcase in review, encourage celebration and congratulate team on success

4 – Sprint retro

Who: Core team, project manager, optional SME's
When: At the end of a sprint
Length: 30 minutes
How: Discuss what's working, what's not working and implement creative solutions with a plan of action
Outcome: Immediate feedback to evolve marketing activity, team awareness of what went well and what needs to be improved
Top tip: Make it productive and positive – recognising challenges and failures is what drives continuous improvement

Key stakeholders
Who's who

Leadership team: Decision makers from the leadership team
Project manager : Designated manager of the sprint
Core team: Main team who role out sprint activity
SME's: Subject matter experts brought in to support core team on specific activity

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