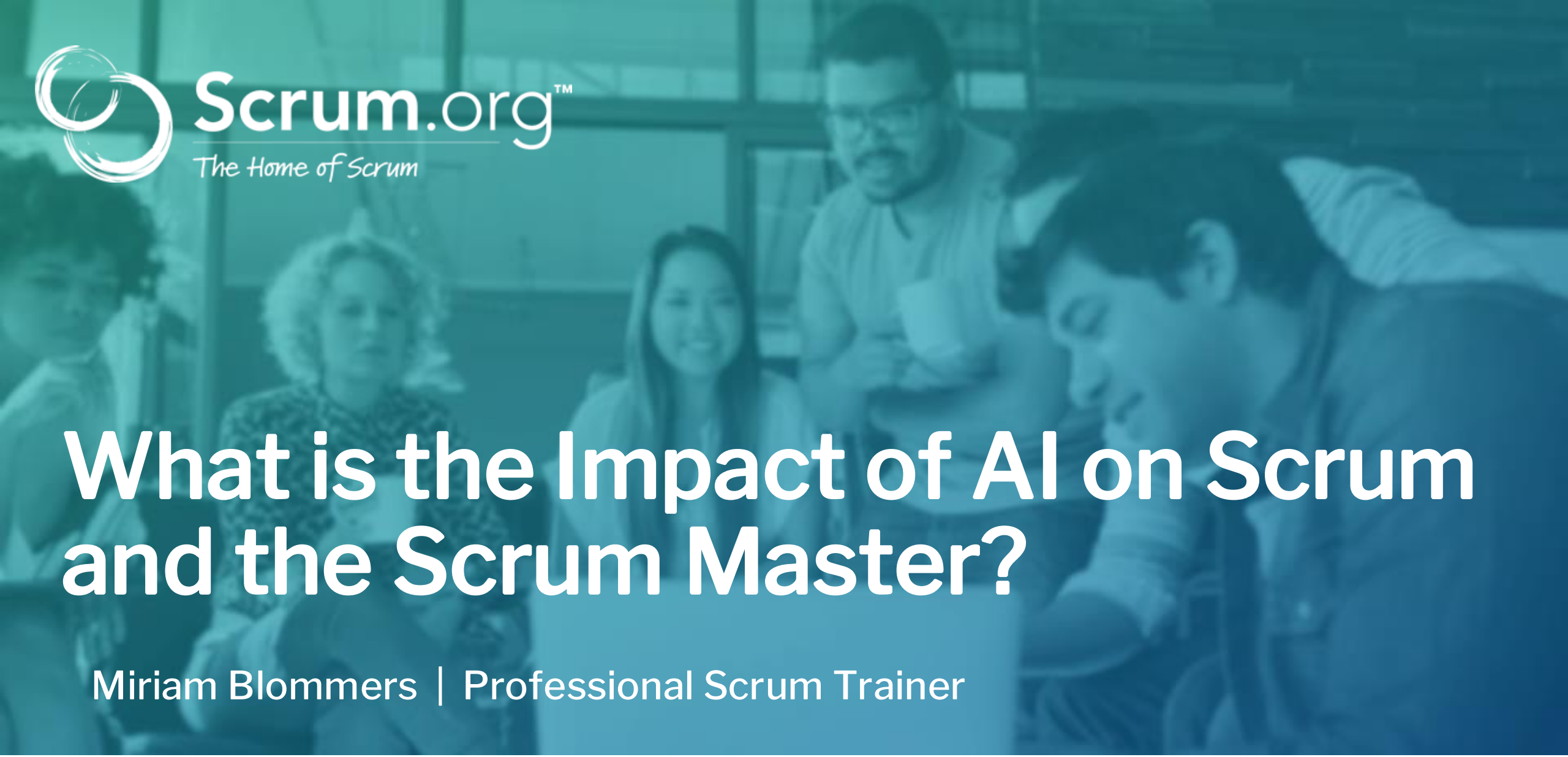


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The Home of Scrum

What is the Impact of AI on Scrum and the Scrum Master?

Miriam Blommers | Professional Scrum Trainer

Scrum.org Webinar

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Quick Guidelines

- Your microphones will be muted throughout
- This session is recorded. The recording and slides will be available after the webinar within 24 hours.
- Please ask questions!
  - Submit questions by selecting the Q & A icon: 

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Who is Scrum.org

Mission:
Helping People and Teams Solve Complex Problems



Ken Schwaber
Scrum.org Founder,
Chairman and
Co-creator of Scrum



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Miriam Blommers

Professional Scrum Trainer | Scrum Master | Agile Coach

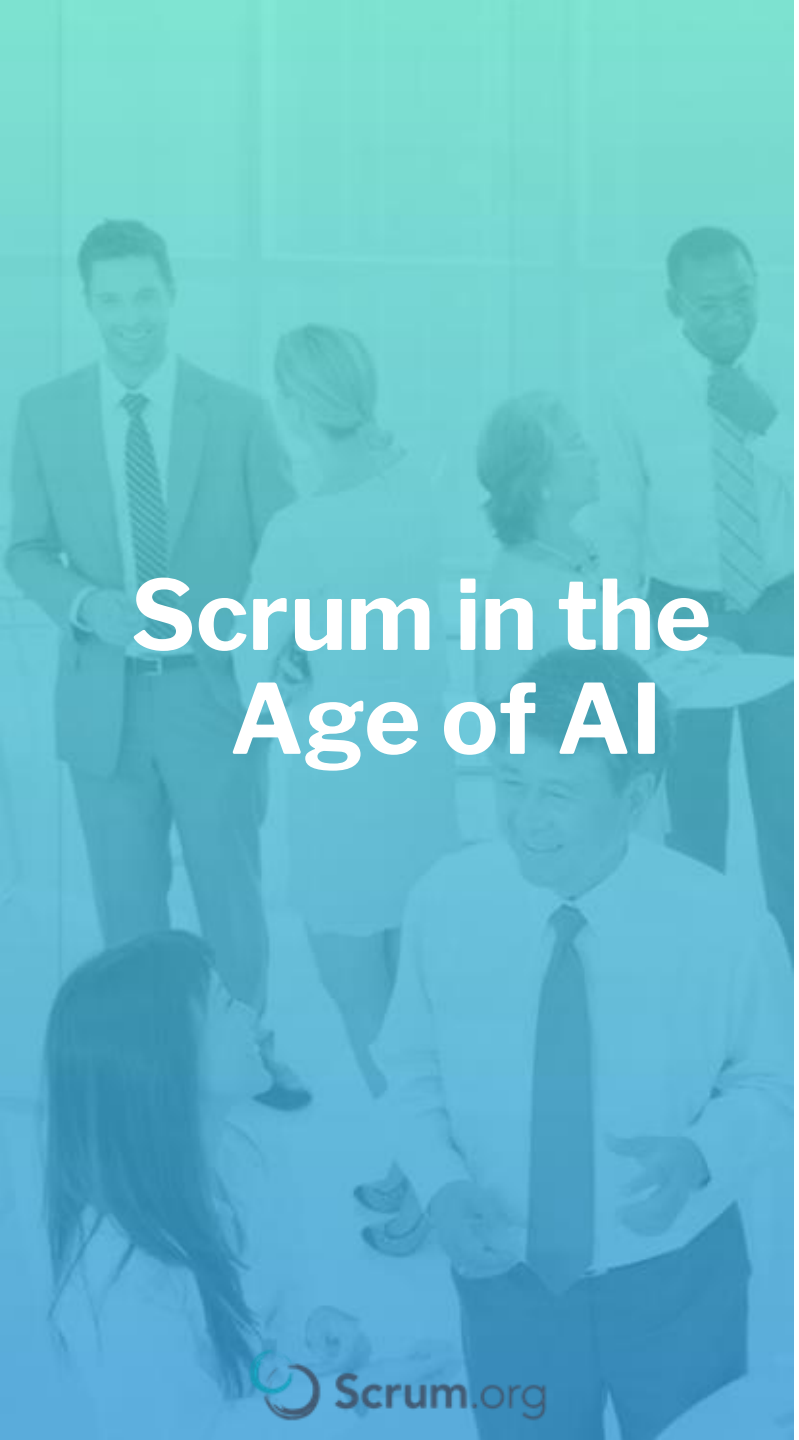
Helping Scrum Masters and teams turn AI into a practical advantage

15 years in Agile & Scrum

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Agenda

1. **Main message**
   Faster is not always better
2. **Accountabilities & Artifacts**
   Product Owner, Developers and Scrum Master, each with their artifact and commitment
3. **The Scrum Master**
   Staying authentic, making your value visible and facilitating the events
4. **Key takeaways**
   Why commitments matter even more
5. **Questions**

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Main message

AI increases speed.

But faster is not always better.

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What speed puts at risk

Scrum is not about delivering faster. It is about value, understanding, quality and focus.



Value



Quality



Understanding



Focus

Risk: "Done" becomes technically complete, but not understood or valuable.

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Building the right thing, building it right, building it fast

Accountabilities & Artifacts

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Product Owner × Product Backlog

Building the right thing

FROM	TO
Writing Product Backlog items	**Curating AI-generated options**
Scarcity of ideas	**Overabundance of ideas: filtering is critical**
Prioritization	**Continuous value discovery**
Stakeholder alignment	**Navigating data overload and conflicting signals**

COMMITMENT: PRODUCT GOAL

From direction to anchor against AI-driven distraction.

RISK

The Product Backlog becomes a dumping ground of AI output instead of a strategic tool.

NEW EXPECTATION

Stronger product thinking over Product Backlog management: clear choices, not more data.

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Developers × Sprint Backlog

Building the thing right

FROM	TO
Creating work	**Validating and integrating AI-generated output**
Coding skills	**Reviewing and critical thinking**
Static Sprint Backlog	**Continuously evolving during the Sprint**
Task ownership	**Decision ownership: what do we trust from AI?**

COMMITMENT: SPRINT GOAL

Protection against overload and drift.

RISK

Accepting AI output without questioning it, and slowly losing understanding of your own product.

NEW EXPECTATION

Critically evaluate AI-generated plans. Ensure work is correct, valuable and safe.

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Scrum Master × Increment

"The Scrum Master serves the Scrum Team by helping the Scrum Team focus on creating high-value Increments that meet the Definition of Done." – Scrum Guide 2020

FROM	TO
Process facilitator	**Challenger of AI-driven assumptions**
Teaching Scrum	**Protecting empiricism in an AI-accelerated environment**
Facilitating events	**Guarding the purpose of events: the why, doubts and value AI can't own**
Making delivery predictable	**Driving learning: Increments that are understood and valuable**

COMMITMENT: DEFINITION OF DONE

Owned by the Scrum Team. The Scrum Master makes sure it keeps its meaning: trust and transparency in AI usage.

RISK

"Done" without understanding or value. And AI exposes Scrum Masters who are not yet mature in their role.

NEW EXPECTATION

A Scrum Master who masters the craft: the stances still apply, the bar is just higher.

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Authentic, visible and guarding the purpose



The Scrum Master in the Age of AI

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Staying authentic as a Scrum Master

A Scrum Master creates human connection where AI creates speed.

Use AI in a way that fits you

- Don't outsource your voice, values, intuition or judgment
- Presence creates trust, not performance
- Be more personal than polished
- Facilitate human reflection, not just automated insight
- Help teams move fast without losing connection

Keep on doing

- Lead with empathy, courage and calm
- Read the room: energy, tension and silence
- Listen between the lines
- Ask the questions others avoid, and stay curious
- Make space for honesty, doubt and humor

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Make your value visible

For years our impact was hard to see. Show it with evidence, not with how busy you are.



Value



Quality



Understanding



Focus

Not: how many events did I facilitate? But: what changed for the Scrum Team and the product?

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Facilitating the Scrum Events

AI can prepare the format. The purpose of each event stays human.

EVENT	RISK WITH AI	NEW EXPECTATION	ASK YOUR TEAM
Sprint	Shorter Sprints because AI can, at the cost of focus and empiricism.	**Protect focus and a pace stakeholders can absorb.**	*Are we delivering faster, or learning faster?*
Sprint Planning	Teams accept AI plans without understanding trade-offs.	**A Sprint Goal that reconnects the work to value.**	*Why does this work matter, and for whom?*
Daily Scrum	Coordination moves into tools; the conversation disappears.	**Make uncertainty visible, including what AI told us.**	*What did AI tell us that we haven't verified yet?*
Sprint Review	Polished AI demos create an illusion of progress.	**Adapt the Product Backlog to outcomes, not output.**	**Ask stakeholders:** *Did we create an outcome you actually value?*
Sprint Retrospective	AI does the thinking; the Scrum Team stops owning improvement.	**Reflect on how AI changes how we work together.**	*Which decision did we leave to AI that we should own?*
Product Backlog Refinement *Activity, not an event*	AI fills the gaps, so understanding stays shallow.	**Deeper conversations about value, risk and trade-offs.**	*Do we understand this item, or did AI summarize it for us?*

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Key takeaways

Commitments matter even more

So many options, so many choices: focus on your goals



Product Goal

Creates focus



Sprint Goal

Creates alignment

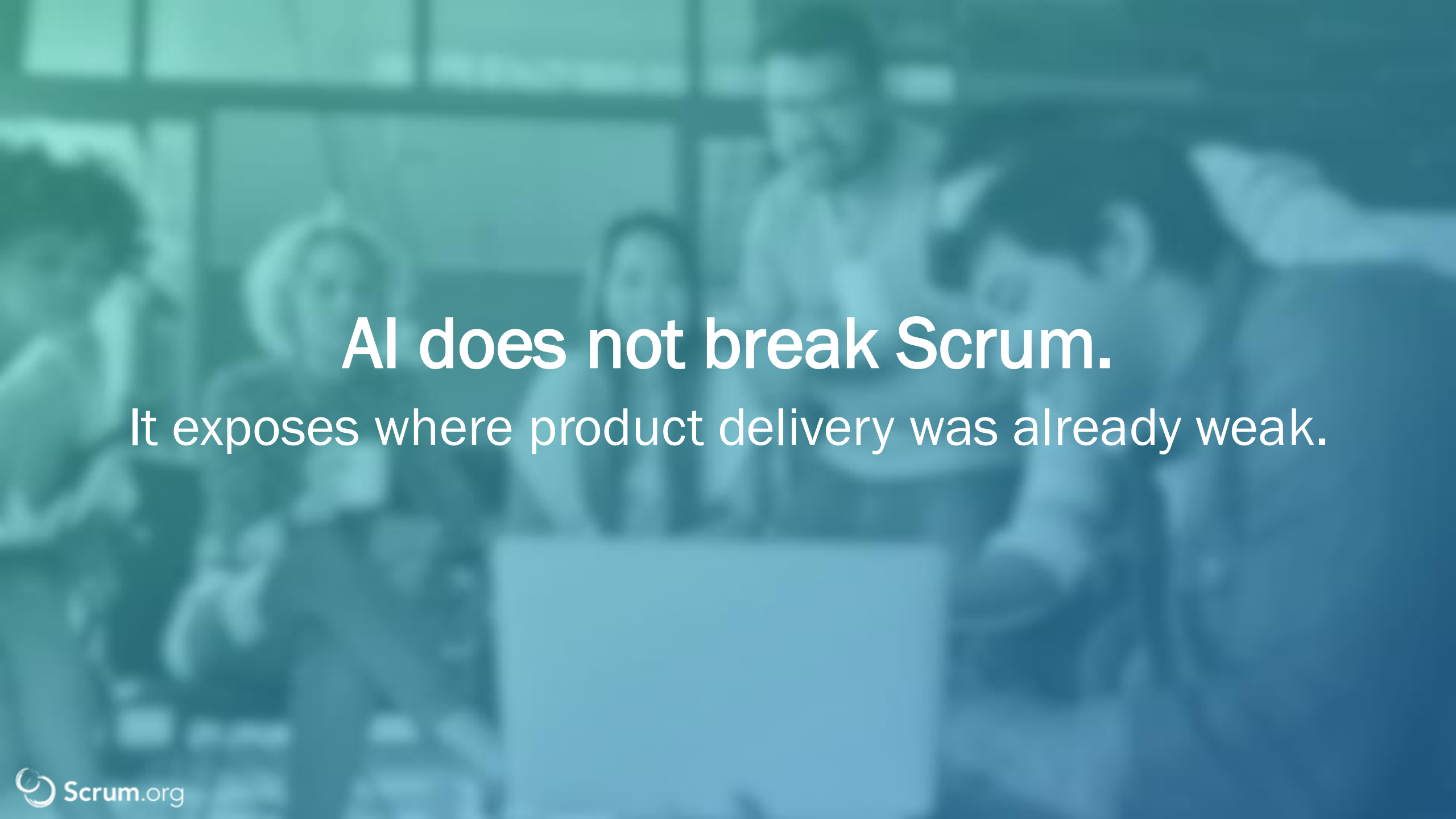


Definition of Done

Creates trust

The real shift is not faster delivery, but better thinking to create more value, faster.

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AI does not break Scrum.
It exposes where product delivery was already weak.
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Questions

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Thank you!