Agile Project Management and Scrum Master Strategies Training Course



26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #PMP2414_279877

Course Introduction / Overview:

This intensive training course provides a comprehensive exploration of Agile principles and the Scrum framework, designed to equip professionals with the practical skills needed to lead and execute projects successfully in today's dynamic business environment. Moving beyond mere theory, the curriculum delves into the core philosophies outlined in the Agile Manifesto and the practical application of the Scrum framework, as conceptualized by its co-creators, Jeff Sutherland and Ken Schwaber, in works like "Scrum: The Art of Doing Twice the Work in Half the Time". Participants will gain a deep understanding of Agile roles, events, and artifacts, learning how to foster collaboration, manage evolving requirements, and deliver value incrementally. This program from BIG BEN Training Center is structured to build confidence in implementing Scrum, facilitating key ceremonies, and coaching teams toward high performance. We focus on developing a true Agile mindset, enabling participants to navigate common challenges, scale Agile practices, and drive continuous improvement within their organizations, ensuring a transformative learning experience that translates directly into enhanced project outcomes and team productivity.

Target Audience / This training course is suitable for:

- Project Managers and Team Leaders.
- Aspiring and current Scrum Masters.
- Product Owners and Product Managers.
- Software Developers and QA Engineers.
- Business Analysts and System Analysts.
- IT Managers and Department Heads.
- Anyone involved in project delivery and product development.
- Professionals seeking to transition into an Agile environment.

Target Sectors and Industries:

- Information Technology and Software Development.
- Banking, Finance, and Insurance Services.
- Telecommunications and Media.
- Healthcare and Pharmaceutical.
- Retail and E-commerce.
- Engineering and Manufacturing.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Project Management Office (PMO).
- Information Technology (IT) and Software Engineering.
- Product Development and Management.
- Research and Development (R&D).
- Operations and Business Process Management.
- Marketing and Digital Teams.
- Quality Assurance and Testing.
- Human Resources and Organizational Development.

Course Offerings:

By the end of this course, the participants will have able to:

- Master the core principles and values of the Agile Manifesto.
- Implement the Scrum framework effectively, including all roles, events, and artifacts.
- Facilitate key Scrum events such as Sprint Planning, Daily Scrums, and Retrospectives.
- Develop and manage Product Backlogs and Sprint Backlogs with precision.
- Write effective user stories and apply Agile estimation techniques like story points.
- Coach development teams on self-organization and cross-functionality.
- Apply servant-leadership principles to guide and empower Agile teams.
- Utilize Agile metrics like burn-down charts and velocity for tracking progress.
- Address common impediments and challenges in an Agile transformation.
- Understand strategies for scaling Scrum to larger projects and organizations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants not only learn the concepts but can also apply them effectively in their professional roles. We employ an experiential learning model that moves beyond traditional lectures. The course is built around a series of hands-on exercises, real-world case studies, and collaborative team-based simulations that mirror the challenges of an actual Agile project. Participants will engage in role-playing scenarios, taking on the roles of Scrum Master, Product Owner, and Development Team members to practice facilitating meetings, managing backlogs, and resolving conflicts. Interactive workshops and group discussions encourage peer-to-peer learning and the sharing of diverse experiences. Our expert instructors provide continuous feedback and personalized coaching, guiding participants through complex topics and ensuring a deep understanding of Agile and Scrum implementation strategies. This hands-on approach guarantees that attendees leave the course with tangible skills and the confidence to lead Agile initiatives within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Agile and the Scrum Framework

- Introduction to Agile principles and the Agile Manifesto.
- Comparing traditional project management with Agile approaches.
- Overview of different Agile methodologies (Scrum, Kanban, XP).
- Deep dive into the Scrum framework, values, and theory.
- Understanding the empirical process control theory.
- The core components of Scrum (roles, events, artifacts).
- Common myths and misunderstandings about Agile and Scrum.

Unit Two: The Scrum Roles in Depth

- The Product Owner, maximizing the value of the product.
- The Scrum Master as a servant-leader and facilitator.
- The Development Team, self-organizing and cross-functional.
- Responsibilities and accountabilities of each role.
- Effective collaboration between the Product Owner and the Development Team.
- The Scrum Master's role in coaching the team and the organization.
- Navigating role-based conflicts and challenges.

Unit Three: Mastering Scrum Events and Artifacts

- The purpose and structure of the Sprint.
- Facilitating Sprint Planning effectively.
- Conducting productive Daily Scrums.
- The Sprint Review, inspecting the increment and adapting the backlog.
- The Sprint Retrospective, fostering continuous improvement.
- Managing the Product Backlog and Sprint Backlog.
- Defining and achieving the Definition of Done (DoD).

Unit Four: Agile Planning, Estimation, and Execution

- Techniques for creating and refining the Product Backlog.
- Writing effective user stories with acceptance criteria.
- Agile estimation techniques (Story Points, Planning Poker).
- Understanding team velocity and its use in forecasting.
- Tracking progress with burn-down and burn-up charts.
- Managing risk and dependencies in an Agile environment.
- The importance of technical excellence and good design.

Unit Five: Advanced Scrum and Scaling Agile

- The role of the Scrum Master in organizational change.
- Handling distributed and remote Agile teams.
- Introduction to scaling frameworks (LeSS, SAFe, Scrum of Scrums).
- Advanced facilitation and coaching techniques for Scrum Masters.
- Agile metrics for measuring performance and value delivery.
- Fostering a culture of continuous improvement beyond the team level.
- Preparing for the challenges of a large-scale Agile transformation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a Scrum Master effectively balance the responsibilities of protecting the team from external interruptions while also ensuring transparent communication with stakeholders?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intensely on the practical implementation and human dynamics of Agile and Scrum, rather than merely preparing participants for a certification exam. While many courses cover the theoretical framework, our curriculum is built around real-world scenarios, complex case studies, and interactive simulations that challenge participants to apply their knowledge in situations they will genuinely face. We place a significant emphasis on developing the soft skills crucial for a Scrum Master's success, such as servant leadership, conflict resolution, advanced facilitation, and organizational coaching. The program moves beyond the mechanics of Scrum to explore the underlying Agile mindset required for a successful transformation. Our instructors are seasoned practitioners who share invaluable insights from their own experiences, offering guidance on navigating organizational resistance, scaling Scrum effectively, and fostering a culture of continuous improvement. Participants will leave not just with knowledge of the rules, but with the wisdom and confidence to adapt Agile principles to their unique contexts and lead teams to achieve high performance.