

Free Webinar

How Scrum Masters Should Start Their AI Journey



Mehdi Hoseini

Certified Trainer with Scrum.org (PST)



Who is a Scrum Master?



Music Orchestra

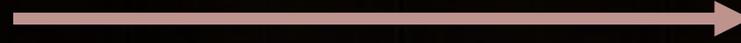
Scrum Team

Composer



Product Owner

Musicians



Developers

Orchestra Conductor



Scrum Master



Scrum Master is the Product Development Orchestra Conductor



Your focus point is on How Well,
as you are accountable for the Scrum Team Effectiveness.

Scrum Team

- Developers
- Product Owner
- Scrum Master

Scrum Artifacts

- Product Backlog (Product Goal)
- Sprint Backlog (Sprint Goal)
- Increment (Definition of Done)

* Product Backlog Refinement

Scrum Events

- Sprint
- Sprint Planning
- Daily Scrum
- Sprint Review
- Sprint Retrospective

Superficial Scrum

Professional Scrum

Empiricism (TIA)

- Transparency
- Inspection
- Adaptation

Lean Thinking

Self-management

Cross-functionality

Professionalism

Collective Intelligence

Continuous Improvement

Scrum Values

- Commitment
- Focus
- Openness
- Respect
- Courage

Trust

Scrum Iceberg

First Takeaway

Don't see AI as another tool, but a new colleague.

It can seriously help you move toward the Professional Scrum.



AI Literacy for Scrum Masters

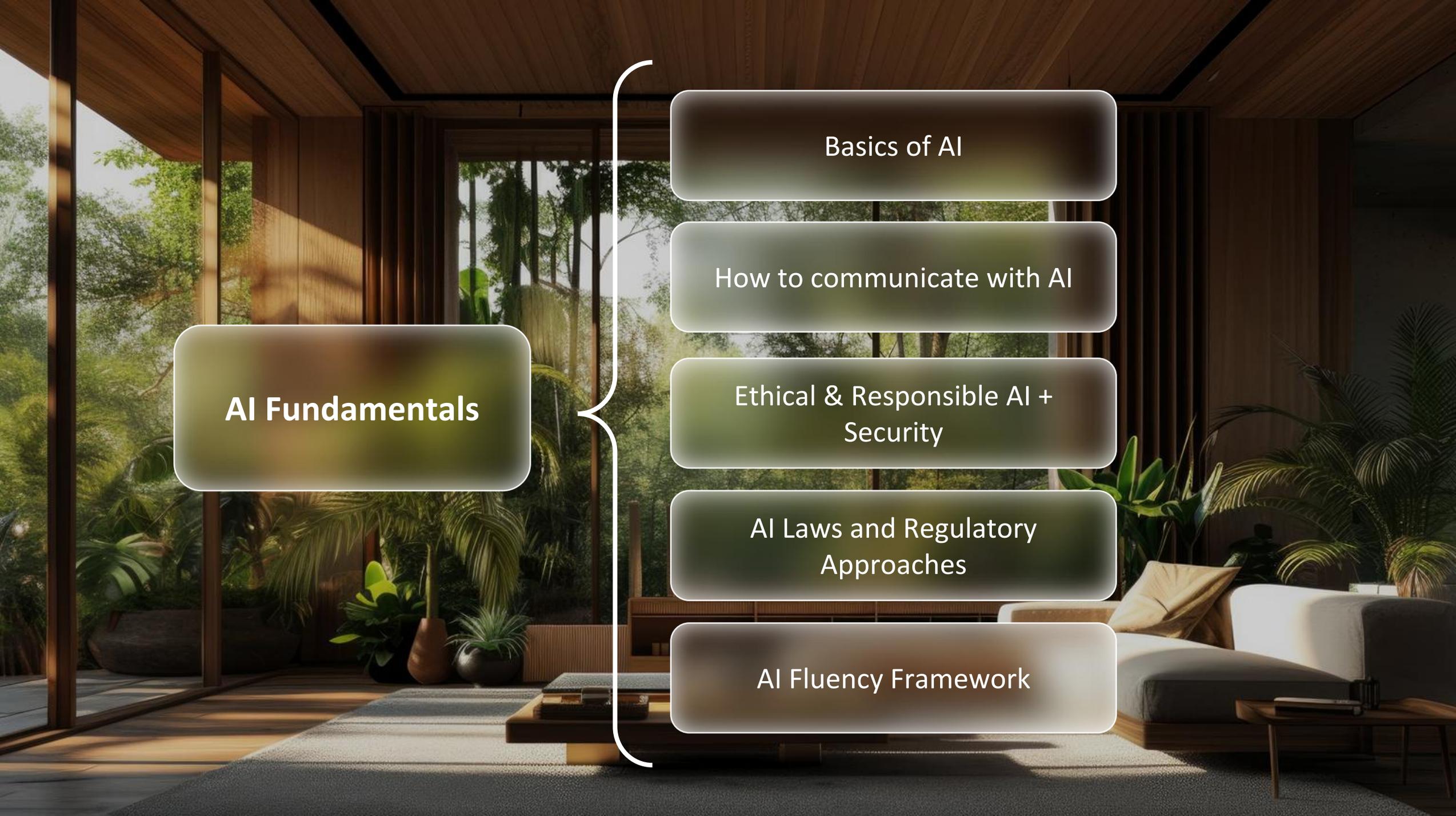
Category 1:
AI
Fundamentals

Category 2:
AI for Scrum
Mastery



Category 1

AI Fundamentals



AI Fundamentals

Basics of AI

How to communicate with AI

Ethical & Responsible AI +
Security

AI Laws and Regulatory
Approaches

AI Fluency Framework

1.1. Basics of AI

You should know about:

History of AI

Main categories of AI: ANI, Generative AI, ...

How Generative AI systems are built

Machine Learning, Deep Learning, Neural Network, ...

How AI Models are trained

How AI Models are trained; Supervised Learning, Unsupervised Learning, ...

LLM, Diffusion Models, ...

How the cost of AI is calculated; Tokenization

...

2.1. How to communicate with AI

You should know about:

What a prompt is

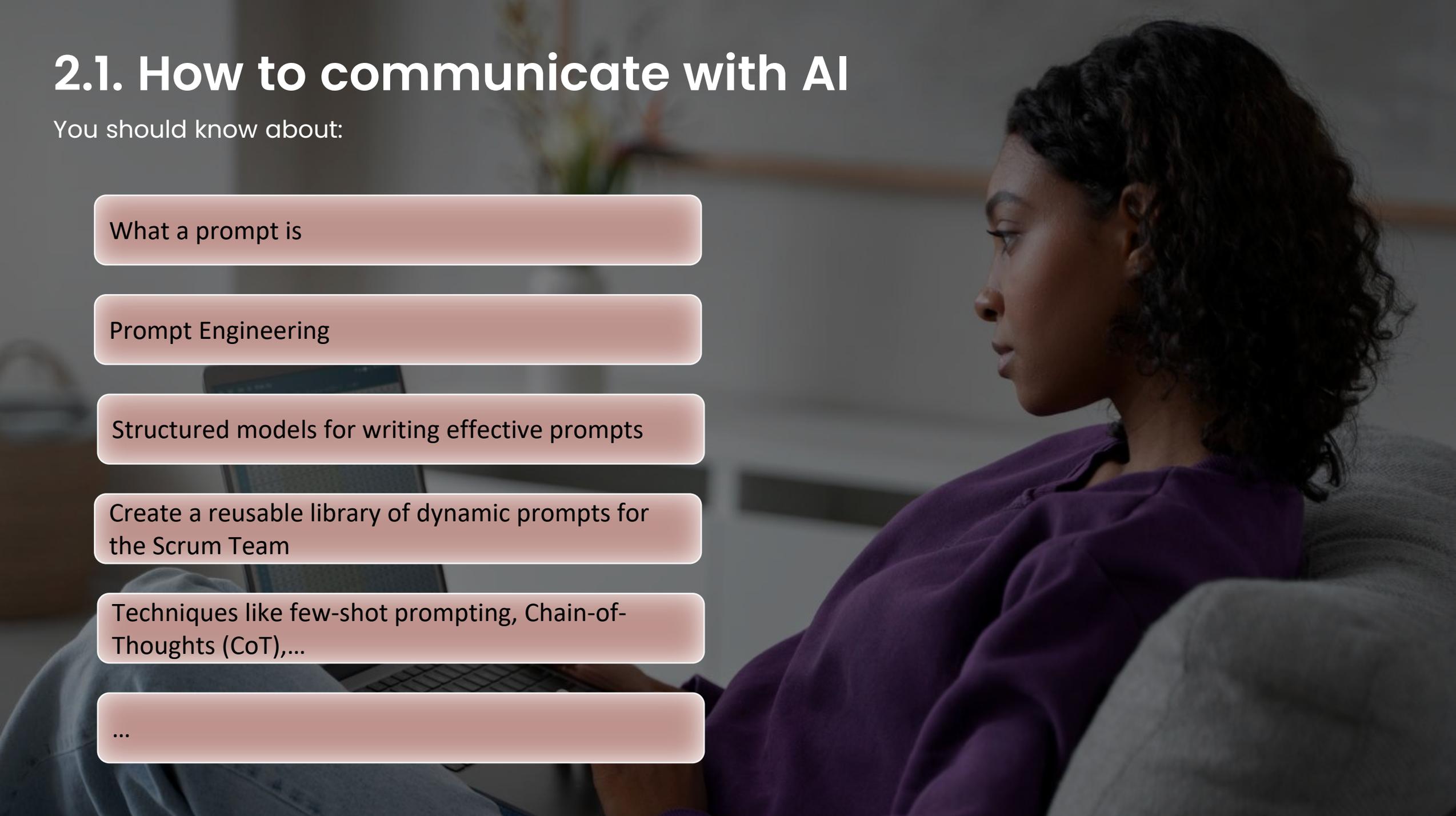
Prompt Engineering

Structured models for writing effective prompts

Create a reusable library of dynamic prompts for the Scrum Team

Techniques like few-shot prompting, Chain-of-Thoughts (CoT),...

...



3.1. Ethical & Responsible AI + Security

You should know about:



Transparency & Explainability



Privacy, Security, and Data Protection



Accountability & Responsibility



Fairness, Non-Discrimination (Bias mitigation)



Inclusiveness, Sustainable Development and Well-being



Environmental Impact



Safety, Robustness, and Reliability



Human Oversight & Control

...

4.1. AI Laws and Regulatory Approaches

You should know about:

EU AI Act

UNESCO Recommendation on AI Ethics

...

5.1. AI Fluency Framework

An AI-aware Scrum Master leverages AI within the boundary of the 4D AI fluency framework to ensure their interactions with AI are effective, efficient, ethical and safe.

1 Delegation

Setting goals and deciding whether, when and how to engage with AI.

2 Description

Effectively describing goals to prompt useful AI behaviors and outputs.

3 Discernment

Accurately assessing the usefulness of AI outputs and behaviours.

4 Diligence

Taking responsibility for what we do with AI and how we do it.



Category 2

AI for Scrum Mastery

How to Find and Setup Suitable AI Tools for Various Scrum Master Use Cases

Enhancing Sprint Planning

Orchestrating Repetitive Tasks with AI Agents

Designing & Tracking Performance Metrics

Teaching Scrum Topics

Enhancing Daily Scrum

Facilitating Scrum Team Meetings & Collaboration

Communicating Scrum Team Messages Powerfully

Coaching & Mentoring

Enhancing Sprint Review

Creating new generation of Definition of Done

Writing User Story & Acceptance Criteria

Doing Sentiment Analysis

Enhancing Sprint Retrospective

Creating Product Vision (Product Goal)

Presenting Improvement Initiatives

Removing Impediments

Enhancing Product Backlog Refinement

Creating Sprint Goal

Guiding AI Adoption in the organization

Resolving Conflicts

Product Backlog Management

Creating Product Roadmap

Support other roles to become AI-aware

AI for Scrum Mastery

How to find and decide on AI tools

You should know about:

The AI Tools/Models Categorization Framework

Fundamentally, Generative AI systems are content convertors with creativity.

	Text	Image	Video	Audio	Speech	JSON	3D
Text	ChatGPT AI Detector	Freepik Minimax Imagen 4	Luma AI Veo 3 PixVerse				
Image							
Video							
Audio							
Speech							
JSON							
3D							

How to find and decide on AI tools

You should know about:

Fal.ai

A marketplace of AI models without subscription, but pay as you go.

The screenshot displays the Fal.ai marketplace interface. On the left is a sidebar with a 'Category' list and a 'Filter by tag' search box. The main area shows a grid of AI models, each with a preview image, a title, a description, and tags. The interface includes a search bar, a 'Showing 12 results' indicator, and a 'Sort: Trending' dropdown menu.

Category	Count
Audio to Audio	9
Audio to Video	5
Image to 3D	15
Image to Image	259
Image to JSON	1
Image to Video	102
JSON	3
Large Language Models	3
Speech to Speech	2
Speech to Text	8
Text to Audio	32
Text to Image	109
Text to Speech	16
Text to Video	71
Training	16
Video to Audio	1
Video to Video	76
Vision	24

Model Name	Tags	Description
kling-video/v2.5-turbo/pro/im...	image-to-video	Kling 2.5 Turbo Pro: Top-tier image-to-video generation with...
kling-video/v2.5-turbo/pro/tex...	text-to-video	Kling 2.5 Turbo Pro: Top-tier text-to-video generation with...
flux-pro/kontext	image-to-image	FLUX.1 Kontext [pro] handles both text and reference images as...
kling-video/v2/master/image-t...	image-to-video	Generate video clips from your images using Kling 2.0 Master
wan-effects	image-to-video	Wan Effects generates high-quality videos with popular effects from...
wan-pro/image-to-video	image to video, motion	Wan-2.1 Pro is a premium image-to-video model that generates high-...

AI Tools for Various Scrum Master Use Cases

You should know about:

Category	AI Tools	Use Case
AI-facilitators of meetings	<ul style="list-style-type: none">• Fireflies.ai • Otter.ai • Tactiq • Fathom 	<ul style="list-style-type: none">• Transcribing meetings and taking notes with AI• Generating a summary of the meetings• Generating action items for meetings• Searching the content of the meetings• Analysing the meeting sentiment• Interacting with your meeting recording for instant answers and insight• Crafting follow-up emails• Scheduling meetings
AI-generated video	<ul style="list-style-type: none">• Synthesia • HeyGen • DeepBrain AI • Colossyan 	<ul style="list-style-type: none">• Creating studio-quality videos with your own AI avatars and voiceovers• Making an onboarding video for new team members• Teaching a topic through an AI-generated video• Making a welcome video for meetings & events• Making a video for the Sprint summary• Sprint Retrospective kickoff video• Presenting impediments and their impact
AI-generated presentation	<ul style="list-style-type: none">• Gamma.app • Decktopus AI • Canva Magic Design 	<ul style="list-style-type: none">• Creating stunning Sprint reports• Sharing the performance metrics trends• Presenting the impediments resolution status• Teaching Scrum and Agile principles• Building burndown, burnup, and cumulative flow charts• Visualizing value stream mapping

AI Tools for Various Scrum Master Use Cases

You should know about:

Category	AI Tools	Use Case
AI-generated audio	<ul style="list-style-type: none">• NotebookLM • ElevenLabs • Play.ht 	<ul style="list-style-type: none">• Creating a podcast for the summary of the Sprint Review• Creating a voice message with multiple languages for diverse and globally distributed teams• Creating and sending a weekly audio tip about Agile and Scrum to your team to improve their knowledge• Converting Sprint outcomes into short audio updates for stakeholders• Reminding the meeting follow-ups through audio snippets summarizing what was decided and who's doing what• Retrospective Icebreakers: Creating fun or reflective voice clips to start Retrospectives with energy
Shared	<ul style="list-style-type: none">• ChatGPT • Google Gemini • DeepSeek • Grok 	<ul style="list-style-type: none">• Generating new ideas and thoughts to better serve the Scrum Team, like generating Retrospective formats• Asking for the guide for things that Scrum Masters don't know• Writing/updating the Definition of Done (DoD)• Creating Sprint Goal / Product Goal / Product Vision• Analysing performance metrics• Asking for the guide to remove impediments• Preparing agendas or discussion points for a meeting• Supporting Developers with the estimation• Role-playing difficult conversations to help prepare for conflict resolution• Getting recommended learning resources (books, videos, courses) on Agile, Scrum, or leadership• Summarizing text, generating scripts, generating email text, converting text into bullets, ...
Others	<ul style="list-style-type: none">• Miro AI • Plandek • TeamMood • Taskade 	<ul style="list-style-type: none">• Brainstorming, Refinement, Retrospective with Miro AI• Performance Metrics Management with Plandek• Team Sentiment & Wellness Management with TeamMood• Estimation with Taskade

Teaching Scrum Topics

You should know about:



Nano Introduction of Scrum



Track 1: Scrum Definition

ScrumSchool.org



Watch

Enhancing Scrum Events with AI

AI-enhanced Daily Scrum

Quick Reminder

Daily Scrum Is

- ✓ A formal opportunity for in-time inspection & adaptation
- ✓ Just for Developers (to get aligned)
- ✓ Inspecting the progress toward the Sprint Goal
- ✓ Creating an actionable plan for the next day
- ✓ Identifying impediments
- ✓ 15-minute timebox

Daily Scrum Is NOT

- ✓ A status meeting
- ✓ A problem-solving meeting
- ✓ For the Product Owner and Scrum Master
- ✓ Mandatory for Developers to stand up

Daily Scrum is an alignment session to increase the likelihood of achieving the Sprint Goal.

Without a Sprint Goal, the Daily Scrum is pointless

Here is how to use AI to create a Sprint Goal



Copy this prompt, paste it into an AI system like ChatGPT, fill in the brackets with the specific data of your product, and use the result as the draft version of your Sprint Goal:

We use **[Sprint duration like two-week]** Sprints to build **[Your Product]**. The Product Vision is to **[Your Product Vision]**. We use **[Product Goal duration like quarterly]** Product Goals as the mid-term goals. The current Product Goal is to **[Your current Product Goal]**. This is the **[Sprint number like first]** Sprint of the current Product Goal.

So, break down the current Product Goal into smaller short-term goals and use them as the base to create a Sprint Goal for the **[Sprint number]** Sprint aligned with the Product Vision and the current Product Goal through the FOCUS model as follows:

Fun: come up with a memorable title and try to inject an element of fun.

Outcome-oriented: The goal should achieve a common understanding of what you are trying to accomplish.

Collaborative: The whole Scrum Team creates the Sprint Goal together.

Ultimate: The Sprint Goal should include a why, the ultimate reason behind what we are trying to achieve.

Singular: The Sprint Goal should consist of a single common objective instead of multiple competing objectives.

AI enhances your Daily Scrum in 3 stages

1

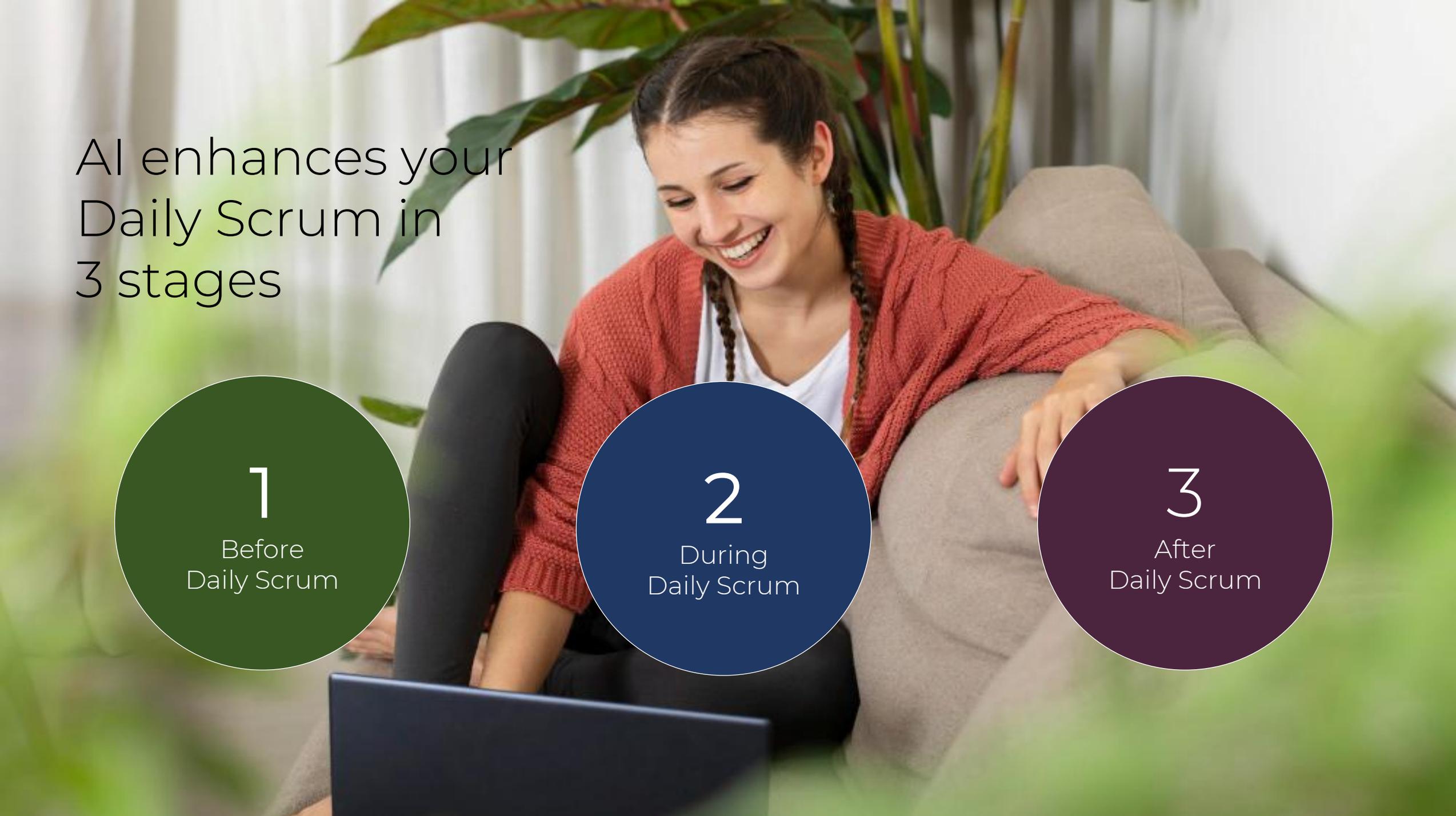
Before
Daily Scrum

2

During
Daily Scrum

3

After
Daily Scrum



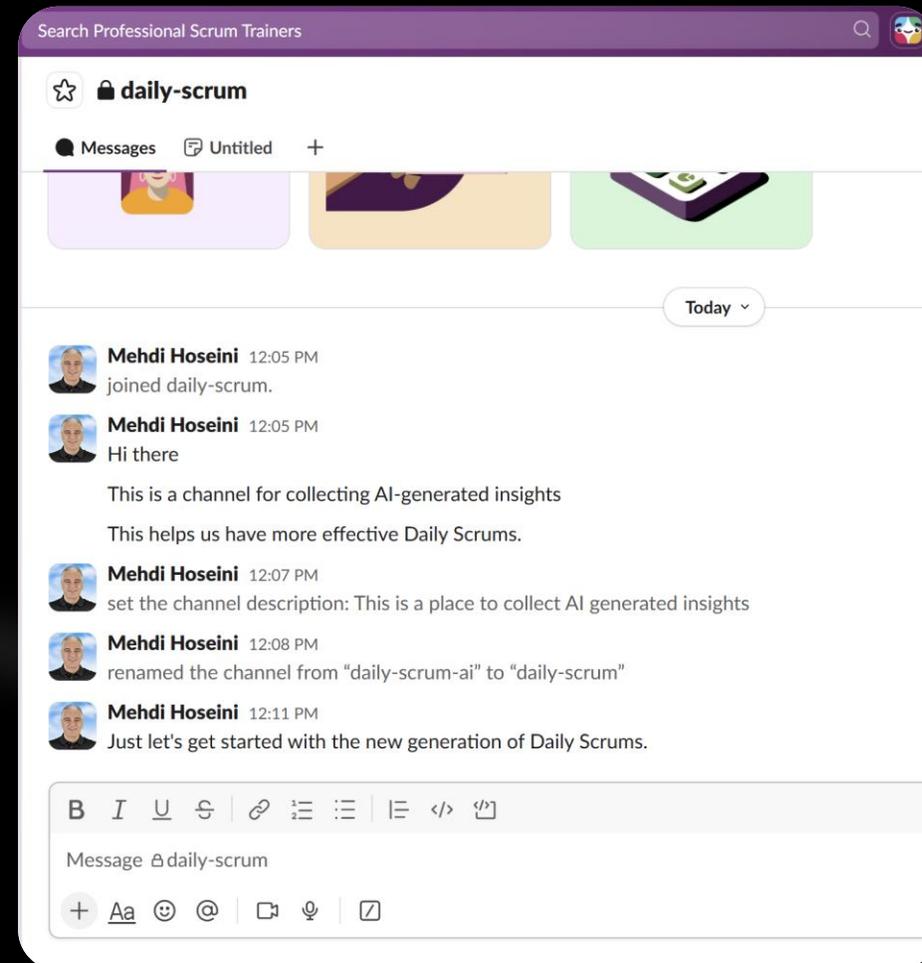
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Before Daily Scrum

Get prepared for a great alignment session

1- AI Insights Channel

Create a channel/group to add and collect the generated insights (e.g., Slack channel, MS Teams group, ...)



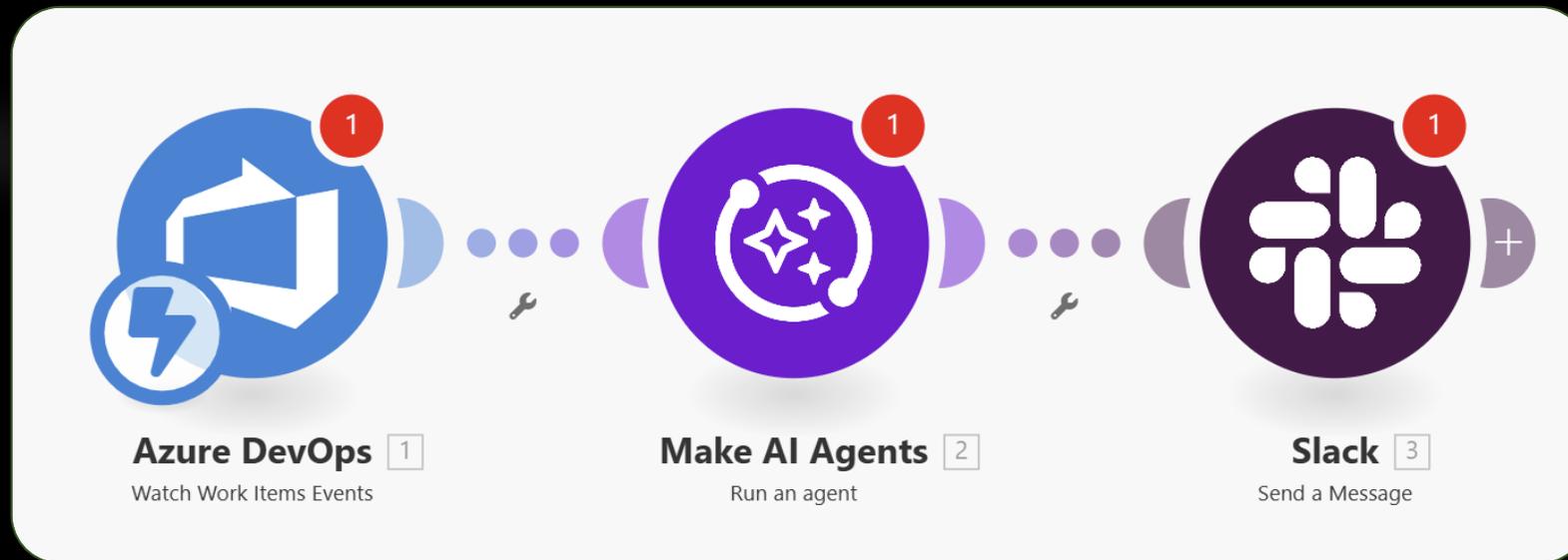
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Before Daily Scrum

Get prepared for a great alignment session

2- AI Agent for the task management insights

Create an AI Agent to communicate with your task management tools (Jira, Azure DevOps, ...)



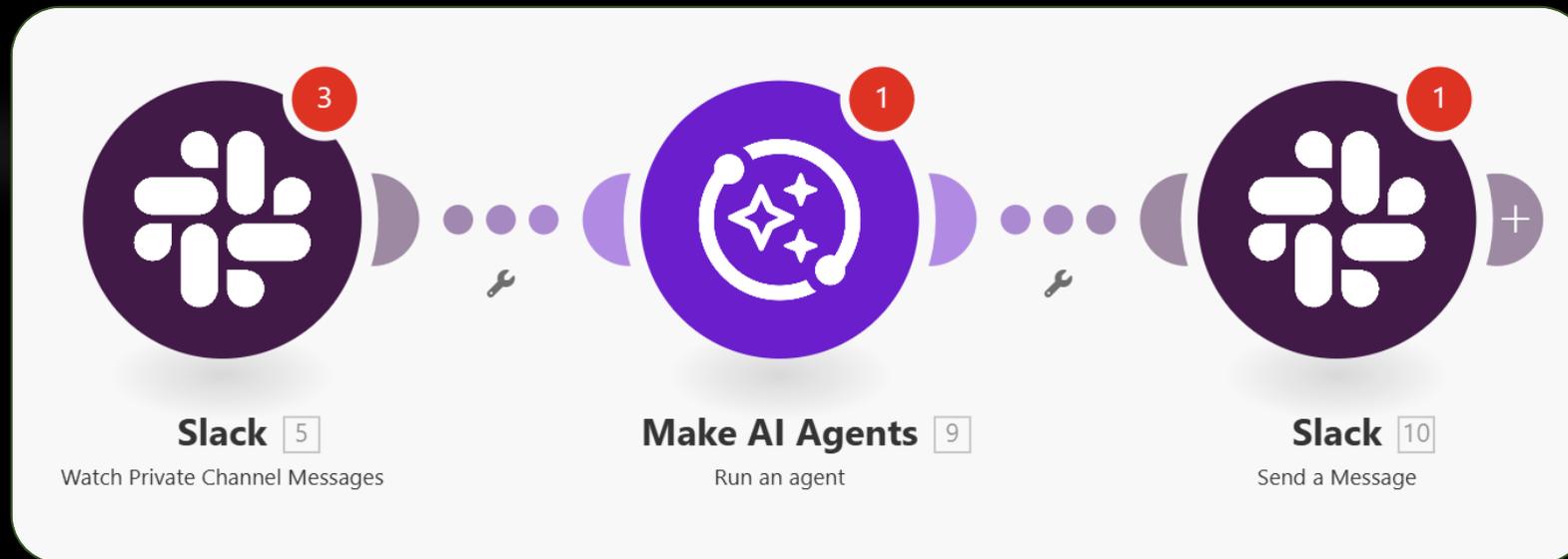
1

Before Daily Scrum

Get prepared for a great alignment session

3- AI Agent for the communication insights

Create an AI Agent to connect with your communication tools (Slack, MS Teams, ...)



2

During Daily Scrum

Experience the true inspection and adaptation

Make AI your **Meeting Intelligent Assistant**. To do so, use an AI meeting note-taker. The following tools are good options:

(They are easily integrated with your communication tools like MS Teams, Zoom, ...)



Fireflies.ai



Otter.ai



Tactiq.io

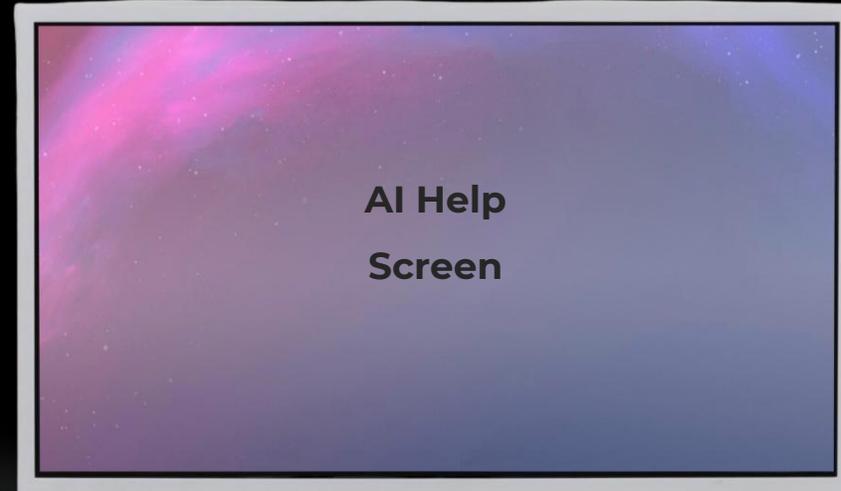
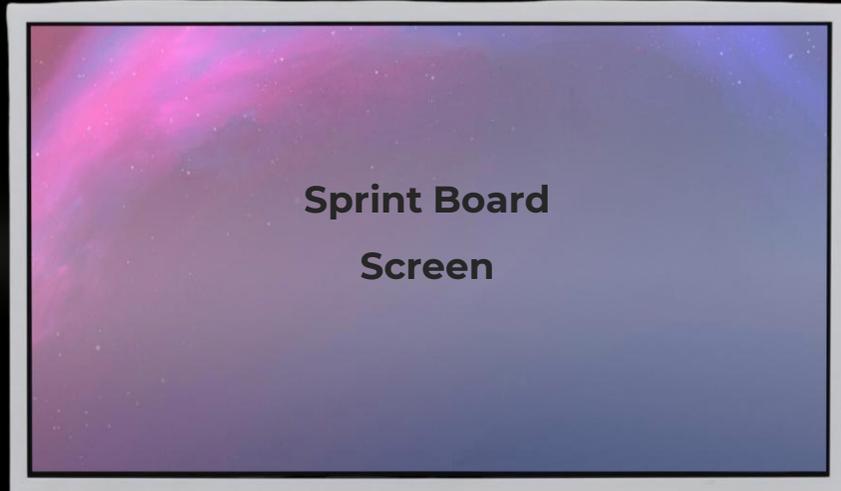
They silently work in the background to take notes of the Daily Scrum.

2

During Daily Scrum

Experience the true inspection and adaptation

Use two screens in your Daily Scrum as follows:



*** On the AI Help screen, you can access all AI inputs, including the Daily Scrum channel for AI-generated insights, in-meeting AI-generated alerts and flags, and more.

2

During Daily Scrum

Experience the true inspection and adaptation

Daily Scrum happens in two parallel lines.

Line 1: Team

- 1- The team checks the insights of the past day generated just before the meeting by AI.
- 2- The team starts the conversation around inspecting the progress toward the Sprint Goal.
- 3- The team makes an actionable plan for today to maximize the likelihood of achieving the Sprint Goal.
- 4- The team shares the blockers and impediments and defines how it wants to deal with them.

Line 2: AI Assistant

Your AI assistant helps you by giving in-time alerts:

- **Alert the team to return to the Sprint Goal**
- **Flag when the team drifts into problem-solving**
- **Flag repeated blockers**
- **Gently alert when someone exceeds their time**
- **Alert when the event timebox is over**

3

After Daily Scrum

Start your day with a clear actionable plan

Setup your AI meeting note-taker and AI Agents to do the following things:

A

Create a summary of the Daily Scrum

B

List the blockers and how the team wants to deal with them

C

List the decisions for the day made in the Daily Scrum

D

Informing the Scrum Master about the impediments

D

Set separate meetings to solve announced problems and invite team members (for this item, you need to setup an AI Agent)

Sprint-level AI Insights out of Daily Scrums

Scrum Masters can leverage the following Sprint-level AI-generated insights for the

Sprint Retrospectives, private coaching conversations, and adjusting team agreements:

- ✓ Recurring blockers and impediments
- ✓ Stories that frequently spill over from one Sprint to the next Sprint
- ✓ Daily Scrums drifting into status meetings
- ✓ Daily Scrums drifting into problem-solving
- ✓ Stories repeatedly announced as “almost done”
- ✓ Same people always reporting blockers
- ✓ Who speaks most/least
- ✓ Whether updates are task-based vs. goal-based
- ✓ The positivity level of the Daily Scrums
- ✓ Adherence to the event timebox

AI Impacts on the Definition of Done

You should know:

We are building an application for [The high-level concept of your Product]. The product name is [Your Product name].

The Definition of Done is the common shared understanding of the criteria that must be met for an Increment to be considered complete. It is the commitment of the Increment artifact to enhancing transparency and focus.

Create a Definition of Done document containing all required expectations for the [Your Product name] product.

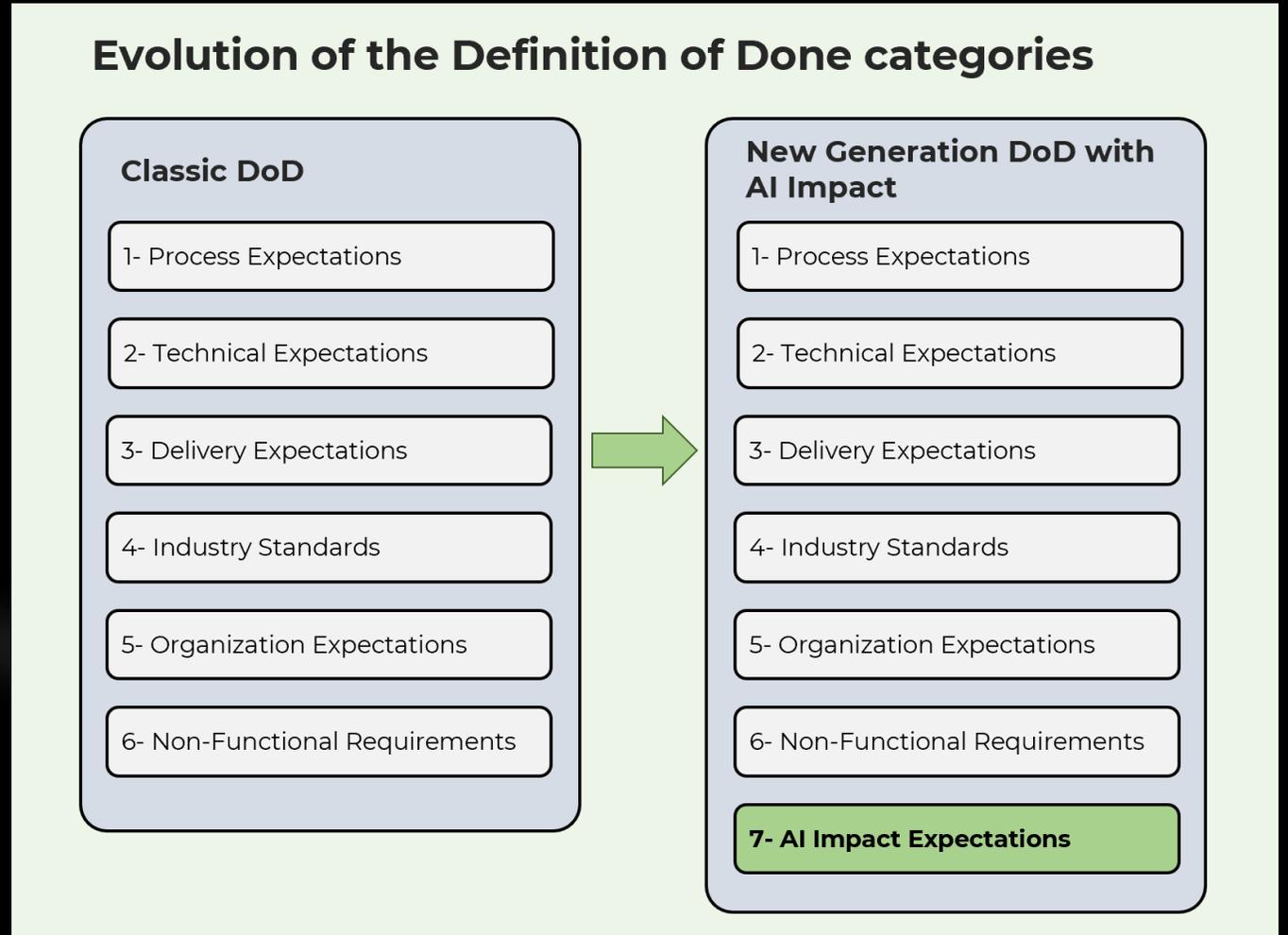
The Definition of Done should be like a checklist including the following main categories of expectations:

- 1- Process expectations***
- 2- Technical expectations***
- 3- Delivery expectations***
- 4- Industry standards & expectations***
- 5- Organization expectations***
- 6- Non-Functional Requirements***

AI Impacts on the Definition of Done

You should know:

If you are using AI to build the product,
your DoD should reflect it.



AI Orchestrator

You should know:

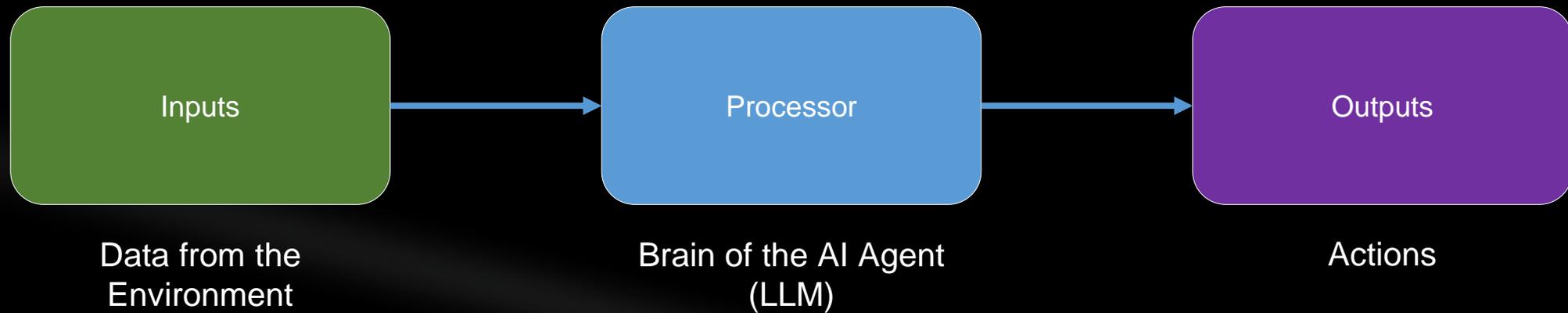
An AI-aware Scrum Master knows how to incorporate AI capabilities into the team's Scrum way of working. It includes finding, devising, and setting AI tools that can grow their process to a new level of Value Delivery.

This new stance is called AI Orchestrator.

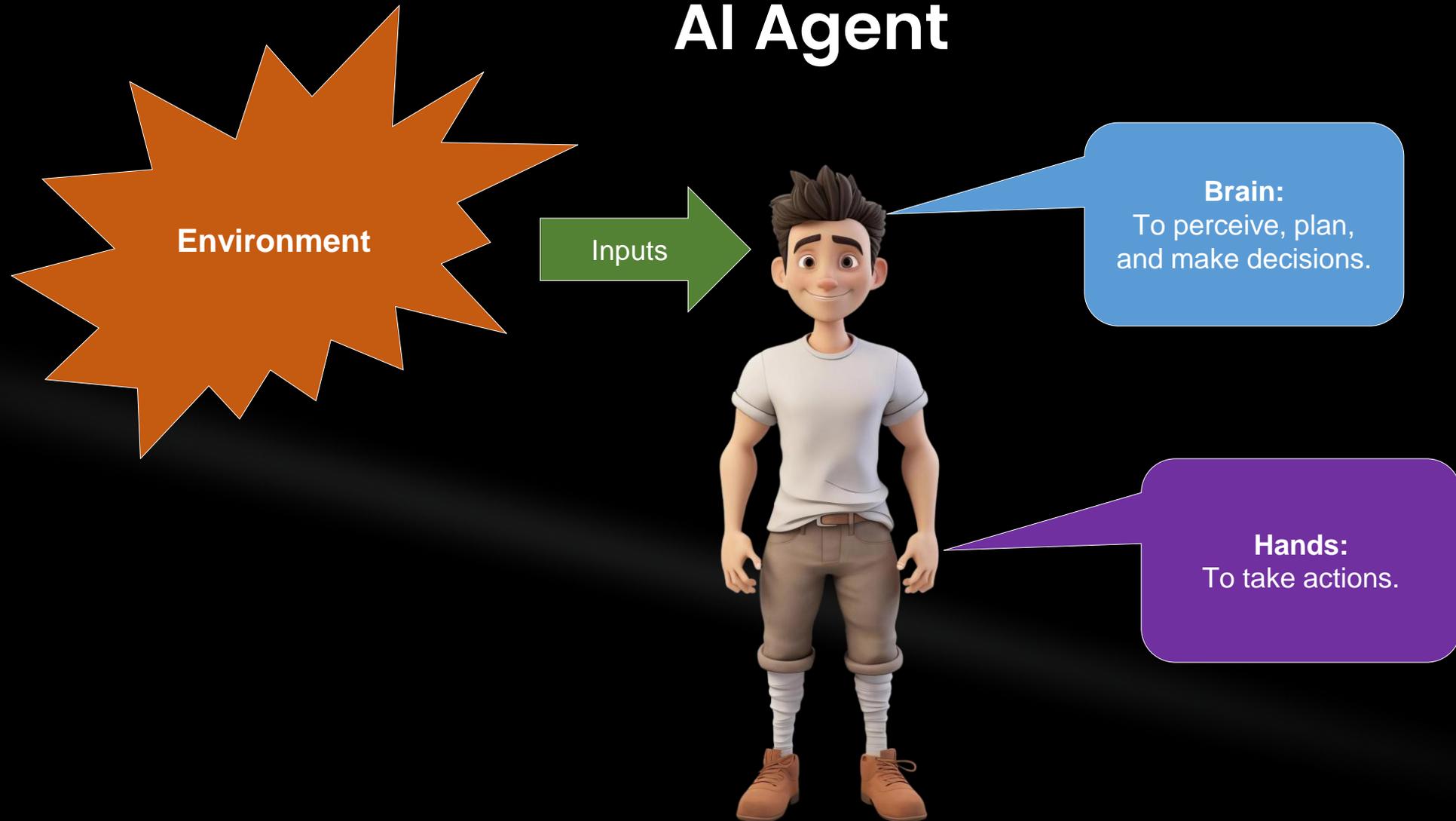
It usually happens by leveraging AI Agents.

AI Orchestrator

AI Agent High-level Flow



AI Orchestrator



AI Agent

Environment

Inputs

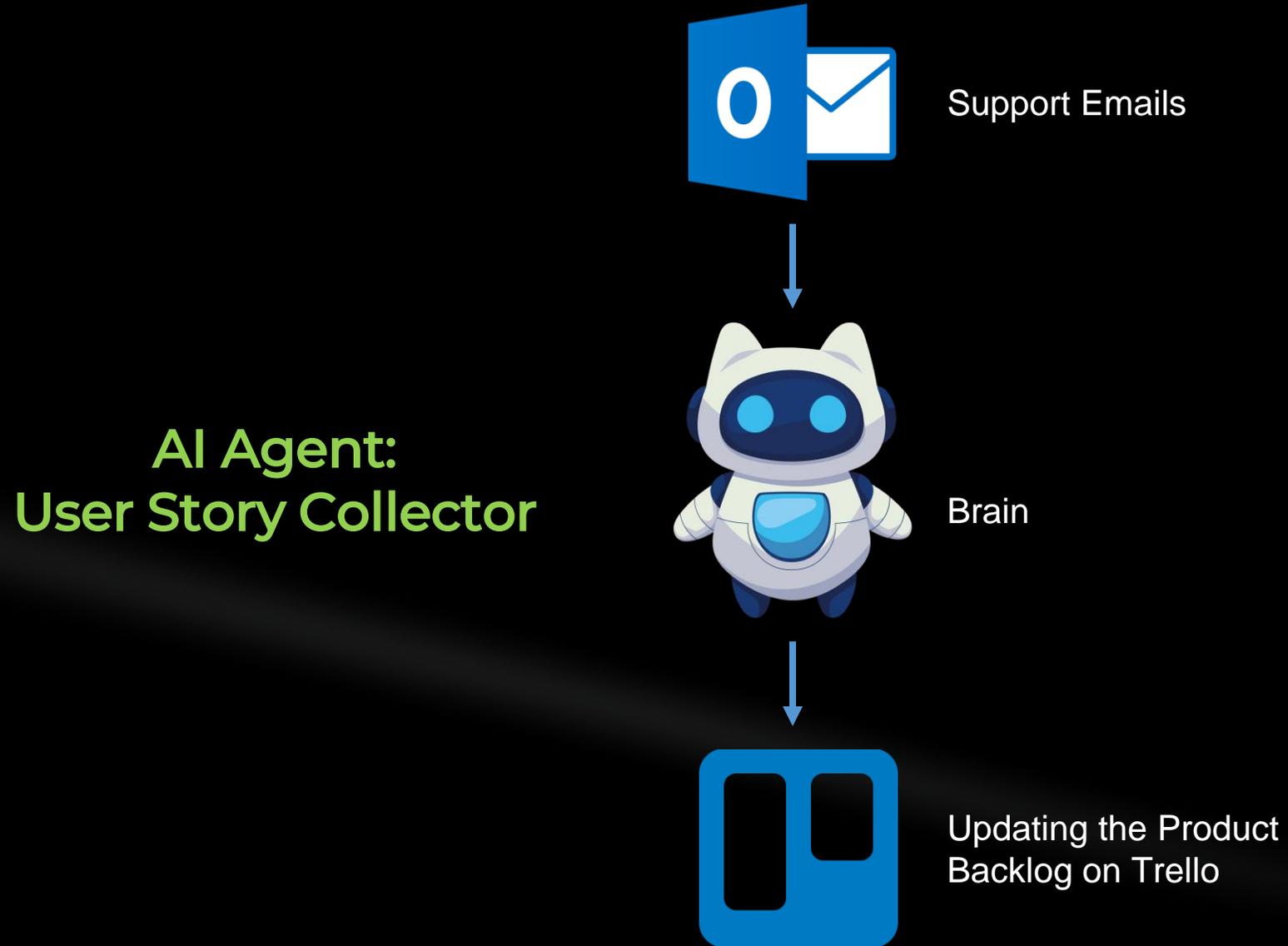
Brain:

To perceive, plan,
and make decisions.

Hands:

To take actions.

AI Orchestrator



AI Orchestrator



Watch

Keeping Transparency High

You should know:



Sprint Report

Broadcasting all the information that stakeholders need to increase the transparency to the highest level.

Sprint 2025Q4-3

MetaLearn Team

30 Nov 2025

You can create this type of reports by prompts or giving a PowerPoint file as an input, ...

[See Report](#)

Next Step



Professional Scrum Master™ – AI Essentials class

Now, it is decision time. If you want to go further and become a true AI-aware Scrum Master, join my upcoming Scrum.org official PSM-AI Essentials class.

[Enroll Now](#)

Mehdi Hoseini

Helping IT professionals migrate to the AI-powered Agile Mastery.



Certified trainer
(PST) with
Scrum.org

20+ years of
experience in the
software industry

Taught 2000+
Scrum learners



You will get 2 PSM-AI Essentials exam attempts



PSM-AI Essentials Certificate

All participants completing the Professional Scrum Master™ – AI Essentials (PSM-AI Essentials) training receive a password to take the PSM-AI Essentials exam.

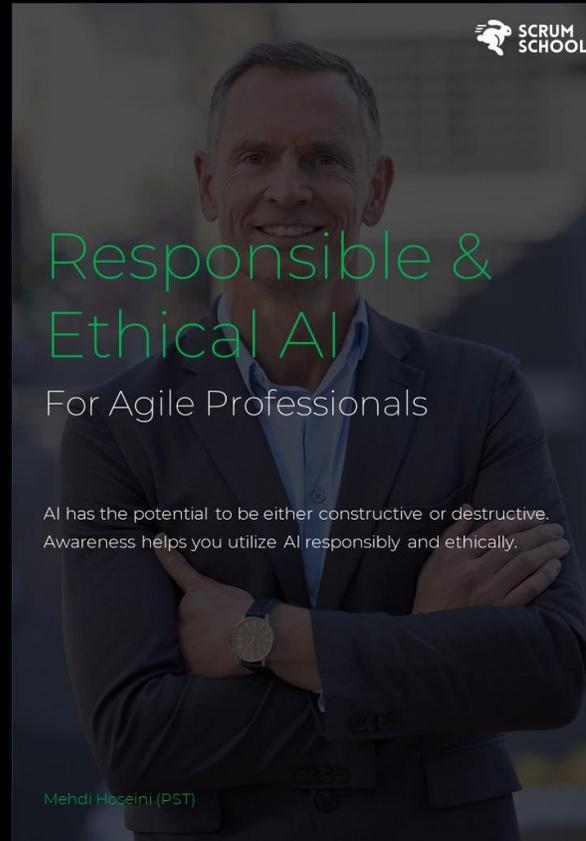
The industry-recognized PSM-AI Essentials certification requires a minimum passing score of 85%. Class participants who attempt the PSM-AI Essentials exam within 14 days of receiving their first password and do not pass it will be granted a second attempt at no additional cost.

Bonuses

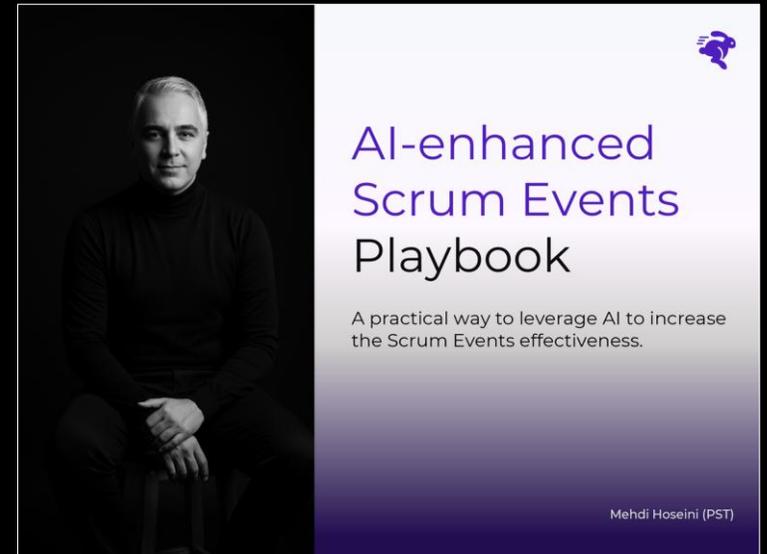
By attending the PSM-AI Essentials class, you will also get the following bonuses for free



PDF Guide



PDF Guide



PDF Guide



Join the class again for FREE

You are always welcome to rejoin the PSM-AI Essentials class free of charge to refresh your mind. If you want to retake the class, just send us an email.

We pay for your third exam attempt

This class includes two attempts at the PSM-AI Essentials exam. We will also pay for your third try (a \$200 exam) if you don't pass it on the first two attempts.

Some photos of conducted AI classes



What others say about Mehdi



Olivia Carstocea



Highly recommended AI training class

"The training session was highly interactive, filled with engaging exercises that kept us involved throughout the day. Our trainer, Mehdi, ensured that we clearly understood each topic, while also encouraging us to share our own experiences and stay curious about how AI can be applied in practice."



Melchior Akihary



Mehdi is an exceptional Scrum trainer

"I attended Mehdi's PSPO-AI Essentials training and found it excellent. Mehdi creates a safe, highly interactive learning environment that really enables you to absorb and apply the material effectively. His use of Miro boards and supporting materials is outstanding and truly sets his training apart. I highly recommend Mehdi as a Scrum trainer."



Cansu Ozata



Amazing PSPO-AI Essentials class

"I recently completed the PSPO-AIE course with Mehdi Hoseini, and it exceeded all my expectations. Mehdi explains every concept with clarity and brings the content to life through real-time examples and practical exercises. His warm, energetic, and fun teaching style makes even complex AI topics feel surprisingly approachable. If you want a course that is both insightful and truly engaging, I highly recommend learning with him."



Amirreza Doorandish

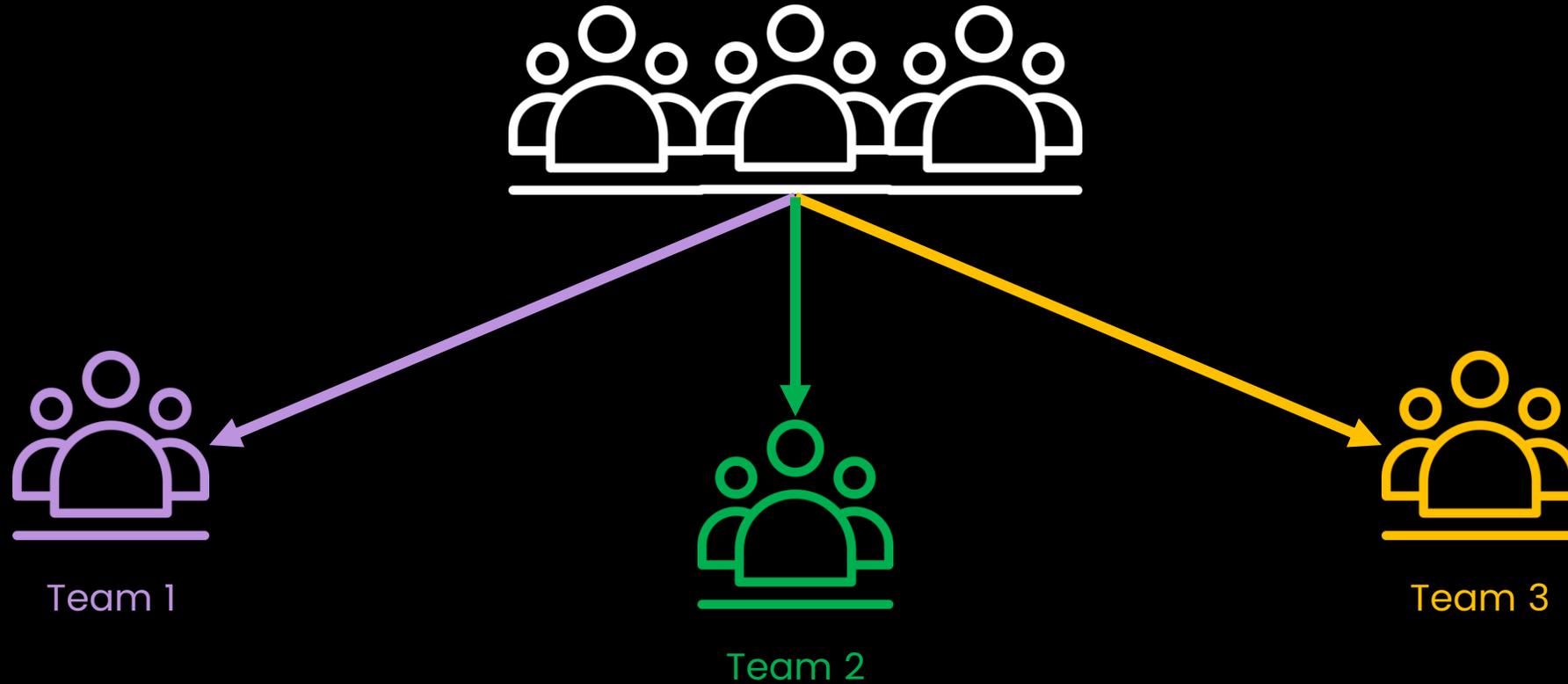


Masterful Presentation and an Amazing Learning Atmosphere!

"I cannot recommend the PSPO-AI Essentials class with Mehdi Hosseini enough. From start to finish, the presentation was flawless and the content was incredibly relevant to the challenges we face today. It's rare to find a class that is both this educational and this enjoyable. I'm leaving with a toolkit full of new ideas and a renewed passion for my role."

Class capacity (9 participants)

I keep the class size small and accept a maximum of 9 participants in each class. They are distributed in 3 teams, each with 3 members, to maximize the interaction, engagement, and quality.





Professional Scrum Master™ – AI Essentials class

Now, it is decision time. If you want to go further and become a true AI-aware Scrum Master, join my upcoming Scrum.org official PSM-AI Essentials class.

[Enroll Now](#)