



# The Scrum Master's AI Start Checklist

All the first steps you need to know to start your AI journey.

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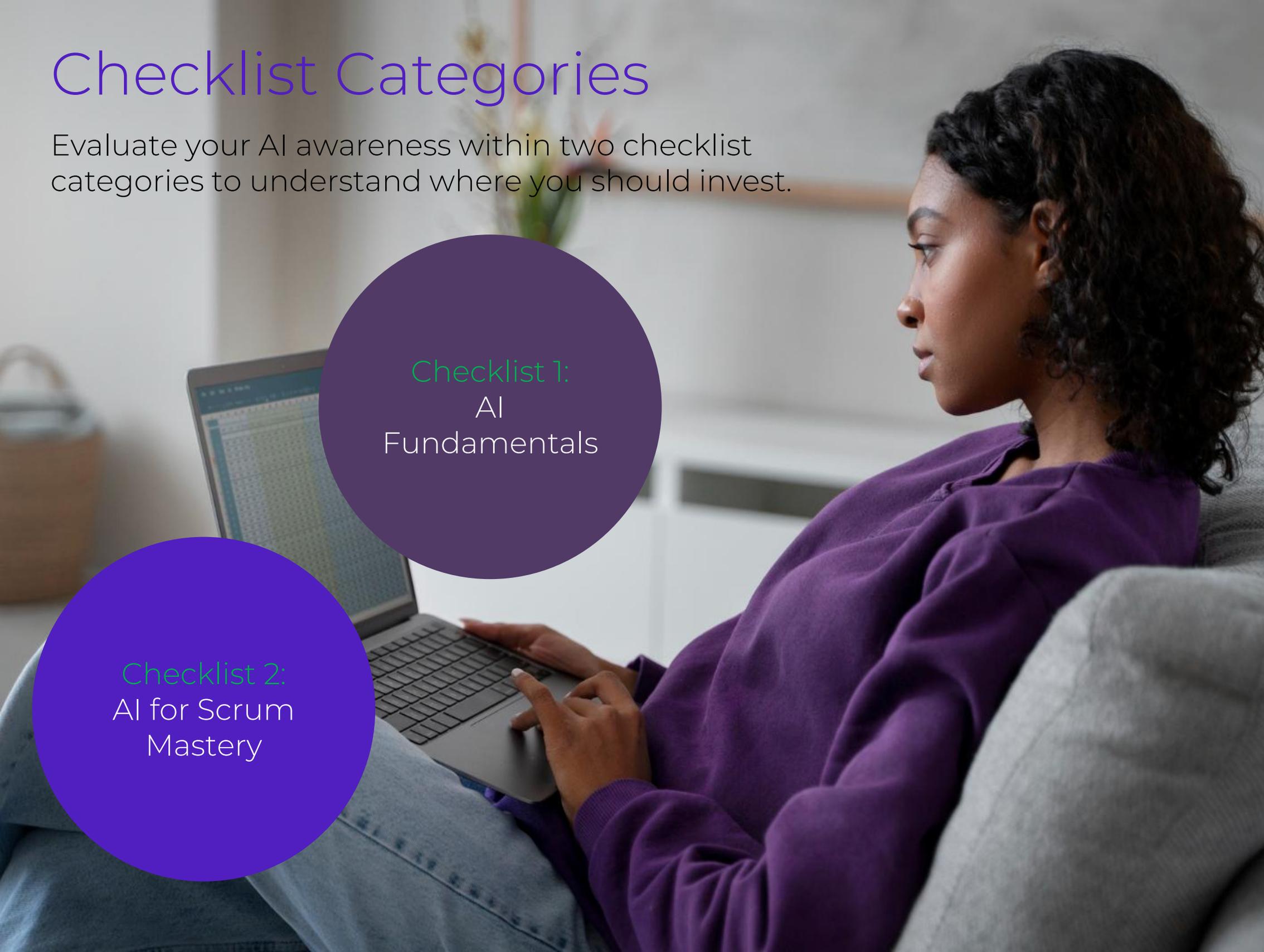


# Checklist Categories

Evaluate your AI awareness within two checklist categories to understand where you should invest.

Checklist 1:  
AI  
Fundamentals

Checklist 2:  
AI for Scrum  
Mastery





Checklist 1

# AI Fundamentals

# Checklist 1: AI Fundamentals

Give each aspect a score out of 10 to evaluate your AI Fundamentals awareness.

0 Zero Awareness Highly Aware 10

Row	Aspect	Level of Awareness										
1	Basics of AI	0	1	2	3	4	5	6	7	8	9	10
2	AI Tools for Various Scrum Master Use Cases	0	1	2	3	4	5	6	7	8	9	10
3	AI Fluency Framework	0	1	2	3	4	5	6	7	8	9	10
4	Ethical & Responsible AI + Security	0	1	2	3	4	5	6	7	8	9	10
5	AI Laws and Regulatory Approaches	0	1	2	3	4	5	6	7	8	9	10

Learn about the first 3 aspects in the following pages.

Basics of AI

AI Tools for  
Various  
Scrum Master  
Use Cases

AI Fluency  
Framework

# Basics of AI

Here are 20 key basic terms of AI that you should know:

## 1 AI (Artificial Intelligence)

A technology that enables computers to simulate human intelligence and problem-solving capabilities.

## 2 Generative AI

Generative AI refers to artificial intelligence models that can create new content, such as text, images, audio, or video. Examples are ChatGPT or DeepSeek.

## 3 ANI (Artificial Narrow Intelligence)

A type of AI designed to perform a single specific task. Examples are self-driving cars or defect detection in a factory line.

## 4 AGI (Artificial General Intelligence)

The futuristic potential form of AI that can perform any intellectual task a human can. We are not there yet.

## 5 Agentic AI

AI systems designed to autonomously make decisions, plan, and execute tasks to achieve goals with minimal human intervention.

## 6 AI Model

An AI system that has been trained on a dataset to recognize patterns, make predictions, or generate new content. Examples are GPT-4 model by OpenAI or Gemini 1.5 Flash model by Google.

## 7 Algorithm

A set of rules or instructions designed to enable machines to learn from data, make decisions, or perform tasks.

## 8 LLM (Large Language Model)

A type of AI trained on vast amounts of text data to understand and generate human-like language.

## 9 Multimodal

Models that can process and generate multiple types of data, like text, images, audio, and video. An example is Gemini 1.5 by Google that can process and generate text, images, audio, video, and code.

## 10 ML (Machine Learning)

A subset of AI that enables systems to learn from data, identify patterns and make decisions or predictions.

# Basics of AI

Here are 20 key basic terms of AI that you should know:

## 11 DL (Deep Learning)

A subset of machine learning that uses multi-layered neural networks to learn complex patterns and create highly accurate outputs.

## 12 Prompt

A text input given to an AI model to guide its response or generate desired output.  
Example: Write an email to stakeholders, inform them of the scope and goal of the Sprint, and invite them to the upcoming Sprint Review.

## 13 Prompt Engineering

The process of designing effective prompts to generate better and desired responses.

## 14 Supervised Learning

A model training approach to learn from paired input-output labeled data to predict outputs for new, unseen inputs.

## 15 Unsupervised Learning

A model training approach where a model discovers patterns and structures within unlabeled data.

## 16 Reinforcement Learning

A model training approach where a model learns to optimize decisions based on receiving rewards and penalties for actions. An example is when computers learn to play chess.

## 17 Diffusion Model

A generative AI technique that learns by iteratively adding noise to data and then denoise it to create new outputs like images. An example is that most AI images are generated by Diffusion Models.

## 18 RAG (Retrieval-Augmented Generation)

An AI technique that enhances large language models by retrieving information from external sources to generate more accurate and context-aware responses.

## 19 Fine-tuning

The further training of a pre-trained AI model on a smaller, domain-specific (like medical or legal domains) dataset to enhance its performance for a particular domain.

## 20 Token

The fundamental unit of text that an AI model processes, which can be a word, part of a word, or even a single character.

# AI Tools for Various Scrum Master Use Cases

This is a complete suite of an AI toolbox for Scrum Masters

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

# AI Tools for Various Scrum Master Use Cases

This is a complete suite of an AI toolbox for Scrum Masters

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

# 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.

This framework has four aspects:



\* Developed by Anthropic

## 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.



Checklist 2

# AI for Scrum Mastery

# Checklist 2: AI for Scrum Mastery

Give each aspect a score out of 10 to evaluate your AI awareness for Scrum Mastery.

0 Zero Awareness

Highly Aware 10

Row	Aspect - I am aware how to use AI for:	Level of Awareness										
1	Facilitating Scrum Team Meetings & Collaboration	0	1	2	3	4	5	6	7	8	9	10
2	Enhancing Sprint Planning	0	1	2	3	4	5	6	7	8	9	10
3	Enhancing Daily Scrum	0	1	2	3	4	5	6	7	8	9	10
4	Enhancing Sprint Review	0	1	2	3	4	5	6	7	8	9	10
5	Enhancing Sprint Retrospective	0	1	2	3	4	5	6	7	8	9	10
6	Enhancing Product Backlog Refinement	0	1	2	3	4	5	6	7	8	9	10
7	Orchestrating Repetitive Tasks with AI Agents	0	1	2	3	4	5	6	7	8	9	10
8	Creating Definition of Done	0	1	2	3	4	5	6	7	8	9	10
9	Creating Product Vision (Product Goal)	0	1	2	3	4	5	6	7	8	9	10
10	Creating Sprint Goal	0	1	2	3	4	5	6	7	8	9	10
11	Resolving Conflicts	0	1	2	3	4	5	6	7	8	9	10
12	Removing Impediments	0	1	2	3	4	5	6	7	8	9	10
13	Coaching & Mentoring	0	1	2	3	4	5	6	7	8	9	10

Continue →

# Checklist 2: AI for Scrum Mastery

Give each aspect a score out of 10 to evaluate your AI awareness for Scrum Mastery.

0 Zero Awareness Highly Aware 10

Row	Aspect - I am aware how to use AI for:	Level of Awareness										
14	Teaching Scrum Topics	0	1	2	3	4	5	6	7	8	9	10
15	Product Backlog Management	0	1	2	3	4	5	6	7	8	9	10
16	Writing Acceptance Criteria	0	1	2	3	4	5	6	7	8	9	10
17	Communicating Scrum Team Messages Powerfully	0	1	2	3	4	5	6	7	8	9	10
18	Presenting Improvement Initiatives	0	1	2	3	4	5	6	7	8	9	10
19	Designing & Tracking Performance Metrics	0	1	2	3	4	5	6	7	8	9	10
20	Doing Sentiment Analysis	0	1	2	3	4	5	6	7	8	9	10

Learn about 3 use cases in the following pages.

Enhancing  
Daily Scrum

Orchestrating  
Repetitive  
Tasks with AI  
Agents

Creating  
Product  
Vision

A young woman with dark hair in two braids, wearing a red cardigan over a white t-shirt, is sitting on a grey sofa. She is smiling and looking down at a laptop computer. The background is a bright, indoor setting with a large green plant and white curtains.

# AI enhances your Daily Scrum in 3 stages

1

Before  
Daily Scrum

2

During  
Daily Scrum

3

After  
Daily Scrum

# 1

## Before Daily Scrum

Get prepared for a great alignment session

Use AI to analyze your task management tools like Jira, Azure DevOps, etc. + your team communication tools like Slack, MS Teams, etc. to create your desired insights of the previous day, giving you input for today's Daily Scrum, including:

- Stories stuck too long
- Work-in-progress violations
- Unplanned work (bugs, urgent requests, ...)
- Any blocker
- Team sentiment
- The likelihood of achieving the Sprint Goal
- ...

*Result: The team walks into the Daily Scrum already aware of where inspection is needed, saving time and making it more effective.*

## How ?!



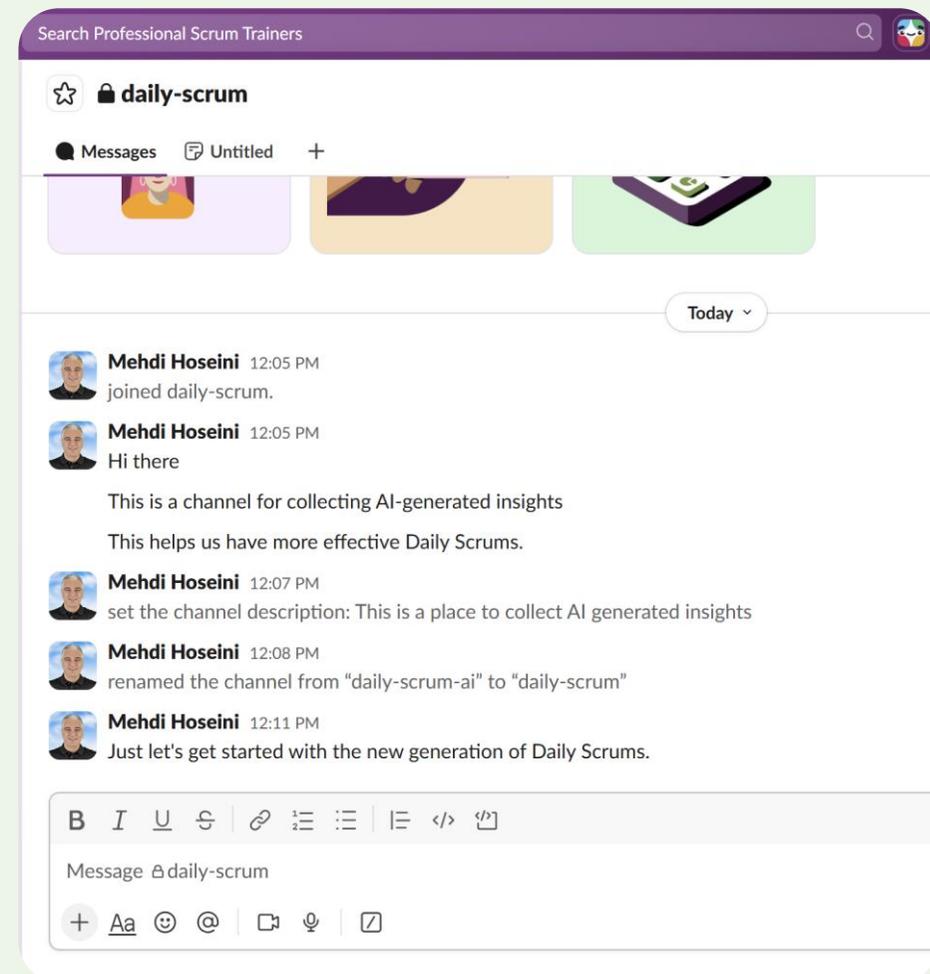
# 1

## Before Daily Scrum

Get prepared for a great alignment session

To prepare the team for the AI-enhanced Daily Scrums, you need to setup three things:

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



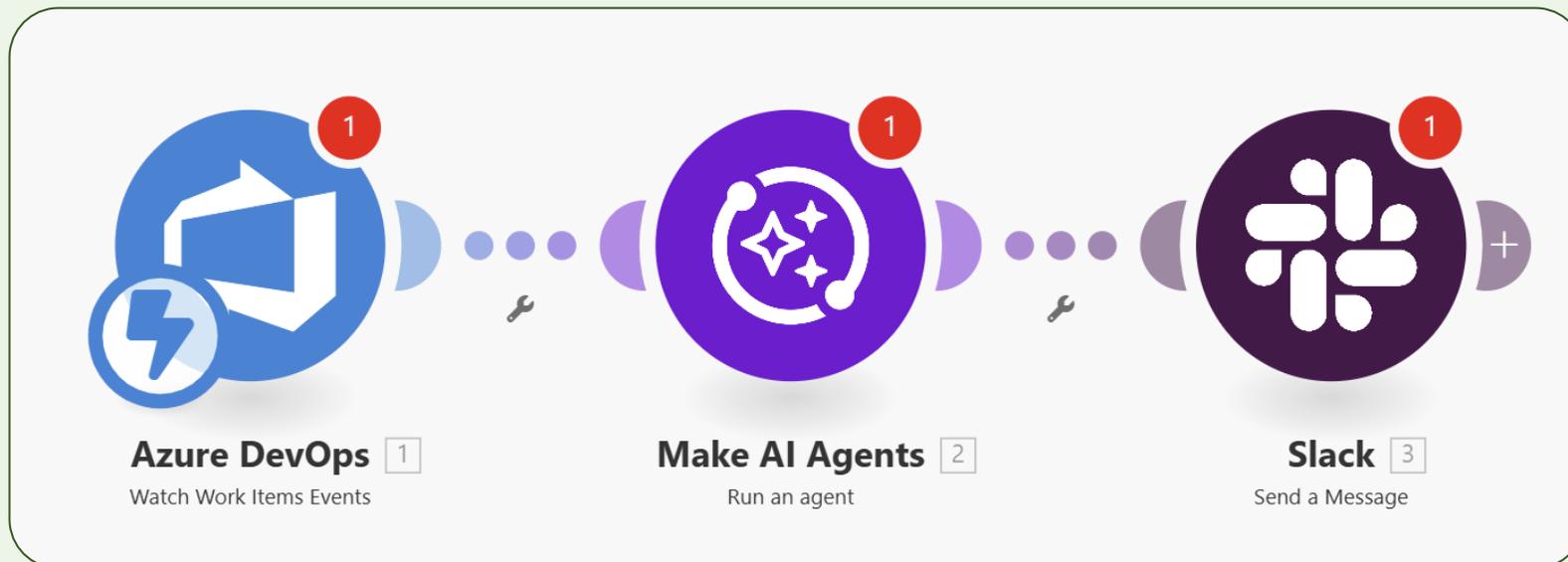
# 1

## Before Daily Scrum

Get prepared for a great alignment session

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

Schedule to run your AI Agent 10 minutes before the Daily Scrum each day to identify all changes over the past day, generate required insights, and add them to the Daily Scrum channel.



\*\*\* You can use Make.com, n8n, Zapier, etc. to create your AI Agents. My recommendation is Make.com, which is simple and user-friendly.

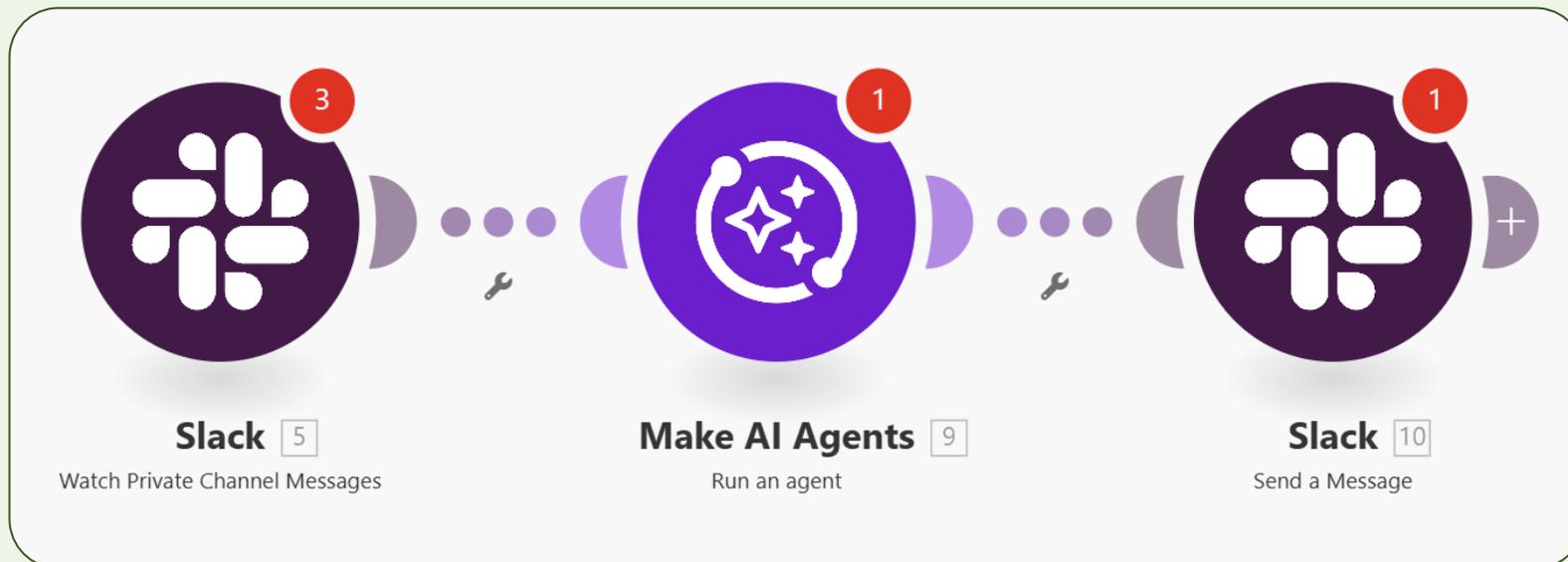
# 1

## Before Daily Scrum

Get prepared for a great alignment session

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

Schedule to run your AI Agent 10 minutes before the Daily Scrum each day to go through all the conversations over the past day, generate required insights, and add them to the Daily Scrum channel.



# 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**

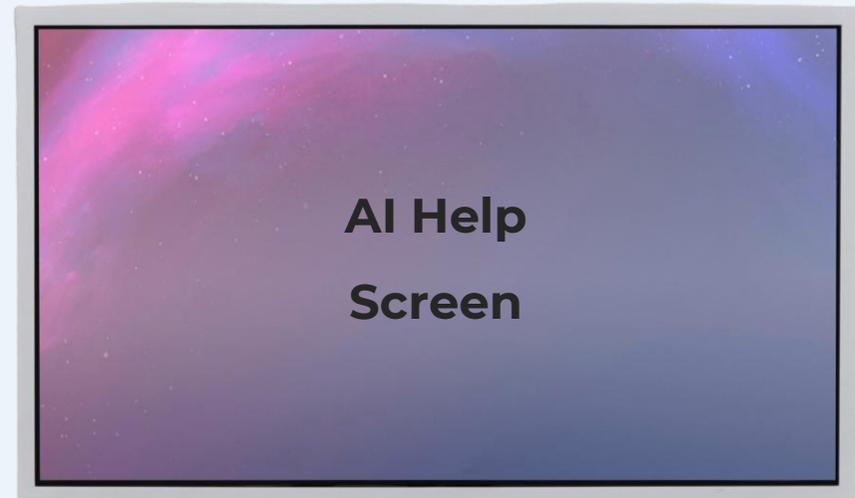
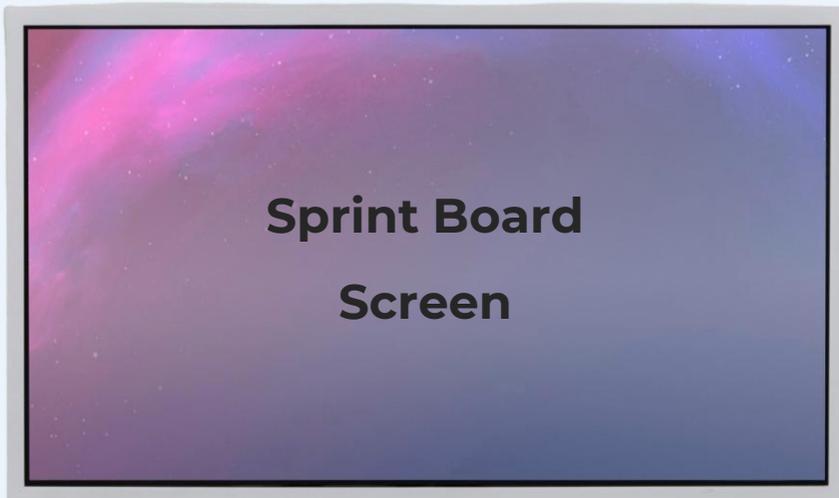
*They silently work in the background to take notes of the Daily Scrum.*

# 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**

*Your conversations in the Daily Scrum should shift from activity reporting to Sprint Goal-oriented inspection.*

# 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

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



# Definition of a “Good” AI-enhanced Daily Scrum

- Sprint Goal is the center of conversation
- Produces a clear, actionable plan for today
- Insights are generated and used
- Team members get in-time alerts
- Blockers are visible
- Is positive, productive, and ends early or on time
- Team leaves knowing exactly what to do next

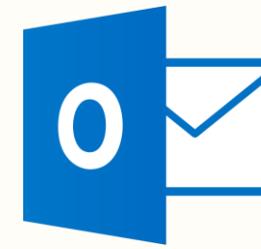
# Orchestrating Repetitive Tasks with AI Agents

AI Agent is an autonomous software system that uses artificial intelligence to perceive its environment, make decisions, and take action to achieve a specific goal without constant human intervention.

Imagine you receive dozens of customer support tickets each day. Your email provider is Outlook. Customers may sometimes request new features. Now, you want to set up an AI Agent to monitor incoming emails. If it discovers a new feature, add it to your Product Backlog, which is in Trello.

We call this AI Agent: User Story Collector. It can free up a lot of your time to use it for strategic work.

## AI Agent: User Story Collector



Support Emails



Brain



Updating the Product Backlog on Trello

# Orchestrating Repetitive Tasks with AI Agents

For building AI Agents, you can use Make.com, which is an amazing AI tool for automating your repetitive tasks.

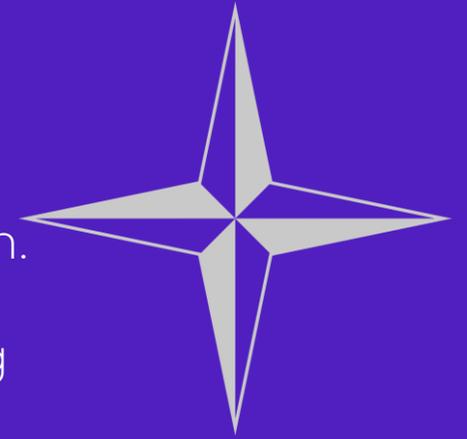
I already recorded a video about building this AI Agent. Click the button to watch it.



Watch

# Creating Product Vision

Product Vision provides a shared, guiding "North Star" for the entire organization. It concentrates all teams' energy into one single direction.



To create a compelling Product Vision, use the 3x3 framework, guiding you to think of the various aspects of your product.

## 3x3 Framework

### Status quo

Brief and objective description of the current conditions in the marketplace. A commonly known problem, pattern, or insight in the industry or marketplace.

### Observations

1-3 real and objectively noticeable observations from the market, industry, or customers.

### Story

Share a brief but lively story about customers, users, competitors, or other products, to make your story come alive. People love a good story.

### Insight

A key insight you have obtained, based on the status quo, observations made, and the story shared. What is the one thing people need to remember?

### Opportunity

Apparently, there is an opportunity in the market. What is the opportunity? And how will you seize it?

### Analogy

An analogy or metaphor to your idea. If an idea has worked somewhere in the (recent) past, it might just as well work somewhere else...

### Solution

Brief description of the solution that you're offering. Keep it short though, people care more about the other parts of the story.

### Advantages

What are the 1-3 key benefits of your solution? What are some core value elements to be delivered? What makes your product so awesome?

### Ethos

How does your product ultimately make the world a better place? What is the ultimate value delivered?

# Creating Product Vision

See how I created a compelling Product Vision video for a double-sided learning platform named “MetaLearn”.



## Process of creating a Product Vision video with AI

**Step 1:** Create the main concept of your Product Vision with the 3X3 framework.

**Step 2:** Ask an LLM tool (like Google Gemini) to create a scenario script for your vision video.

**Step 3:** Create a video for each scene of your vision (5-10 seconds) with an AI-generating video tool like Freepik.

**Step 4:** Give the narrator text to an AI-generating audio tool like ElevenLabs, choose a good voice, and download the result.

**Step 5:** Adding all these materials to a video editing tool like Camtasia to mix them and create the final result.



Watch



## Professional Scrum Master™ – AI Essentials

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](#)