**Scrum Values**

- **COURAGE**: To do the right thing even though difficult problems
- **RESPECT**: About all work and any challenges with performing that work
- **OPENNESS**: About all work and any challenges with performing that work
- **COURAGE**: To do the right thing and work through difficult problems
- **RESPECT**: Each other’s experience, backgrounds and abilities
- **OPENNESS**: About all work and any challenges with performing that work
- **ETHICAL BEHAVIOR**: Establish and uphold ethical behaviors
- **COURAGE**: To do the right thing
- **RESPECT**: Each other’s experience, backgrounds and abilities
- **OPENNESS**: About all work and any challenges with performing that work
- **FOCUS**: Delivering value to stakeholders
- **COMMITMENT**: Achieve the Sprint Goal
- **OUTCOME ORIENTED**: Scrum Teams work on problems that, when solved, deliver value to customers and stakeholders
- **GROWTH MINDSET**: Scrum Team members feel far more empowered and committed; they also receive greater organizational support for collaboration and innovation
- **ON-GOING LEARNING**: Learning happens at the individual level and together as a team. This includes learning about customers, the organization, their industry, competition, the technologies that are used and ways to improve how they work

**Scrum Guide**

- The Scrum framework is defined in the Scrum Guide. However, if you only follow the Scrum Guide without changing how you work, think and act you are just going through the motions. You are not embracing an agile mindset, the essence of Professional Scrum.

**What is Professional Scrum?**

As a main fundamental of Scrum is empiricism, ongoing learning and development is a core tenant of Professional Scrum. Learning happens at the individual level and together as a team. This includes learning about customers, the organization, their industry, competition, the technologies that are used and ways to improve how they work.

**Ethical Behavior**

- To be a professional means embracing a set of ethical standards. These standards unify members of a profession and define that profession to the outside world.
- As Scrum is used in many industries and on various types of products at a global level, ethical standards may depend on the type of work being done and may be defined by the industry, team and organization. However Scrum Team members must establish and uphold ethical behaviors.

**Outcome Oriented**

- Outcome oriented Scrum Teams work on problems that, when solved, deliver value to stakeholders and stakeholders
- Measuring value helps Scrum Teams to focus on outcomes while gathering metrics that help guide improvement.
- When Scrum Teams and their organizations embrace a growth mindset, Scrum Team members feel far more empowered and committed; they also receive greater organizational support for collaboration and innovation.

**Ongoing Learning**

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