# The Project to Product with Scrum Playbook

**AME3**

**New Project**

*A complex project is seen as a Goal for improvement of the product and services* (AME3)

*In AME3 the list of all Goals are named Enterprise Backlog* (AME3)

*The List of Goals is ranked by the Enterprise Owner* (AME3)

*Only the Owner of an Arena can pull a Goal into Focus.* (AME3)

*Decisions on the left side are made by the Enterprise Owner and Owners of the Arenas* (AME3)

*Decisions on right side are made by the Owner and Teams of an Arean* (AME3)

**Junction #1:** Size, complexity, and demand for innovation is high?

— **1.3** — Yes →

**Junction #2:** Allows the WIP-limit on active projects to start a new Project?

— **2.1** — Yes →

**Create a dedicated Scrum Team.** Make the Scrum Team as independent as possible.

— Yes →

**Junction #3:** Continuation of the project as product development?

— **3.1** — Yes →

- Stabilize the team to a long-lasting team
- Invest in Architecture and Engineering Practises to scale the product
- If necessary, scale to the minimal possible number of teams **preferable** with the LeSS Framework

**3.2**

*AME3 utilizes well-known frameworks and methods. But using Scrum or LeSS is only a recommendation.* (AME3)

**Are other Product Teams working on the larger Product?**

— **4.2** — Yes →

**Consider reorganizing all teams into one AME3 Arena**

→ **Continue with the AME3 Playbook**

**1.1** — No ↓

**2.2** — No ↓

**Put the project on the waiting queue or stop existing projects**

**Define a larger Product Scope.** Consider the Scope to be much larger than the project. Add the PBIs to a Product Backlog.

**1.2** — No ↑

**4.1** — No ↓

**Decompose the Project into PBIs smaller than one Sprint**

→

**You have at least on real Scrum Team working on the Product Backlog?**

— Yes →

**Add the PBI to the Product Backlog**

*Small Projects are most likely an Item in the Backlog of an Arena* (AME3)

*All Teams, of an Arena have one common Backlog.* (AME3)

v3.1