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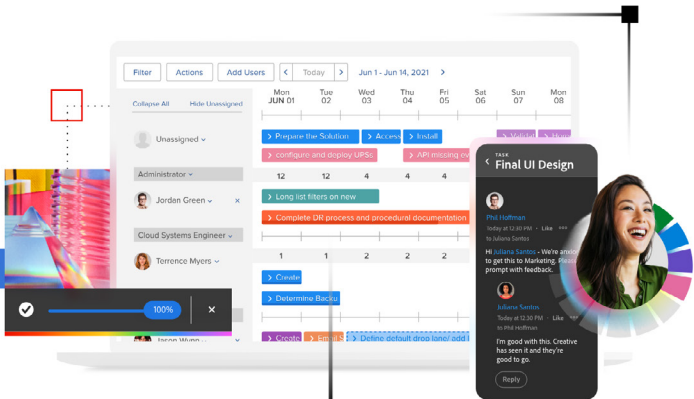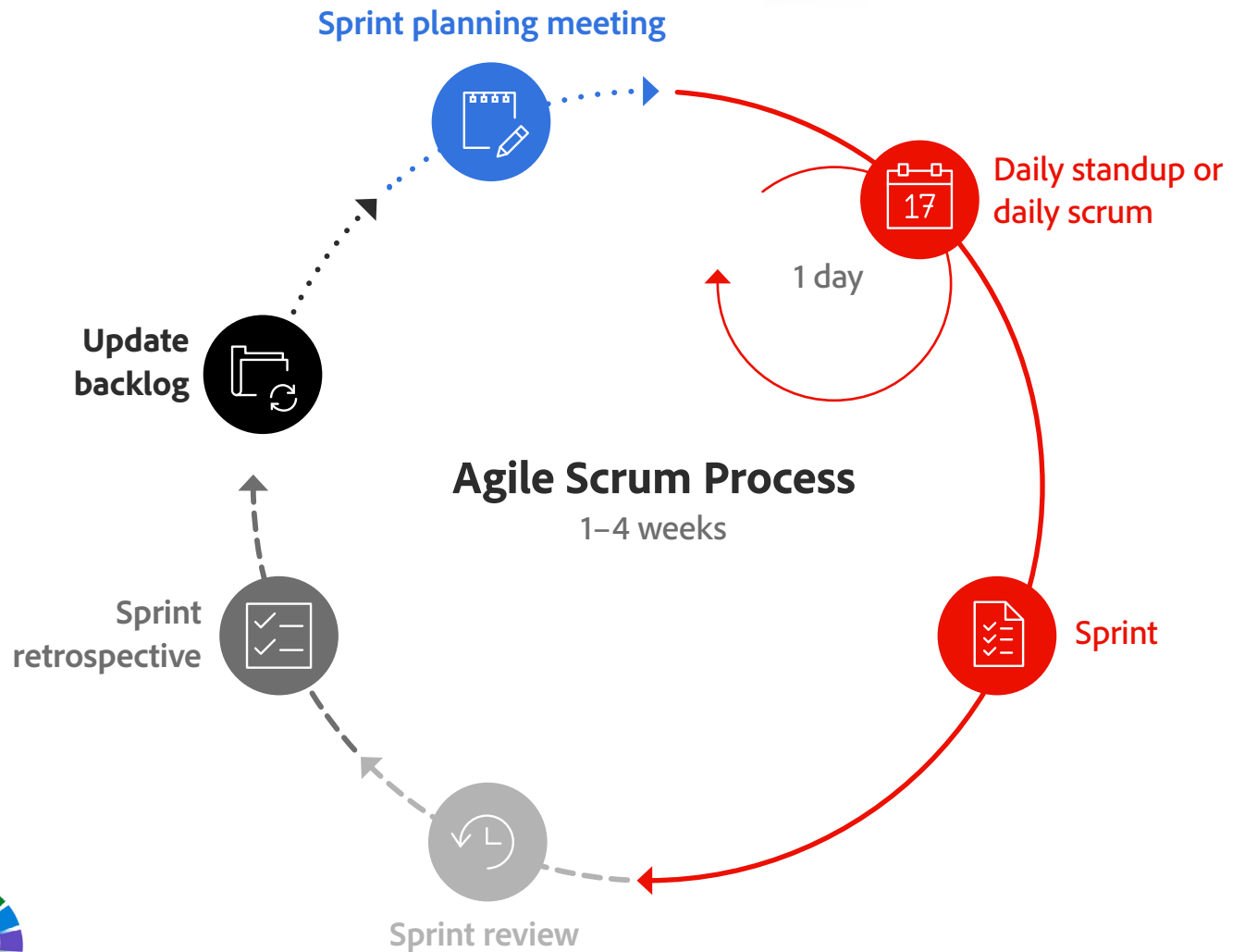
The quick guide to agile.

Agile is an approach for managing work that emphasizes visibility, collaboration, adaptability, and continuous improvement. Teams of all types and sizes—including marketing—use agile ways of working to boost cooperation, adapt quickly, and give continuous attention to quality content and design.

Use this overview of an agile sprint to help you accelerate and successfully deliver your team's work. Or get the full guide.

Sprint planning meeting

Daily standup or daily scrum

1 day

Update backlog

Agile Scrum Process
1–4 weeks

Sprint retrospective

Sprint

Sprint review

Set goals and processes

Sprint planning meeting:
A meeting held before a sprint to determine goals, obstacles, team bandwidth, and which stories to work on.

Daily standup or daily Scrum:
A quick meeting at the start of each day in a sprint to share what was done yesterday, stories to accomplish today, and any anticipated obstacles.

Sprint review:
An informal meeting with project owner and stakeholders at the end of a sprint to review what was accomplished.

Sprint retrospective:
A brief meeting held soon after the sprint review to evaluate the "how" of the sprint and identify velocity, setbacks and wins, and future improvements.

Key Scrum roles

Scrum master:
Filters incoming requests and facilitates all Scrum meetings.

Project owner (optional):
Prioritizes the backlog and determines the project vision.

Requester:
Anyone requesting work from an agile team.

Team member:
An individual contributor to the team or multiple agile teams.

Key Scrum terms

Backlog:
An ever-evolving list of work requests assigned in sprints to an agile team.

Story:
A work request with an allotted story point value to determine the effort required to accomplish it.

Board:
A visual representation of the work in each sprint.

Swimlanes:
A horizontal categorization of issues in the active sprints of a board that helps visualize tasks of different categories.

Looking for more?

For a deeper dive into the agile sprint process, explore our longer guide.

Read the guide

Be agile with Workfront.

Learn how the right tools can help your team use agile in your day-to-day work.

Explore more