

1. Record Nr.	UNINA9910787236803321
Autore	Van Ruler Betteke
Titolo	Reflective communication scrum : recipe for accountability / / Betteke van Ruler
Pubbl/distr/stampa	Hague, Netherlands : , : Eleven International Publishing, , 2014 ©2014
ISBN	94-6274-194-8
Descrizione fisica	1 online resource (95 p.)
Disciplina	302.207
Soggetti	Communication - Study and teaching Language arts
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; Title Page; Table of Contents; Introduction; What's the use of RCS?; Chapter 1 / A new way of planning; The traditional planning method; A planning method; The Scrum method; The RCS Building blocks; The Agile Manifesto for public relations and corporate communication; Chapter 2 / This is how you do it; Basic principles of the RCS; Key elements of the Reflective Communication Scrum; Building block 1a: Vision on the profession; Building block 1b: Vision on priorities; Building block 2: Intake; Building block 3: Sprint planning; Building block 4a: Sprint; Building block 4b: Scrum Building block 5: Validation Chapter 3 / 5 x 4 Essentials of the RCS; Four roles; Four meetings; Four artefacts; Evaluation; Four types of evaluation; Four aspects of accountability; Chapter 4 / Backgrounds of the RCS ; How communication works; Acting reflective; The reflective practitioner; Organizational change; The power of Scrum; Biography of Betteke van Ruler; Work in progress; Glossary; List of references; Notes
Sommario/riassunto	This concise book on agile and Scrum offers an alternative methodology for project planning in the communication branch in which flexibility is embraced and formalized. Dynamics and change are no longer obstacles, but simply elements of the method. Scrum was invented by two organization scholars and further developed in the information technology industry. Today, it is applied in many disciplines, but scarcely at all in the field of communication. That is

expected to change swiftly. Scrum is now being applied experimentally in communication and users are highly enthusiastic.

---