

INTRODUCING THE

S.P.A.R.K

METHOD

**AN APPROACH TO BOOSTING TEAM
PERFORMANCE IN AGILE ENVIRONMENTS**

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WHY **S.P.A.R.K.**?

- **Problem Statement:**
 - Scrum teams often **lose momentum** or **feel stuck** at various stages.
 - Standard Agile practices help but may lack the deeper **psychological triggers** to keep teams energized.
- **The Solution:**
 - **S.P.A.R.K.** is designed to inject **fresh energy** into Agile teams by focusing on **mindset**, **continuous reflection**, and **momentum-building**.
 - It **complements** Scrum, Kanban, or any Agile framework.



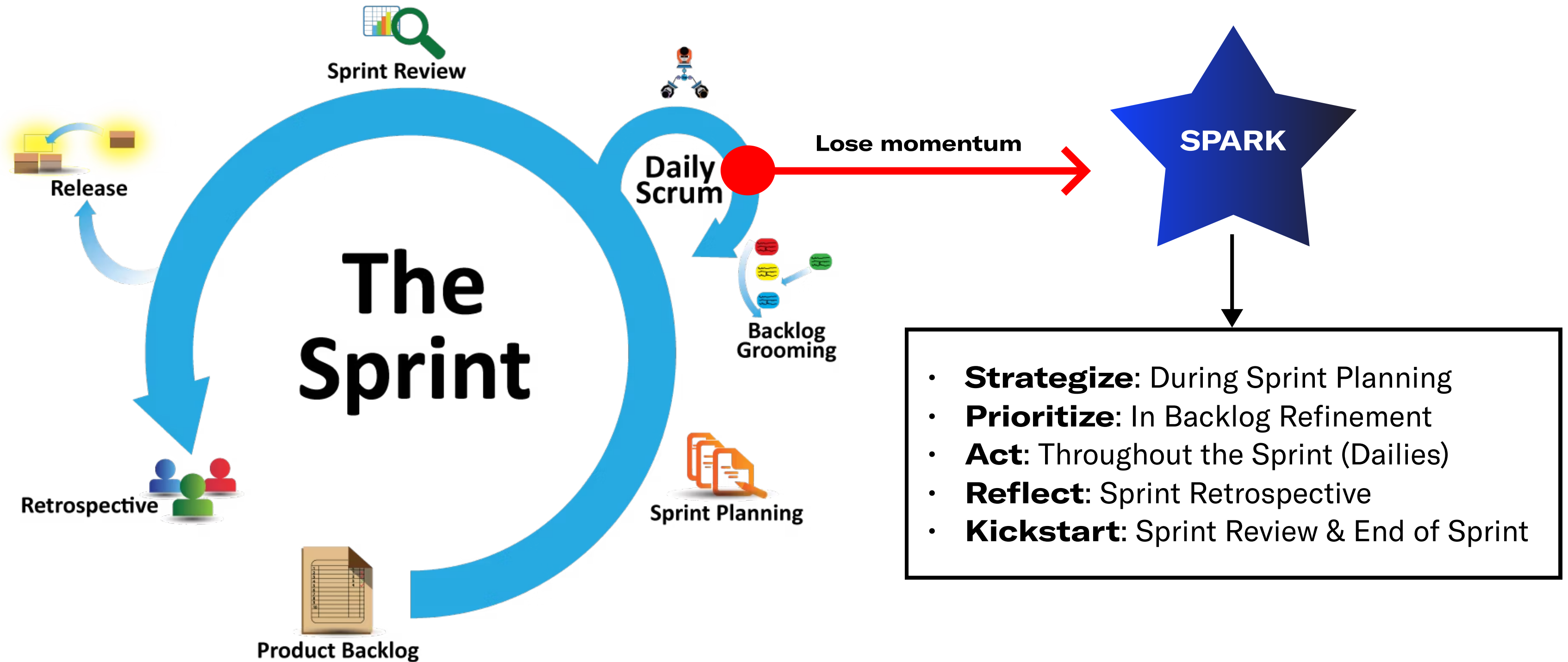


WHAT IS **S.P.A.R.K.**?

S.P.A.R.K. stands for:

- **S****trategize**: Align team goals and clarify the mental model.
- **P****rioritize**: Focus on high-impact tasks and beat decision fatigue.
- **A****ct**: Bias toward action with quick wins.
- **R****eflect**: Deep retrospection to uncover learning opportunities.
- **K****ickstart**: Overcome stagnation with small, purposeful nudges.

S.P.A.R.K IN THE SCRUM SPRINT CYCLE



S.P.A.R.K. STEP 1: STRATEGIZE

- **WHEN:** During Sprint Planning
- **HOW:** Use the FOCUS Model to align team goals, scope, and vision. Discuss potential challenges and create cognitive alignment with the team's objectives and motivations.
- **PURPOSE:** Align the sprint scope with team capacity and mental clarity.
- **OUTCOME:** A well-defined, mentally aligned strategy for the sprint, including identifying potential roadblocks early on.



S.P.A.R.K. - THE FOCUS MODEL

- **What it is:**

The **FOCUS Model** is a tool designed to help teams align their goals and strategies clearly. It stands for **Find, Organize, Clarify, Understand, and Simplify**. This model helps Scrum teams clarify their strategic direction by identifying key goals and challenges, structuring them in an actionable way.

- **How to use it:**

- **Find** the team's key goals and challenges.
- **Organize** these priorities to avoid confusion.
- **Clarify** objectives and expectations for the sprint.
- **Understand** the potential risks and blockers.
- **Simplify** the scope and action items to create focus.

- **Outcome:**

Teams come out of Sprint Planning with a unified understanding of the goals and a clear path forward.



S.P.A.R.K. STEP 2: PRIORITIZE

- **WHEN:** Backlog Refinement / Sprint Planning
- **HOW:** Use the **Velocity-Value Matrix (VVM)** to prioritize tasks based on their potential impact versus team velocity. This helps the team focus on high-value, high-priority work while managing the flow of smaller tasks.
- **PURPOSE:** Avoid decision fatigue by focusing on the most important work.
- **OUTCOME:** A prioritized backlog that balances impact and team capacity, setting the team up for a successful sprint.

S.P.A.R.K. - THE VELOCITY-VALUE MATRIX (VVM)

- **What it is:**

The **Velocity-Value Matrix (VVM)** is a prioritization tool that helps teams balance their workload by focusing on tasks that deliver the highest value relative to the team's velocity. The matrix evaluates tasks based on their value to the product or customer and their difficulty relative to the team's velocity.

- **How to use it:**

- Place tasks in a 2x2 grid based on **high vs. low value** and **high vs. low velocity (effort)**.
- Focus on **high-value, low-effort** tasks first.
- Defer or break down **low-value, high-effort** tasks.

- **Outcome:**

Teams can effectively prioritize tasks in a way that maximizes impact without overloading the team's capacity.

S.P.A.R.K. STEP 3: ACT

- **WHEN:** Throughout the Sprint (Dailies)
- **HOW:** Apply the **Momentum Trigger Technique (MTT)** during daily standups to drive continuous action. Use micro-tasks and small wins to build momentum and overcome any inertia. Encourage the team to act quickly, even if everything isn't perfect yet.
- **PURPOSE:** Maintain a bias towards action, keeping the team moving forward.
- **OUTCOME:** Consistent action on sprint tasks, avoiding team stagnation or loss of momentum.



S.P.A.R.K. - THE MOMENTUM TRIGGER TECHNIQUE (MTT)

- **What it is:**

The **Momentum Trigger Technique (MTT)** is designed to help teams maintain momentum throughout the sprint. It uses small, actionable tasks (triggers) to kickstart productivity and avoid inertia when the team feels stuck. By focusing on easily achievable micro-tasks, teams can build progress even in difficult sprints.

- **How to use it:**

- Identify small, quick tasks or “triggers” that can be completed in under an hour.
- Introduce these tasks during standups or when the team feels stuck.
- Use the progress from these tasks to build momentum for larger tasks.

- **Outcome:**

Consistent forward motion throughout the sprint, even when facing roadblocks.



S.P.A.R.K. STEP 4: REFLECT

- **WHEN:** Sprint Retrospective
- **HOW:** Use the Cognitive Debrief Loop (CDL) during retrospectives to dig deeper into team performance. This technique helps uncover hidden assumptions, biases, and blind spots that might be affecting team dynamics or delivery.
- **PURPOSE:** Drive deep retrospection that challenges assumptions and uncovers new opportunities for growth.
- **OUTCOME:** Insightful retrospectives that generate actionable improvements for future sprints.

S.P.A.R.K. – THE COGNITIVE DEBRIEF LOOP (CDL)

- **What it is:**

The **Cognitive Debrief Loop (CDL)** is a reflective tool used to analyze team decisions and performance after a sprint. It encourages deep retrospection by challenging assumptions, biases, and mental models. Teams use the CDL to ensure retrospectives go beyond surface-level reflection and identify cognitive blind spots that may have affected the sprint.

- **How to use it:**

- During retrospectives, ask thought-provoking questions about decisions made during the sprint.
- Challenge assumptions or biases (e.g., optimism bias, groupthink) that may have influenced outcomes.
- Use the insights to improve future decision-making.

- **Outcome:**

Teams gain deeper insights into their performance, leading to actionable changes for the next sprint.

S.P.A.R.K. STEP 5: KICKSTART

- **WHEN:** End of Sprint / Sprint Review
- **HOW:** Use the **Nudge-Forward Framework (NFF)** to re-energize the team for the next sprint. Apply micro-habits, quick wins, and small changes that reignite motivation and forward momentum.
- **PURPOSE:** Overcome inertia and stagnation at the end of a sprint, giving the team a boost for the next one.
- **OUTCOME:** A fresh boost of energy and new actions ready to drive momentum into the next sprint.



S.P.A.R.K. - THE MOMENTUM TRIGGER TECHNIQUE (MTT)

- **What it is:**

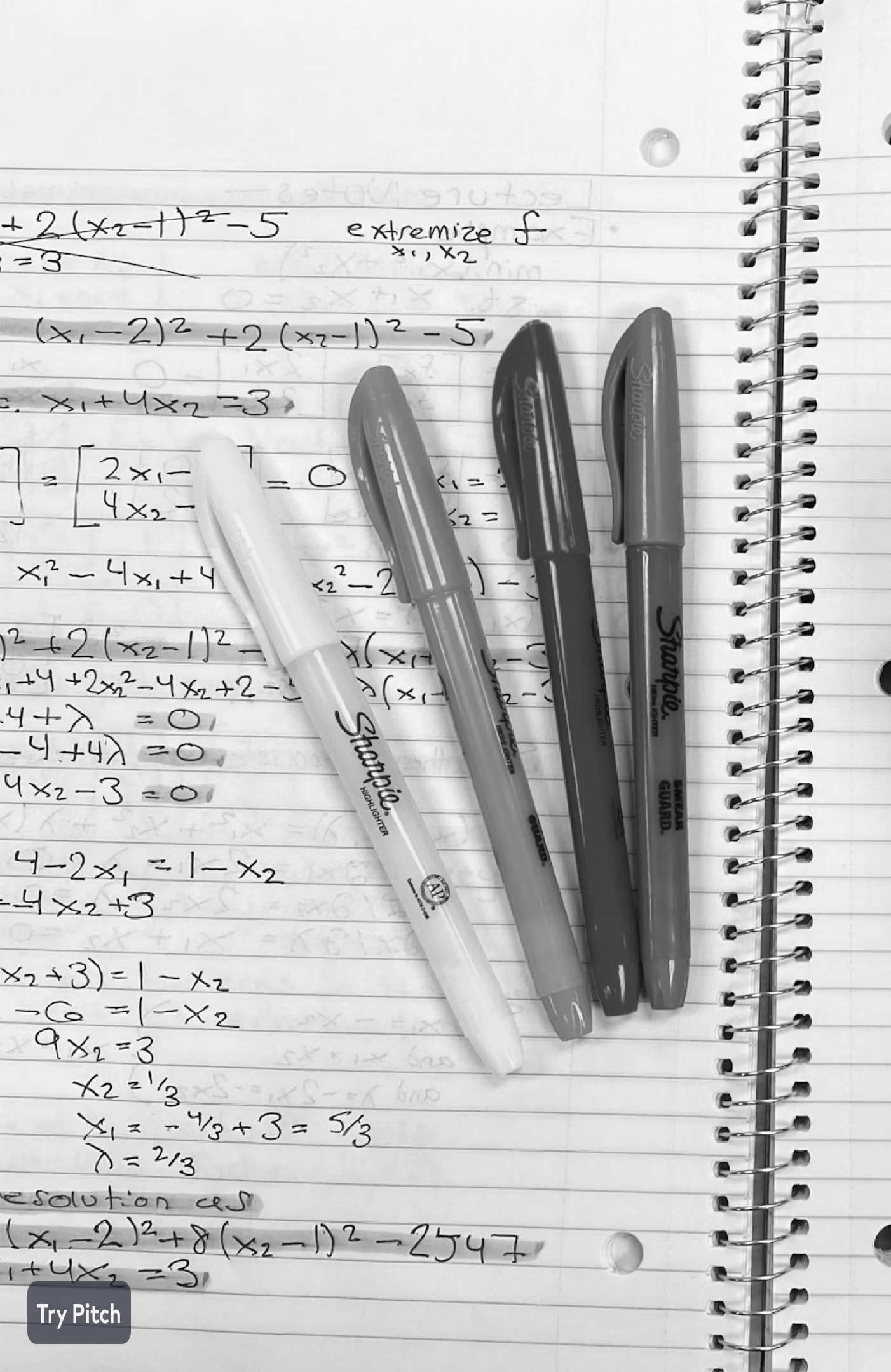
The **Nudge-Forward Framework (NFF)** is designed to reignite team motivation when momentum slows. It focuses on introducing small, manageable changes (nudges) that help teams overcome inertia at the end of a sprint. By implementing micro-habits or completing small, easy tasks, teams can "nudge" themselves back into action and start the next sprint with renewed energy.

- **How to use it:**

- At the end of the sprint, identify small tasks or habits that can drive quick wins.
- Implement these “nudges” as a way to kickstart the team’s motivation.
- Use these nudges to bridge the transition between sprints.

- **Outcome:**

A refreshed, energized team ready to tackle the next sprint without losing momentum.

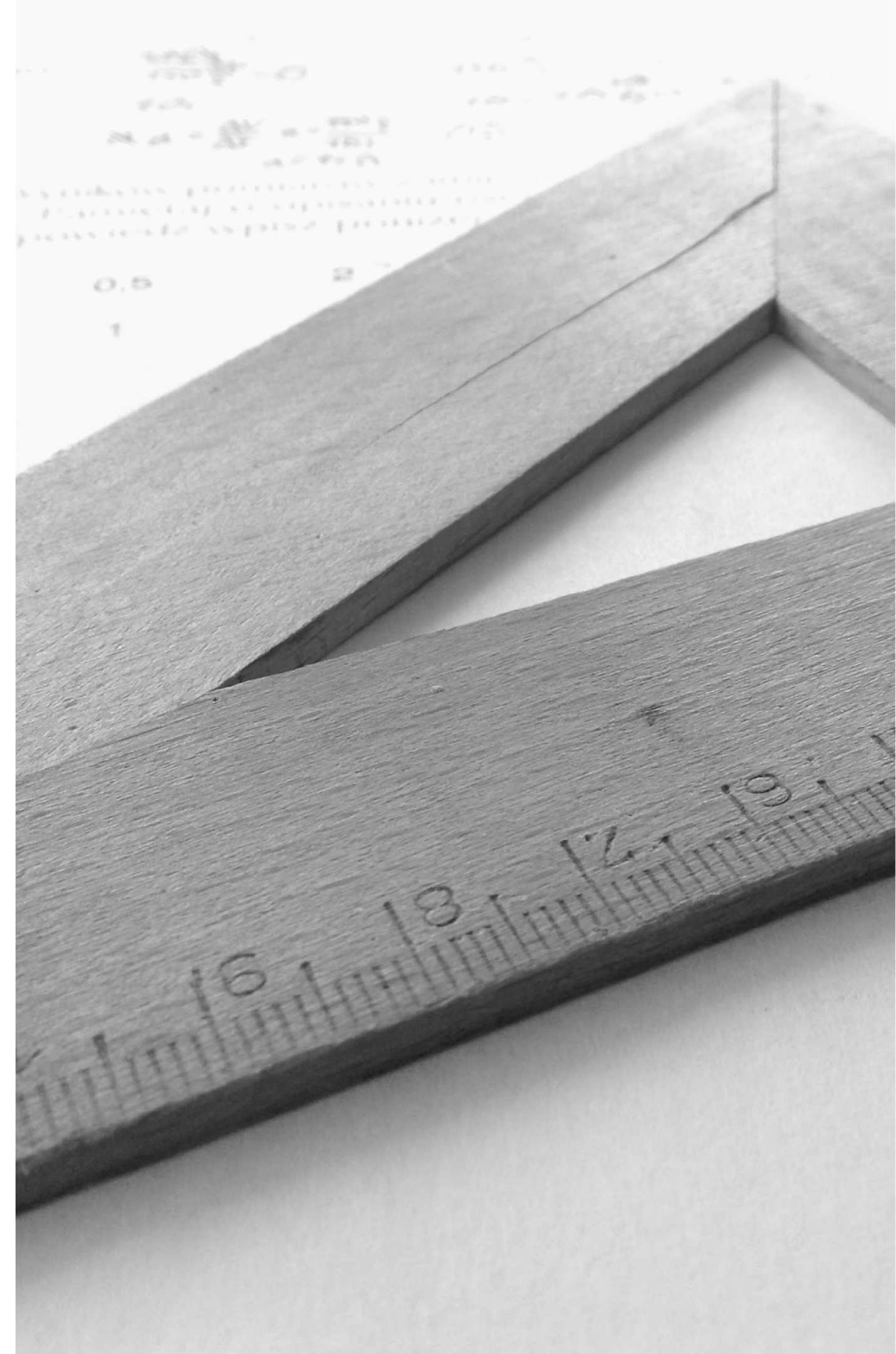


S.P.A.R.K. IN ACTION

- **Scenario:** Your team feels stuck mid-sprint.
 - **Strategize:** Use the **FOCUS Model** to realign sprint goals and objectives.
 - **Prioritize:** Apply the **Velocity-Value Matrix (VVM)** to refocus the backlog.
 - **Act:** Break tasks into smaller steps using the **Momentum Trigger Technique (MTT)**.
 - **Reflect:** Guide the team in retrospective with the **Cognitive Debrief Loop (CDL)** to uncover hidden blockers.
 - **Kickstart:** Use the **Nudge-Forward Framework (NFF)** to restart momentum for the next sprint.
- **Result:** A re-energized, realigned team ready to continue delivering value.

S.P.A.R.K. ASSESSMENT CANVAS

- **WHAT:** A tool to assess your team's performance across the five dimensions of S.P.A.R.K.
- **HOW:** Use the canvas during retrospectives to measure strengths, identify areas for growth, and improve team dynamics.
- **OUTCOME:** Actionable feedback to guide team improvements for the next sprint.



GETTING STARTED WITH S.P.A.R.K.

- **Step 1:** Introduce S.P.A.R.K. during retrospectives and sprint planning.
- **Step 2:** Use the S.P.A.R.K. Assessment Canvas to track performance across each step.
- **Step 3:** Iterate the cycle and adapt based on feedback and team performance.



LET'S DISCUSS
THANK YOU!



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