



AGILE COACH | SCRUM MASTER | PRODUCT OWNER

# THERESA BLÖCHL

## MY HEART BEATS AGILE

With a lot of enthusiasm for the matter, understanding of people and situations, always open to experiments. I'll show you how we live agile ways of working with fun, common sense and a good dose of courage for change.



[Learn more](#)

# Project Abstract

2023 - 2024



Insurance group  
(one of the largest insurers in the world, market leader in Germany)

## AGILE COACH & SCRUM MASTER

### Initiatives to achieve the Tribe goal of „becoming the fastest-growing motor insurer in Germany“

- ▶ Establishment of overarching prioritization and planning in a scaled environment
- ▶ Design and implementation of overarching goals at Tribe level
- ▶ Sharpening the understanding of agile roles through methods such as Role Canvas
- ▶ Coaching the product owners in the project
- ▶ Continuous further development of a software team through regular retrospectives, workshops and the use of agile practices
- ▶ Development of an open and respectful internal communication to create a positive working environment and promote innovative ideas within a large team
- ▶ Developing the team to work in a more focused way and optimizing hybrid ways of working
- ▶ Coaching the organization in terms of agile methodology, stakeholder management and communication
- ▶ Coaching teams towards more self-organization and cross-functional teamwork using agile methods
- ▶ Removing obstacles that the team itself cannot overcome and thus hold the team back
- ▶ Facilitator for Scrum events at team level - such as daily stand-ups and retrospectives - and at Tribe level - such as reviews and refinements
- ▶ Teaching techniques for effective management of the product backlog
- ▶ Promotion of a clear understanding of concise product backlog entries
- ▶ Support with product planning in an empirical working environment to create high-quality products

2023



Tourism organization  
(for strategic destination development, organization of tourism offers, communication & marketing)

## BUSINESS (AGILITY) COACH

### Employee training „Agile working“

- ▶ Onsite workshop to teach agile working methods and possible areas of application
- ▶ Identification of current challenges in the working environment with subsequent coaching to analyze the problems and causes
- ▶ Introduction to agile methods, values and their areas of application
- ▶ Conduction of playful exercises to illustrate the core concepts of agile methods
- ▶ Collaborative development of experiments with measurable goals for integrating agile methods into the daily work routine



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## Industries

- Insurance ✓
- Personnel service provider ✓
- Consulting ✓
- IT ✓
- Social Services ✓
- Tourism ✓

# Project Abstract

2020 - 2023



Insurance group  
(one of the largest insurers in the world, market leader in Germany)

## AGILE COACH & SCRUM MASTER

### Agile Transformation

- ▶ Consulting on agile transformation
- ▶ Further development of several teams in the role of Scrum Master in a scaled agile environment (SAFe, LeSS, Agile@Scale)
- ▶ Development and establishment of product-related backlogs and cross-team prioritization according to business value
- ▶ Development and establishment of methods to optimize business value
- ▶ Implementation of adaptive organizational forms

### Development of insurance products

- ▶ Further development of several teams in the role of Scrum Master (actuarial office, frontend, customer interaction)
- ▶ Conducting in-house workshops and seminars on agile methods and scaling frameworks
- ▶ Workshops on prioritizing overarching backlogs and planning processes
- ▶ Support of the organization and teams in changing the corporate culture in the course of introducing agile working methods
- ▶ Coaching teams for more self-management and better collaboration using agile methods
- ▶ Establishment of a healthy error culture and building a shared value system in the teams
- ▶ Development of the team thinking towards goal-oriented and value-based work („busy isn't done“)
- ▶ Support of organizations and teams in the development of new products (product canvas)
- ▶ Establishment of stakeholder management methods (training, moderation, support)

### Individual coaching of various roles

- ▶ Coaching various agile roles such as Scrum Master and Product Owner
- ▶ Strength-oriented coaching of individual team members



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## Skills



# Project Abstract

2021 - 2022

Software Company  
(for 3D visualization)

## AGILE COACH & CONSULTANT

### Business Consulting

- ▶ Further development of coachees in various roles through individual coaching
- ▶ Holding workshops to restructure teams
- ▶ Introduction of agile methods in the organization

2017 - 2019

Personnel service provider  
(in the areas of IT, Engineering and Life Science)

## PRODUCT OWNER

### Implementation of a social intranet

- ▶ Strategic conceptualization, implementation and further development of a cross-company social intranet based on LumApps
- ▶ Creation and implementation of a concept in the area of corporate communications
- ▶ Cross-company project work

### Launch of new software and website

- ▶ Guidance a Scrum team in the further development of the company's internal websites and online services
- ▶ Preparation and implementation of workshops and training courses on the tools introduced

2015 - 2017

Non-profit organization  
(for integration and inclusion of people with disabilities)

## PROJECT LEADER

### Implementation of a social intranet

- ▶ Overall responsibility for project planning & implementation
- ▶ Establishment and further development of a cross-group intranet based on Sharepoint
- ▶ Evaluation of software providers for the technical implementation
- ▶ Management of external service providers
- ▶ Carry out requirements analyses and concept development
- ▶ Designing and holding workshops and training courses for employees on the use of the social intranet
- ▶ Responsibility for internal communication
- ▶ Writing project progress & status reports
- ▶ Stakeholder management



# THERESA BLÖCHL

## Experience

in the role of team member, product owner, scrum master, (agile) coach, project manager, project leader

- 8+ years managing projects ✓
- 6+ years in agile roles ✓
- 2+ years as a coach ✓

## Tools

Jira/Confluence

Mural/Miro

Office 365 + MS Project

Azure DevOps

Adobe Creative Suite

Social Intranets

# Project Abstract

2014 - 2015

## Development and enhancement of the website

- ▶ Development of a concept for the further development and relaunch of the website
- ▶ Design and implementation of websites with WordPress
- ▶ Coordination of external service providers and internal specialist departments in the project context

Association of senior citizens' facilities  
(in the Würzburg region)

## PROJECT LEADER

### Development and implementation of a social media concept

- ▶ Overall responsibility for project planning & implementation
- ▶ Implementation of requirements analyses and developing concepts for the use of social media for HR marketing
- ▶ Set up of social media strategies and guidelines
- ▶ Creation of editorial plans incl. writing and publishing articles and postings
- ▶ Management of the company accounts
- ▶ Management and monitoring of online performance using analysis tools and creating regular reports
- ▶ Designing and holding workshops and training courses for employees on the use of the social intranet
- ▶ Responsibility for internal communication
- ▶ Communication with users and customers as well as internal interfaces



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## Certificates

Certified SAFe 5 Agilist  
(Helsinki, Maarit Laanti, 2022)



Professional Scrum  
Master II  
(Paris, John Coleman, 2022)



Certified LeSS  
Practitioner  
(Amsterdam,  
Bas Vodde, 2021)



Professional Agile  
Leadership I  
(scrum.org, 2021)



Certified  
Product Owner  
(scrum.org, 2019)

