

AI-Powered Prompt Guide for Scrum Masters and Product Owners

This guide contains structured, in-depth ChatGPT prompts tailored for intermediate to advanced Agile professionals. Each prompt follows a best-practice format:

- **Persona:** Who is asking ChatGPT
- **Task:** What outcome they seek
- **Format:** How the response should be structured
- **Context:** Situation or scenario driving the need
- **References/Placeholders:** Areas to insert real data

Scrum Master Prompts

1. Resolving Repeated Sprint Failures

Persona: Experienced Scrum Master

Task: Help the team identify and resolve root causes of sprint failure

Format: Structured retrospective questions and coaching steps

Context: The last three sprints ended without meeting sprint goals, team morale is low.

Prompt: As an experienced Scrum Master, help me structure a retrospective that identifies recurring causes of failure in the last 3 sprints. Each sprint had at least 40% of stories incomplete. The team cites overcommitment and unclear requirements as common reasons. Provide a plan that includes specific retro questions to surface root causes, coaching advice to improve commitment, and facilitation techniques that promote psychological safety.

2. Cross-Team Coordination in SAFe

Persona: Scrum Master in a SAFe environment

Task: Improve coordination between Scrum teams and ART leadership

Format: Checklist and talking points

Context: PI Planning is in one week. Multiple teams depend on shared services and components.

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Prompt: I'm a Scrum Master working with 3 teams in a SAFe Agile Release Train. PI Planning is next week and coordination issues around shared services have impacted delivery in past PIs. Provide a checklist of pre-PI activities I should conduct with my teams and stakeholders. Include talking points to raise at Scrum of Scrums and techniques to surface unspoken dependency risks.

3. Conflict Between Developer and PO

Persona: Scrum Master mediating team conflict

Task: De-escalate a conflict and restore collaboration

Format: Mediation strategy and sample phrases

Context: A senior developer is publicly challenging the Product Owner's priorities.

Prompt:

I'm a Scrum Master observing a conflict between our senior developer and the PO. The developer disagrees with priorities and has become vocal during planning sessions. Provide a structured approach to mediate the conflict. Include a facilitation plan, one-on-one conversation guidance, and example phrases to keep discussions productive and respectful.

4. Energizing Low-Energy Retrospectives

Persona: Scrum Master noticing team disengagement

Task: Improve engagement in sprint retrospectives

Format: List of activities and facilitation tips

Context: Retrospectives are flat; the team shows little reflection or energy.

Prompt: I'm a Scrum Master facilitating retrospectives that have become monotonous and disengaging. Suggest three creative retrospective formats that promote fun and psychological safety, while also surfacing actionable improvements. Include facilitation tips and guidance on adapting the format to both co-located and remote teams.

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5. Creating a Self-Organizing Team Culture

Persona: Scrum Master coaching a dependent team

Task: Increase self-management

Format: Coaching roadmap with specific behaviors

Context: Team relies heavily on the Scrum Master for decisions and planning

Prompt: I'm a Scrum Master for a team that waits for my direction instead of self-organizing. Design a coaching roadmap with specific behaviors I can model and activities I can introduce to shift decision-making power to the team. Include milestones I can use to measure progress toward autonomy.

6. Managing Stakeholder Interference

Persona: Scrum Master protecting the team

Task: Deflect stakeholder disruptions to sprint focus

Format: Conversation strategy and escalation plan

Context: A stakeholder frequently bypasses the PO and disrupts the team mid-sprint

Prompt: As a Scrum Master, I want to address a recurring issue where a stakeholder interrupts the team mid-sprint with direct requests. Provide a communication plan to coach the stakeholder on proper Scrum roles, and suggest what to do if escalation is required. Include sample language for these conversations.

7. Facilitating Remote Daily Scrums

Persona: Scrum Master of a remote team

Task: Run more engaging and effective daily standups

Format: Suggested format + tools

Context: Team members multitask or disengage during daily Scrum

Prompt: I'm a Scrum Master leading a fully remote team. Our daily standups have become routine and low energy. (Cont..)

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Provide a revised structure and online tools or techniques I can use to re-energize the event, ensure time-boxing, and make blockers visible to the team.

8. Large-Scale Retrospective Design

Persona: Scrum Master leading a scaled Agile retrospective

Task: Design a retrospective for 4 Scrum teams

Format: Agenda and facilitation structure

Context: Multiple teams delivered one integrated release

Prompt: I need to facilitate a large-scale retrospective involving 4 Scrum teams who just delivered a shared product release. Design a 90-minute format that includes breakout groups, alignment on shared challenges, and cross-team improvement actions. Recommend tools and techniques to manage the session.

9. Resolving Team Role Confusion

Persona: Scrum Master for a new team

Task: Clarify and reinforce Scrum roles

Format: Coaching strategy and workshop ideas

Context: The team confuses PO, Scrum Master, and Developer roles, leading to tension

Prompt: I'm a Scrum Master for a newly formed team where roles are unclear. The PO is assigning tasks directly and developers look to me for technical direction. Provide a plan to clarify roles using coaching moments and a workshop format that reinforces role responsibilities through discussion or games.

10. Improving Agile Metrics for Team Growth

Persona: Scrum Master exploring better metrics

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Task: Shift focus from velocity to meaningful Agile metrics

Format: List of 5 metrics with implementation tips

Context: Leadership is overly focused on velocity as a performance metric

Prompt: As a Scrum Master, I want to expand beyond velocity as our sole metric. Suggest 5 Agile metrics that reflect team health, delivery predictability, or quality. For each, explain what it reveals, how to collect it, and how to use it to drive team-level improvement.

Product Owner Prompts

1. Velocity-Based Forecasting

Persona: Product Owner preparing roadmap updates

Task: Estimate time to deliver a known backlog using past velocity

Format: Sprint-based forecast with caveats

Context: Stakeholders want a forecast for a feature set estimated at 100 story points

Prompt: As a Product Owner, I want to forecast delivery timelines for an upcoming feature set. Our velocity was: Sprint 4 = {{X}}, Sprint 5 = {{X}}, Sprint 6 = {{X}}, Sprint 7 = {{X}}. The total size of the upcoming work is {{100}} story points. Provide the average velocity and estimate how many sprints will be needed. Also list 3 assumptions/caveats I should communicate to stakeholders when sharing this forecast.

2. Managing a Single Backlog in LeSS

Persona: Product Owner in a LeSS (Large Scale Scrum) setup

Task: Maintain a unified backlog for multiple teams

Format: Backlog structure, refinement strategy, and prioritization flow

Context: 4 Scrum teams share one backlog; backlog refinement has become chaotic and repetitive

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Prompt: I'm a Product Owner in a LeSS environment managing a single product backlog for 4 Scrum teams. Refinement sessions are inefficient due to unclear prioritization and team overlap. Provide a strategy to structure and tag backlog items to avoid duplication. Recommend a cadence and format for refinement sessions and how to decide which team joins which session. Suggest how to document decisions to avoid rehashing the same discussions.

3. Competitive Product Discovery via SWOT & TOWS

Persona: Product Owner conducting competitive research

Task: Analyze the market landscape and identify strategic opportunities using SWOT and TOWS

Format: Table format SWOT analysis with bullets per competitor, followed by TOWS-style strategic insights

Context: You're entering a competitive space and need to understand how your top competitors position themselves in order to find differentiation and growth opportunities

Prompt: I'm a Product Owner conducting market discovery for an artisan e-commerce product. Help me perform a detailed SWOT analysis on our top 5 competitors. Select competitors based on seller adoption, user base, and strategic positioning.

Structure the analysis as a table with the following columns for each competitor: Strengths, Weaknesses, Opportunities, Threats. For example:

- Strengths: brand recognition, platform growth, user trust, features
- Weaknesses: high fees, limited customization, support issues
- Opportunities: AI personalization, niche expansion, sustainability trends
- Threats: economic downturn, rising competition, regulatory risks (cont..)

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Then, provide a brief TOWS-style strategic response summarizing how we can leverage this analysis to find a product niche or differentiate. Use concise bullet points. Aggregate insights across the competitors to draw useful conclusions for our strategy.

4. Converting Acceptance Criteria to Given-When-Then Format

Persona: Product Owner refining user stories

Task: Translate existing acceptance criteria into BDD-style Gherkin syntax

Format: Rewritten examples with explanation

Context: I already have acceptance criteria written in a "Verify that..." format, and I want to express them using Given-When-Then for better clarity with the dev team

Prompt: I'm a Product Owner preparing stories for development. I already have acceptance criteria written in a format like:

1. Verify that users can reset their password using their email
2. Verify that an error message appears if the email is invalid
3. Verify that the reset link expires after 24 hours
4. Verify that the password is not accepted unless it meets complexity requirements

Help me convert each of these into a proper Given-When-Then format suitable for Gherkin-style BDD. Include a brief explanation for how the translation clarifies behavior and improves test alignment.

5. Vertical Slicing of User Stories

Persona: Product Owner struggling to break down features

Task: Decompose a large epic into thin vertical slices

Format: User story examples and slicing rationale

Context: A team struggles to deliver meaningful value within a sprint due to poor slicing

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Prompt: As a Product Owner, I have an epic for a new login system. Help me vertically slice this epic into smaller, end-to-end user stories that can be completed within one sprint. Each story should represent user value and include the UI, logic, and data layer if applicable. Explain your slicing rationale.

6. Prioritizing Tech Debt with Stakeholders

Persona: Product Owner facing pressure to deprioritize non-functional work

Task: Make a case for prioritizing technical improvements

Format: Talking points + data strategy

Context: Stakeholders only want features; team is raising concerns about maintainability

Prompt: As a Product Owner, I want to advocate for including tech debt and refactoring in our backlog. Provide a set of talking points I can use with stakeholders to explain the business risk of ignoring non-functional work. Suggest what data or metrics (e.g. cycle time, bug count) I could present to support the case.

7. Stakeholder Mapping and Influence Strategy

Persona: Product Owner working with a diverse stakeholder group

Task: Build a relationship and influence plan

Format: Stakeholder map + influence tactics

Context: Multiple departments have conflicting priorities

Prompt: I'm a Product Owner managing a product used by Marketing, Operations, and Legal. Their priorities often conflict. Help me create a stakeholder map and recommend influence strategies based on each group's power and interest. Suggest how I should tailor my communication cadence and message for each stakeholder type.

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8. Outcome-Oriented Product Roadmap

Persona: Product Owner updating the roadmap

Task: Shift from feature-based to outcome-based roadmap

Format: Sample roadmap segments and framing techniques

Context: Leadership wants a 6-month roadmap but expects exact features

Prompt: I'm a Product Owner and want to build a roadmap that's based on outcomes rather than a fixed list of features. Provide a sample 6-month roadmap section that groups work by user outcomes or goals instead of features. Include framing tips for stakeholder conversations about uncertainty and discovery.

9. Running Impact Mapping Workshop

Persona: Product Owner planning discovery with stakeholders

Task: Use Impact Mapping to align goals and features

Format: Impact Map + agenda **Context:** There's misalignment between what stakeholders want and what users need

Prompt: I want to run an Impact Mapping session with key stakeholders to align business goals with the right features. Provide an outline agenda, example prompts to guide conversation, and a sample map structure I can customize. Suggest who should attend and how to facilitate outcome-oriented thinking.

10. Handling Feature Requests That Don't Align

Persona: Product Owner navigating conflicting priorities

Task: Say "no" without damaging relationships

Format: Conversation templates + strategy

Context: A senior exec wants a feature that doesn't fit the product vision

Prompt: I'm a Product Owner and received a feature request from a VP that doesn't align with our product strategy. (cont..)

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Help me craft a professional response that explains why the feature won't be prioritized now. Include conversation templates and a strategy to preserve the relationship while reinforcing the roadmap's focus.

