4-7 MAY 2025
ScrumAlliance
Global Scrum Gathering®
MUNICH

Meme Thinking

Forget face-to-face, it’s meme-to-meme now

For ages 18 up
PRODUCT COACH
• PRODUCT-MARKET FIT •
Growth Hacking
Sean Ellis and Morgan Brown
INSPIRED
Marty Cagen
INCLUDES PRODUCT COACHING GROWTH WHEEL!

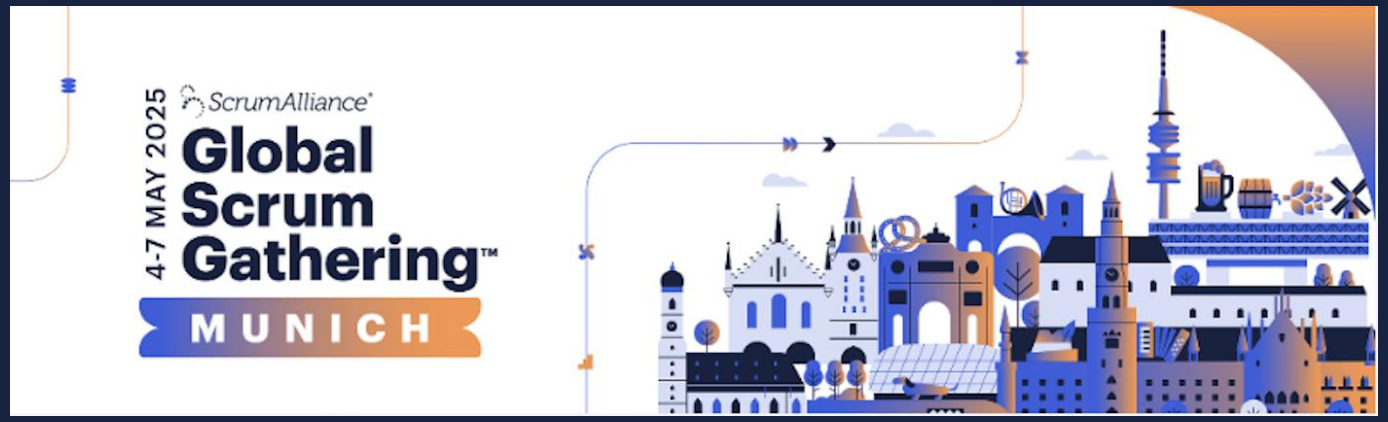
Now with 30% more Empathy!
EXECUTIVE COACH
WHOLEHEARTED LEADERSHIP REVOLUTION
EXPAND YOUR COMFORT ZONE
Articulates goals using the HEARTFELT mode!
Limited edition 'Facilitation Mode'

LEARNING OUTCOMES

1. Leverage Neuroscience for _____, resulting in _____ and _____

2. Practical Skills for Creating _____ and _____ so you can _____

3.



Session Theme (required)

- (●) Foundations Reimagined: Timeless Agile Principles
- ( ) Agile in Action: Conquering Today's Challenges
- ( ) Future-Proofing Agile: Innovating for Tomorrow
- ( ) Other (please specify)

AGILE MANIFESTO: PRINCIPLE 6

THE MOST EFFICIENT AND EFFECTIVE METHOD OF CONVEYING INFORMATION TO AND WITHIN A DEVELOPMENT TEAM IS FACE-TO-FACE CONVERSATION.

“MEDIA RICHNESS THEORY”

Daft and Lengel (1986)

Face-to-face (F2F)

Electronic

Richer

Less rich

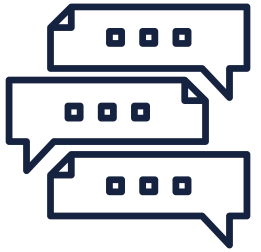
THE MOST EFFICIENT AND EFFECTIVE METHOD OF CONVEYING INFORMATION TO AND WITHIN A DEVELOPMENT TEAM IS FACE-TO-FACE CONVERSATION.

F2F communication leads to faster decisions

Kinney & Dennis (1994)

Electronic communication achieves greater creativity and flexibility

Chao et al. (2020)



THE MOST **EFFICIENT** AND **EFFECTIVE** METHOD OF CONVEYING INFORMATION TO AND WITHIN A DEVELOPMENT TEAM IS ~~FACE-TO-FACE~~ CONVERSATION.

It's up to us to match the right tool for the right job

Richer

Less rich

WE HAVE MANY “RICH” COMMUNICATION TOOLS AVAILABLE TO US NOW

Multimedia

F2F

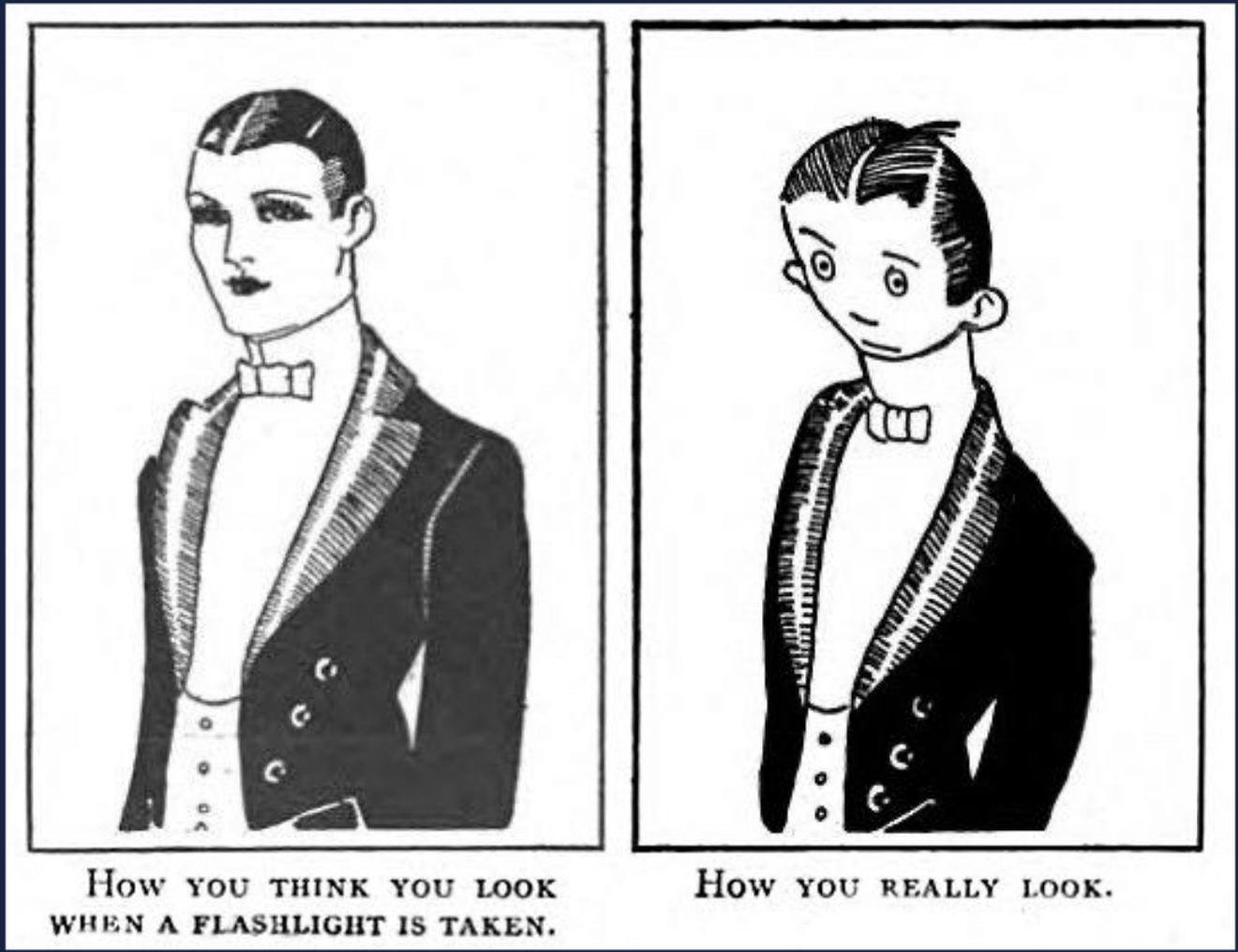
Electronic

Richer

Less rich

WHAT IS A MEME?

WHAT IS A MEME?



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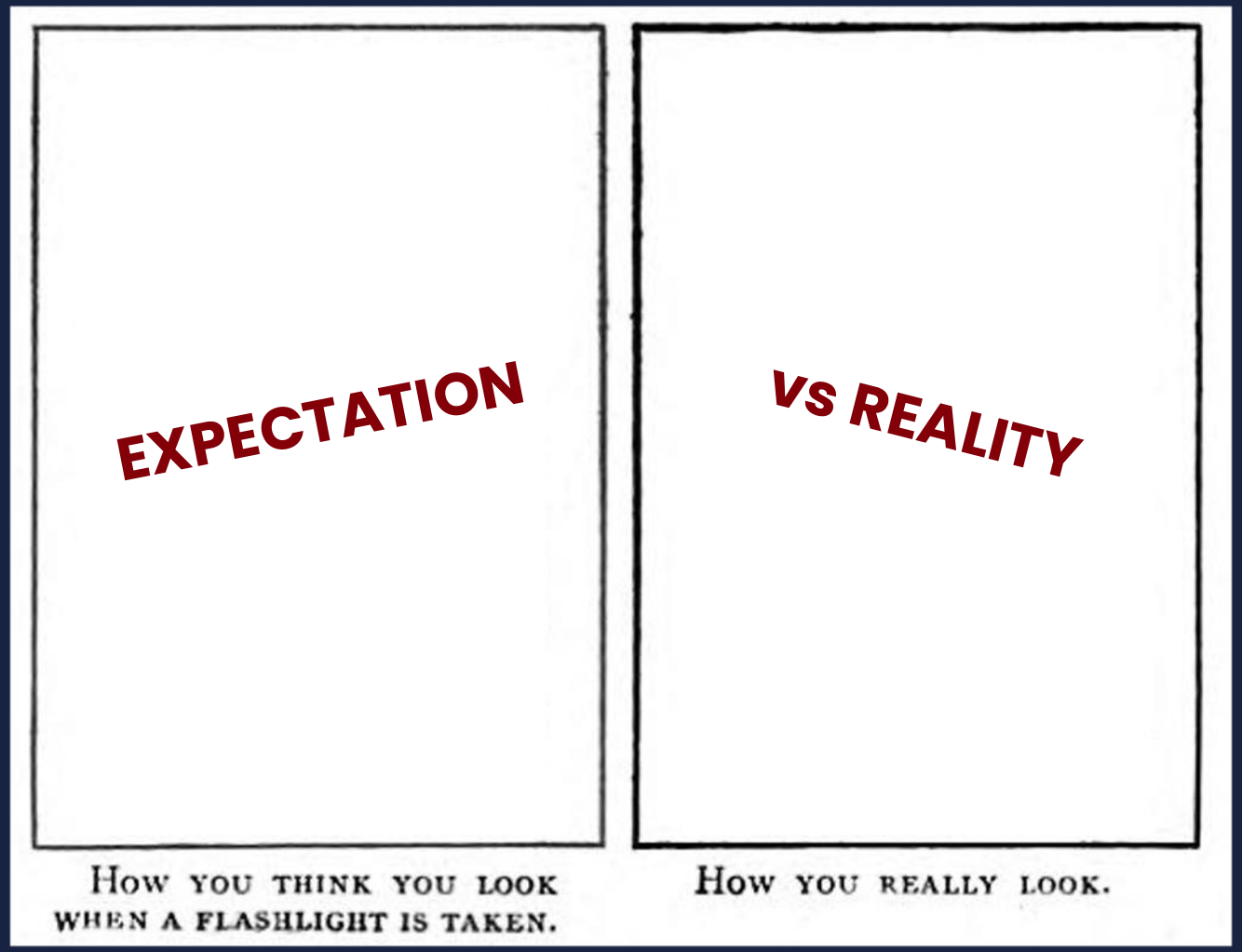

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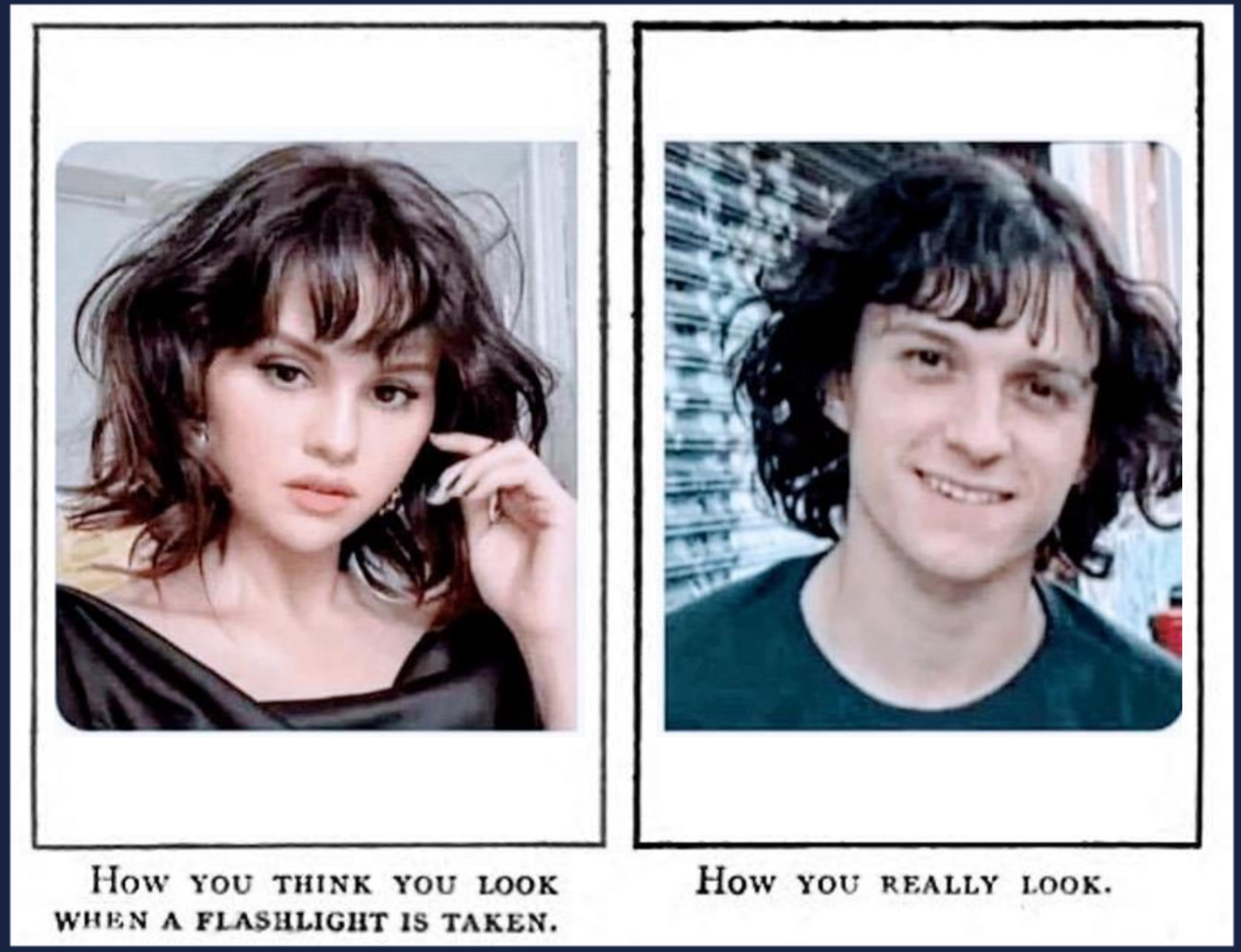
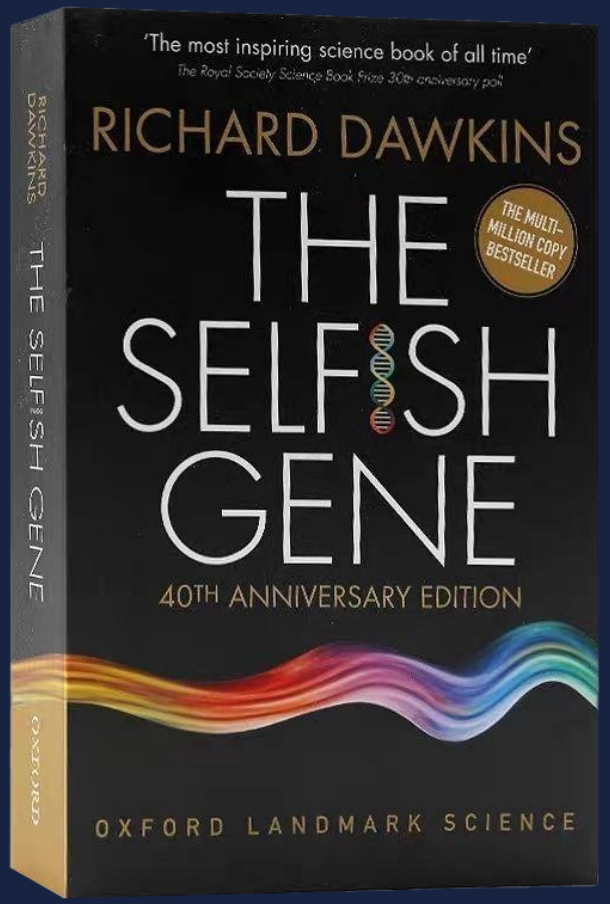
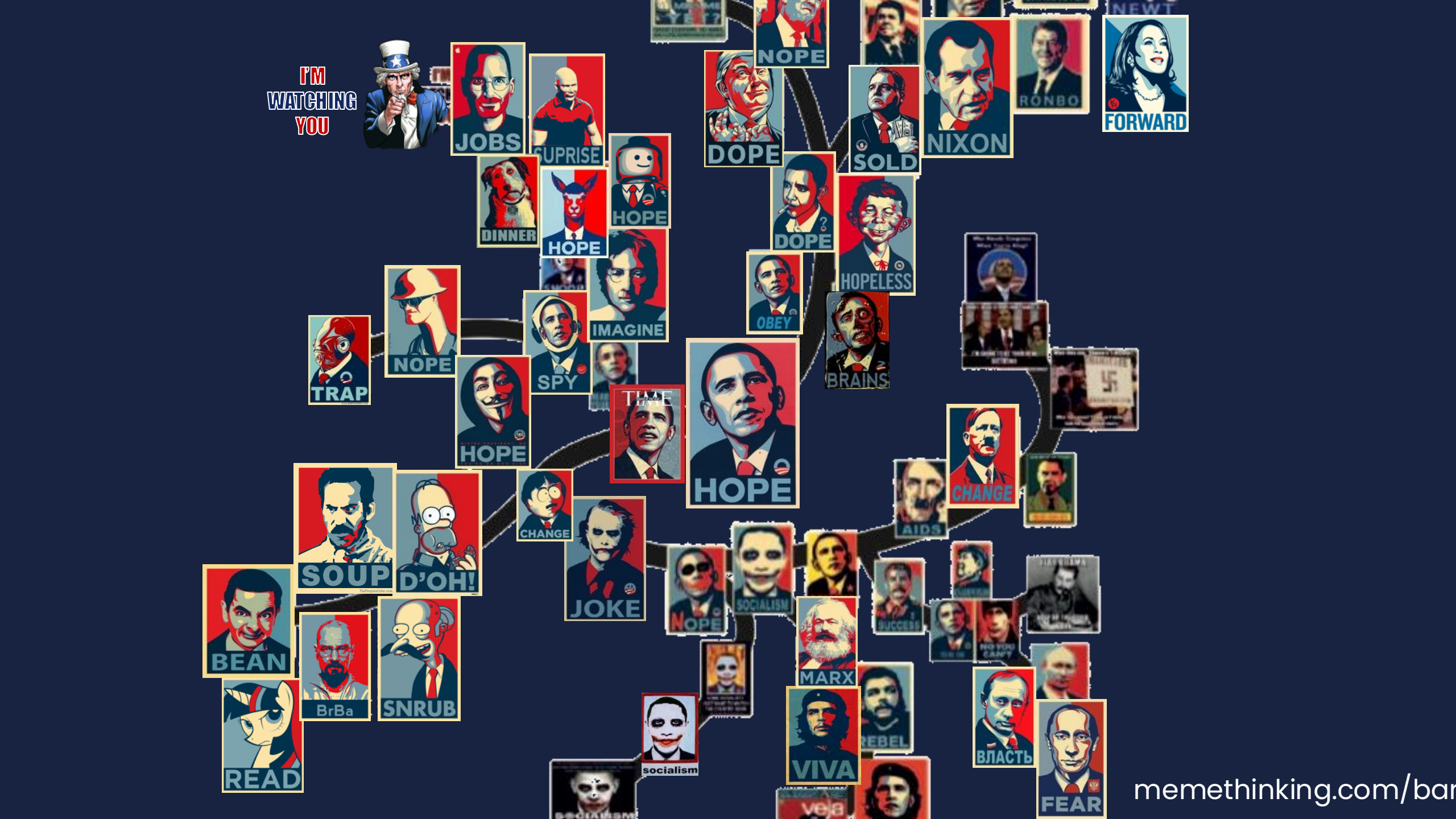


WHAT IS A MEME?

MEME THEORY


'The most inspiring science book of all time'
The Royal Society Science Book Prize 30th anniversary poll
RICHARD DAWKINS
THE SELFISH GENE
THE MULTI-MILLION COPY BESTSELLER
40TH ANNIVERSARY EDITION
OXFORD LANDMARK SCIENCE
RICHARD DAWKINS
THE SELFISH GENE
OXFORD

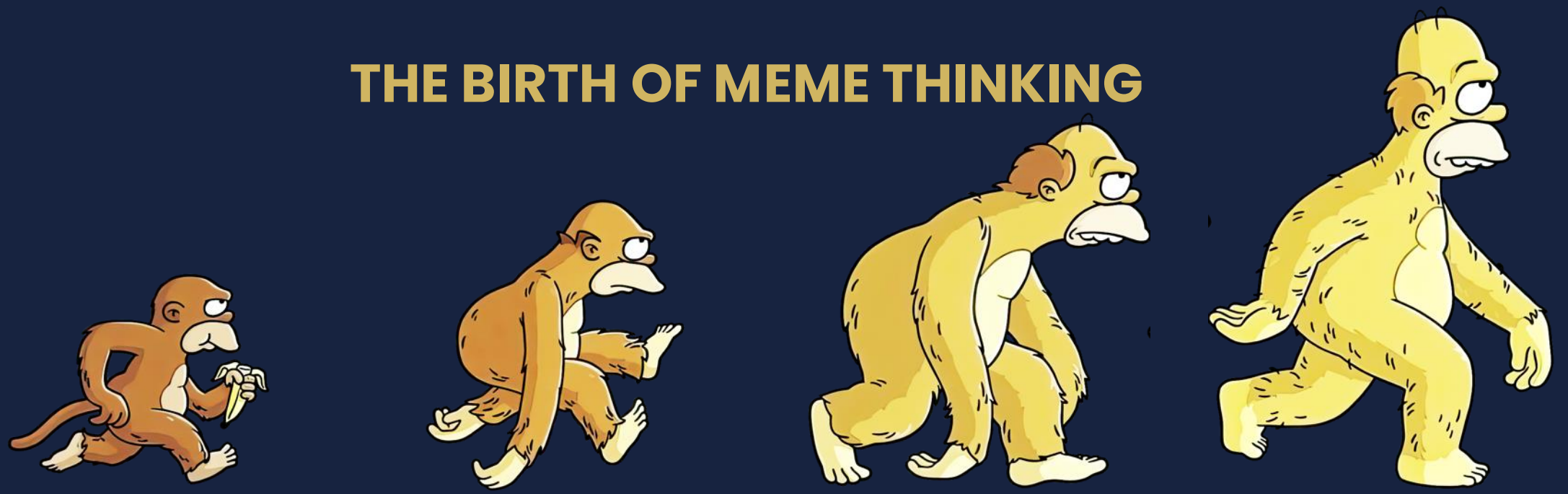
HOPE


I'M WATCHING YOU
JOBS
SUPRISE
DINNER
HOPE
HOPE
NOPE
DOPE
SOLD
NIXON
RONBO
FORWARD
DOPE
HOPELESS
OBEY
BRAINS
IMAGINE
TRAP
NOPE
SPY
HOPE
HOPE
CHANGE
AIDS
CHANGE
SOUP
D'OH!
JOKE
NOPE
SOCIALISM
MARX
BEAN
BrBa
SNRUB
READ
socialism
VIVA
REBEL
ВЛАСТЬ
FEAR
memethinking.com/bar

MODIFIED WORK EXAMPLE

A BRIEF HISTORY OF MEME THINKING

THE BIRTH OF MEME THINKING



95M bce

Laughter relieves tension

42M bce

Humour as a social bonding cue

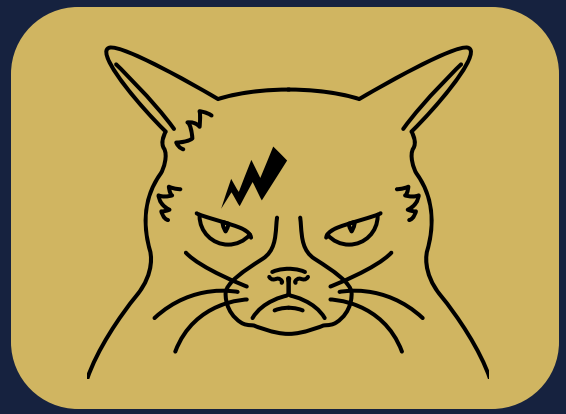
~1990

Internet Memes, GIFs and emojis

2017

Memes go mainstream

THE BIRTH OF MEME THINKING



2020

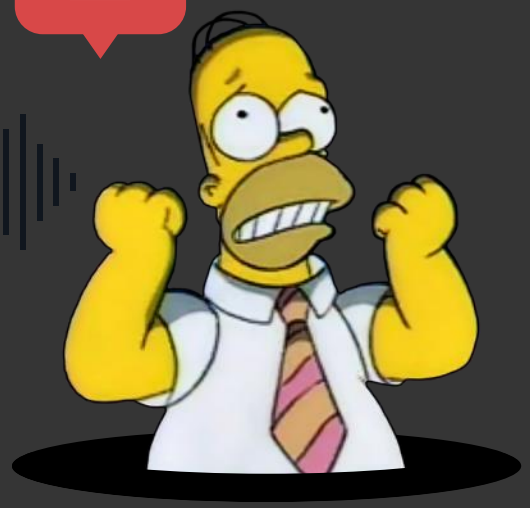
MEME THINKING

Workplace humour just got serious

DEADLINE

53

unread messages



99

hope this email finds you WELL

3

WELCOME TO 2025

Information overload

Limited non-verbals

Hard to connect deeply

WHY MEME THINKING?

Information overload

Limited non-verbals

Hard to connect deeply

PATTERN INTERRUPT

Attention economy
Information overload
Maximise cut-through

EMOTIONAL CUES

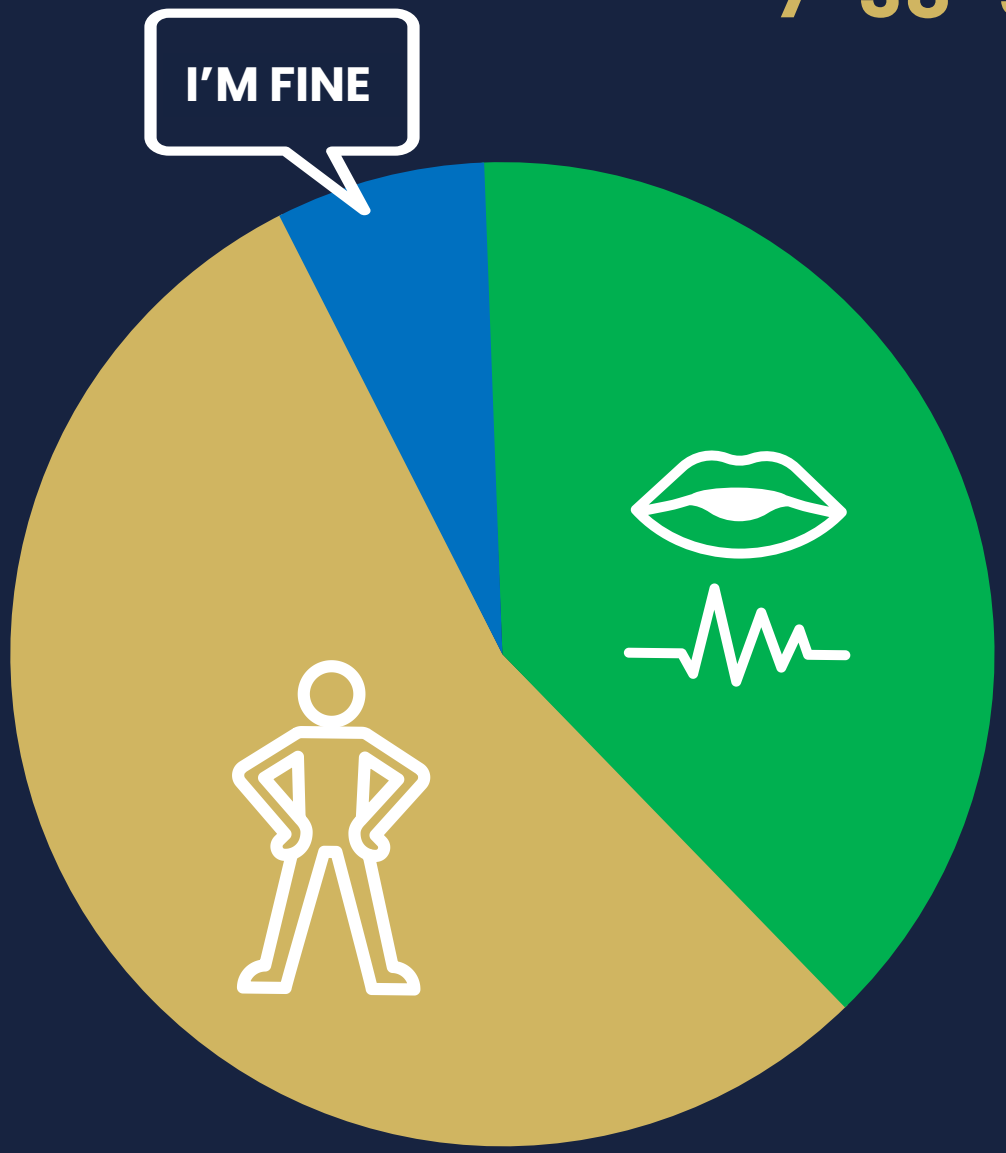
Aids comprehension
Conveys understanding
Embeds narrative

SAFETY & BELONGING

Humour relieves tension
Signals confidence / all OK
You are one of us

BUT MOSTLY...

7-38-55 RULE



7% The words you use

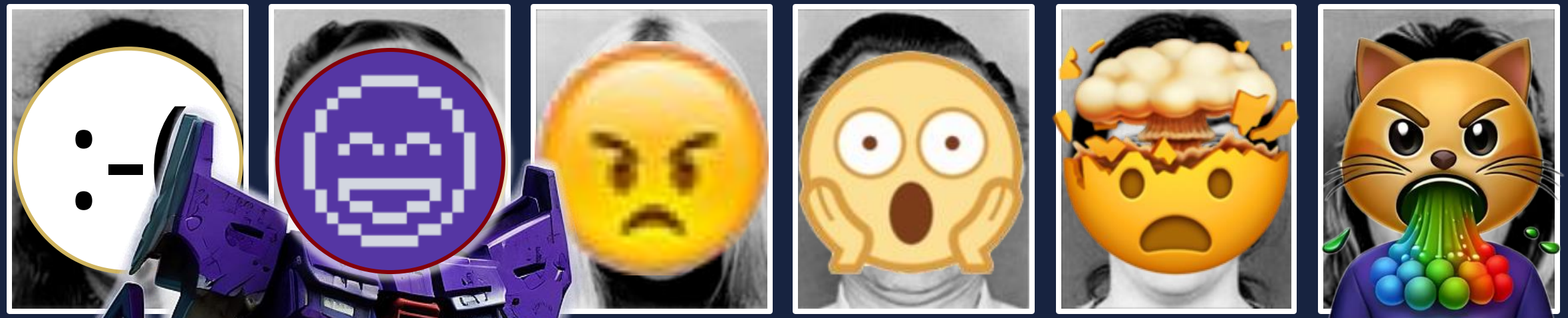
38% Tone of voice

55% Body Language

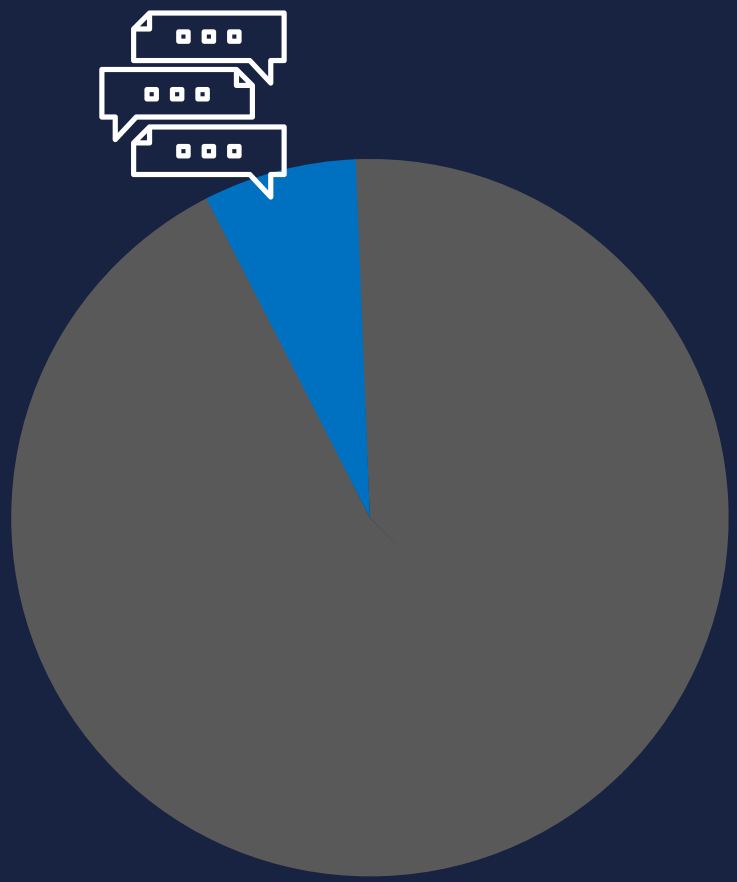
UNLESS YOU’RE JIM CAREY…

SIX BASIC EMOTIONS

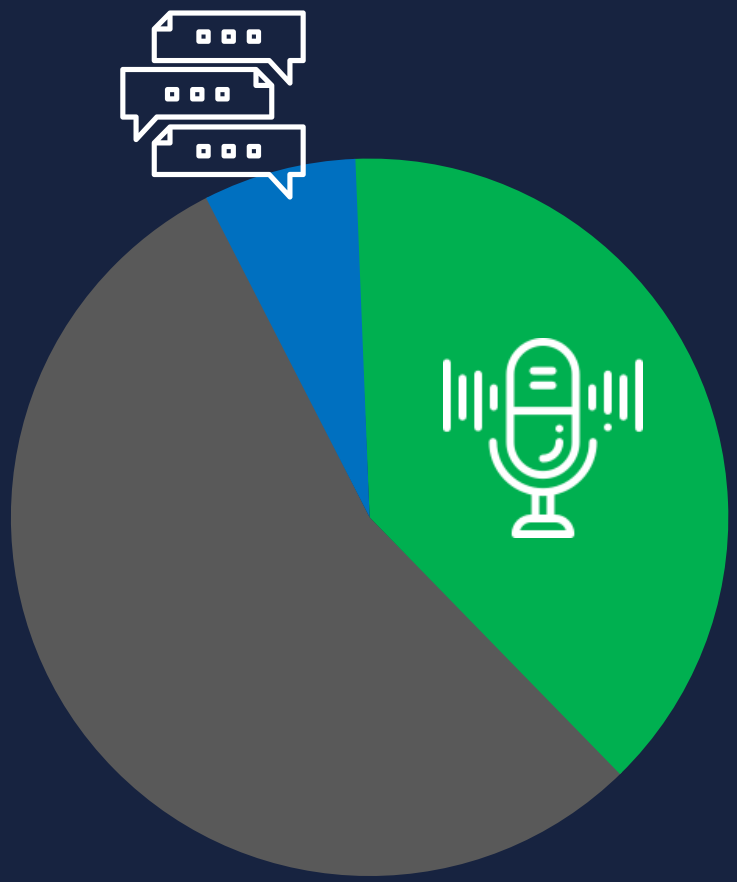
1982 1988 2010 2015 2017 2025



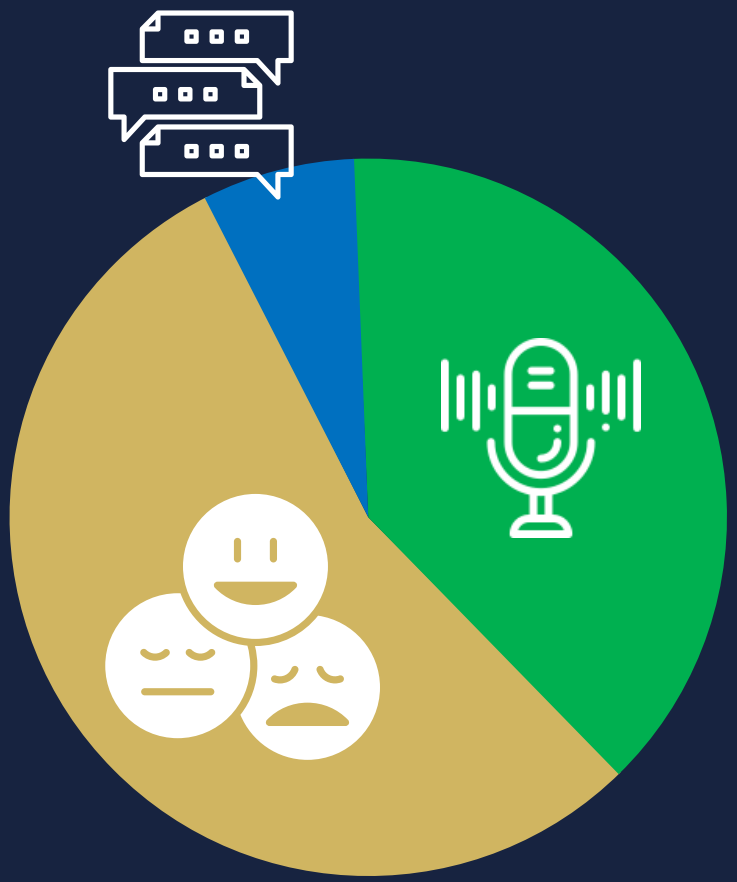
AUGMENTED COMMUNICATION



Text Chat Only



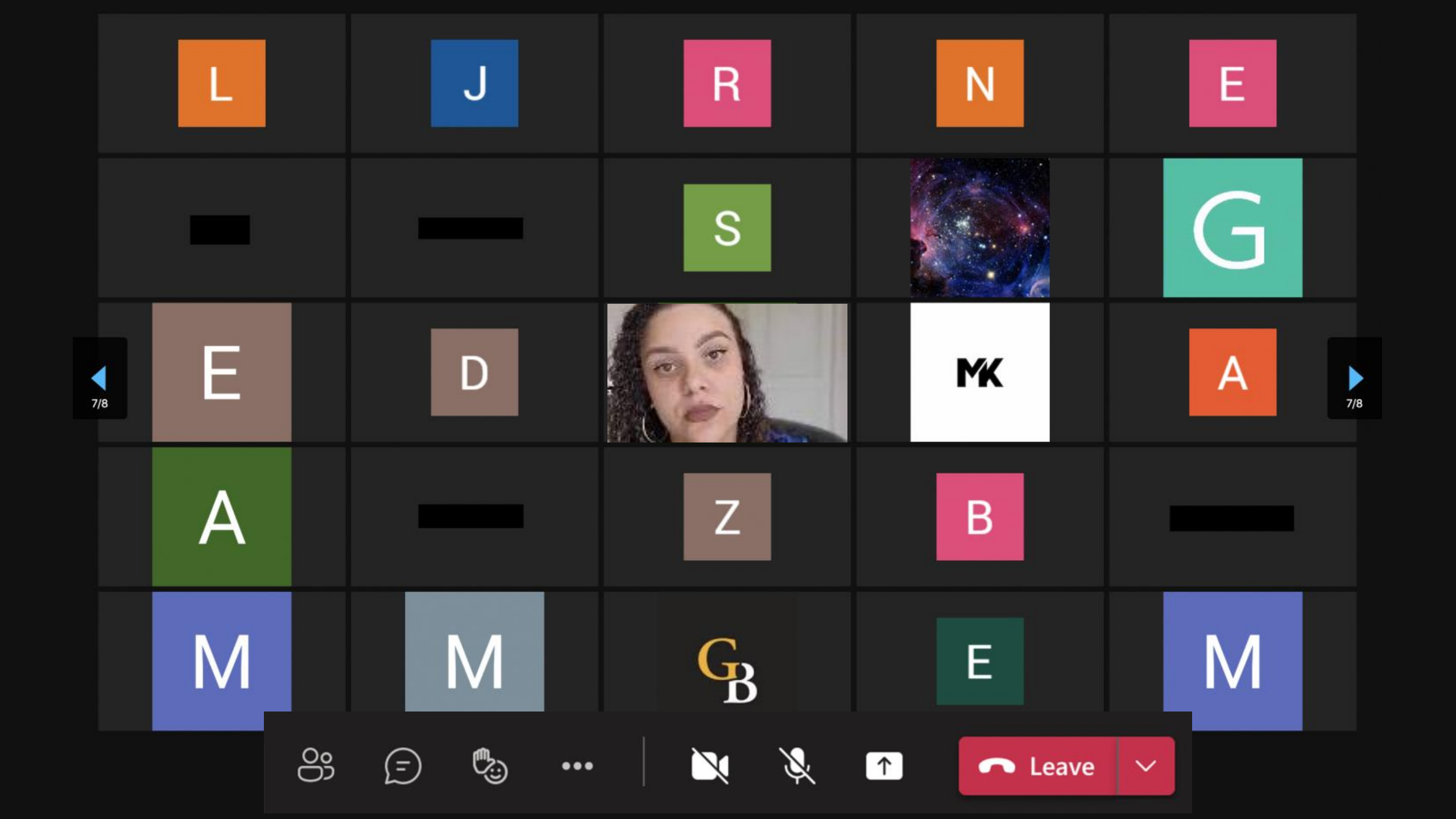
Chat + Mic Only



Chat, Mic, Emojis

CONNECTING...

There are already 74 people on this call


L
J
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MK
A
7/8
7/8
A
Z
B
M
M
GB
E
M
Leave

MODIFIED WORK EXAMPLE

Agile R'US

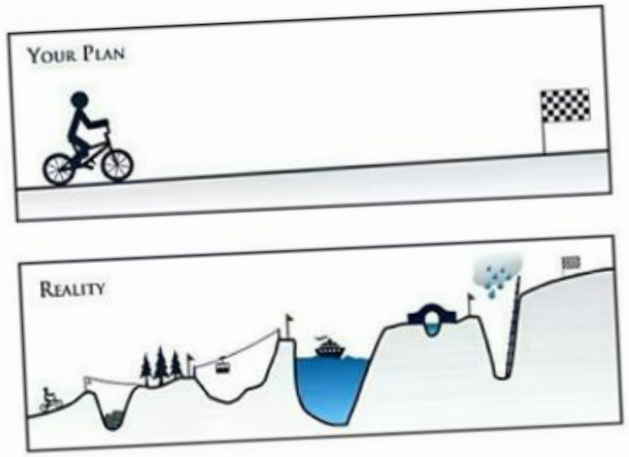
Use reactions in WebEx to tell us how you feel

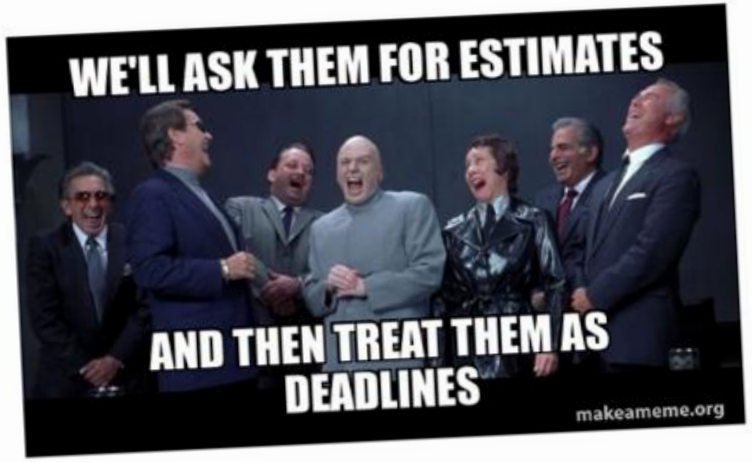
- 👍 I'm here and I've found the emote function!
- 🎉 0 caffeinated beverages
- 🐢 1 caffeinated beverage
- 🐇 2 caffeinated beverages
- 😮 3+ caffeinated beverages

LET'S MAKE
A MEME!
MEME OF
FORTUNE

MODIFIED WORK EXAMPLES

Estimation



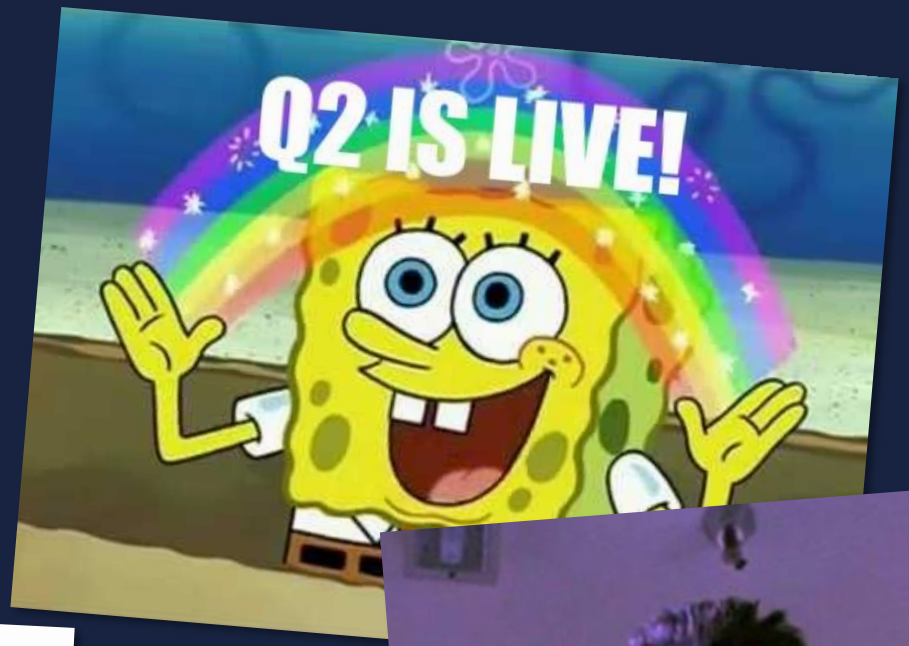


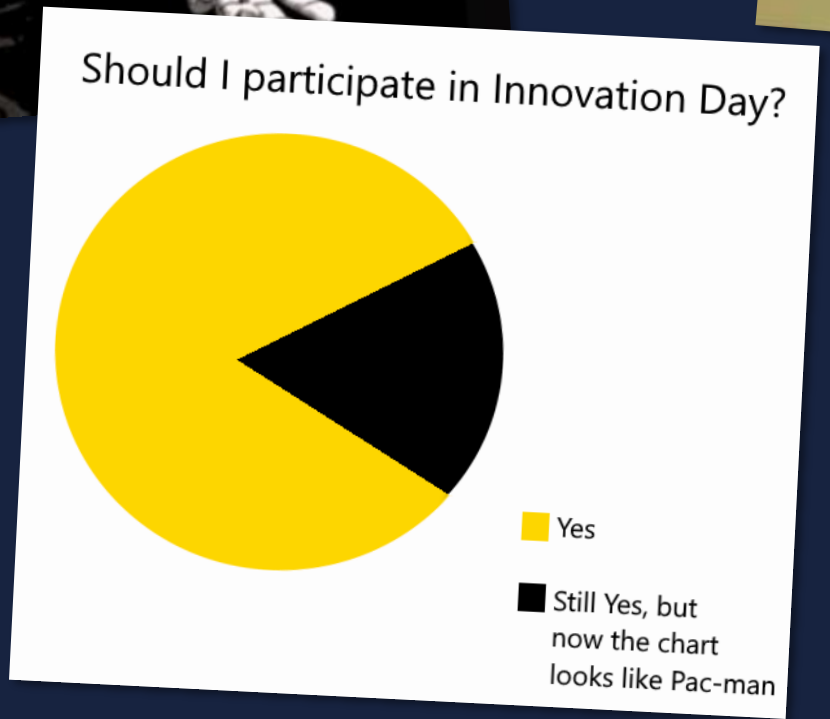
Planning Poker

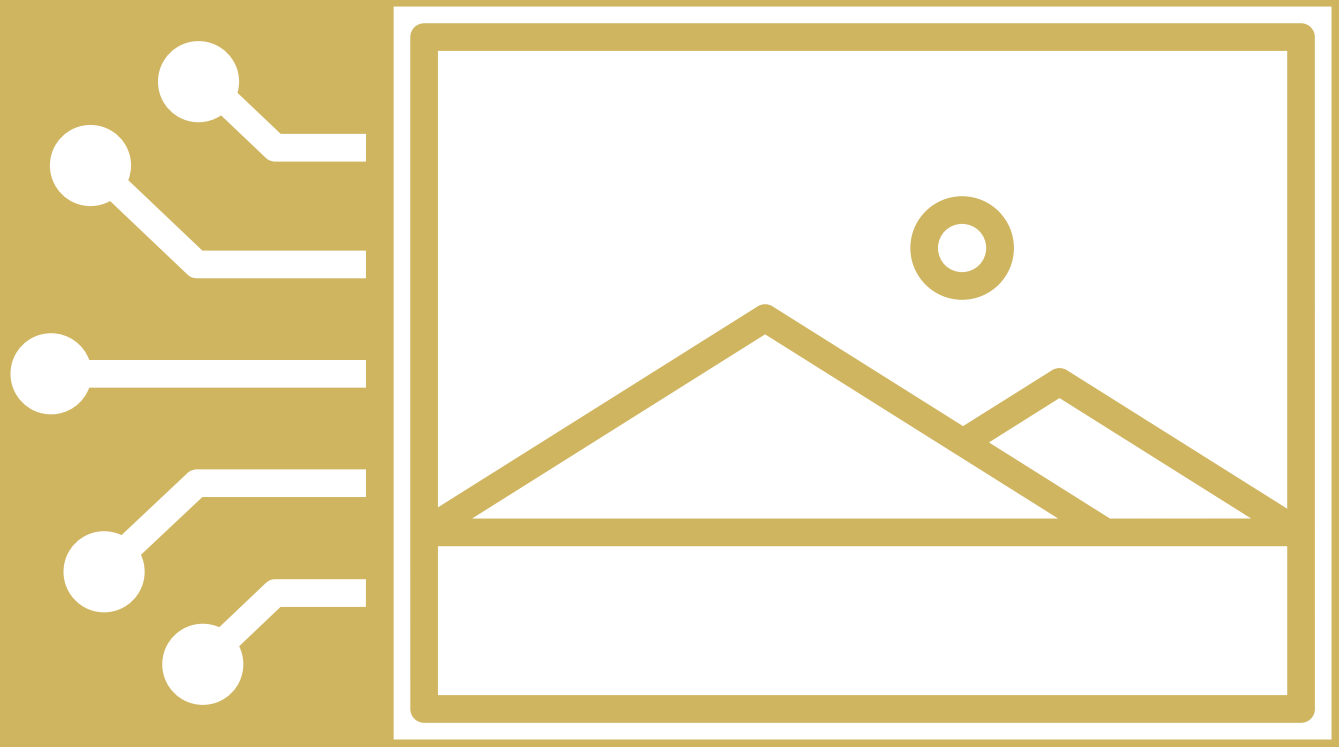
ds, each card has a valid estimate (Fibonacci series) written on it

- Customer/Product owner reads a story and it's discussed briefly
- Each estimator selects a cart that's his or her estimate
- Cards are turned over so all can see them
- Discuss differences (especially outliers)
- Re-estimate until estimates converge

MODIFIED WORK EXAMPLES







MODIFIED WORK EXAMPLE

MODIFIED WORK EXAMPLE

marsrpg.com

Scrum Alliance®

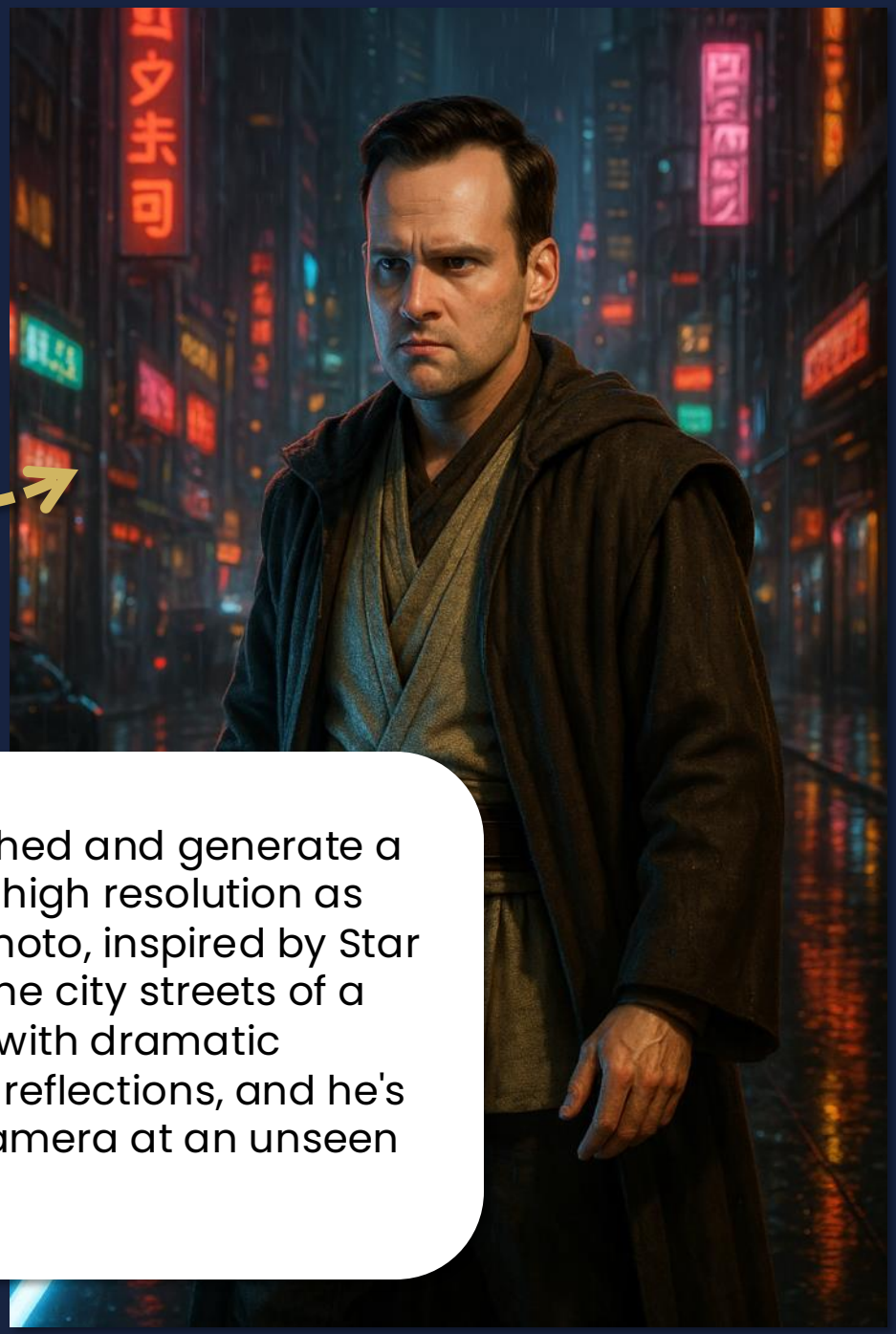
ALEX SLOLEY
CERTIFIED AGILE COACH

MASTER ALEX
SCRUM WALKER

3 MINUTES LATER...

Please use the source photo attached and generate a photorealistic image as large and high resolution as you can of the man in the linked photo, inspired by Star Wars as a light sword knight with the city streets of a cyberpunk city in the background with dramatic lighting, neon signs, wet glistening reflections, and he's holding a light sword looking off camera at an unseen enemy

3 MINUTES LATER...



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5
HOURS
LATER...

I am Iron Man!

GIF

THE FIRST EVER GIF

“JIF” vs “GIF”

MODIFIED WORK EXAMPLE

STEPS

1. Take a short video
2. Upload it into Giphy
3. Adding a few words
4. Click ‘Download’
5. You can now use this GIF at work

LET’S MAKE ONE TOGETHER...

LEARNING OUTCOMES

1. Leverage Neuroscience for team dynamics, resulting in greater cohesion and collaboration

2. Practical Skills for Creating funny and safe visual content so you can boost team morale, engagement and drive innovation

3.

Master visual communication in remote teams

memethinking.com

Option A
Option B
WHO / REACTION
Doing something outdated / basic
Doing something elite / extreme (can be tongue-in-cheek)
WHO
+VE CHARGE
-VE CHARGE
WHO
AGILE COACH
JE RELIABLE
RETROS
WHO (Optional)
STEP 1: A clever plan
STEP 2: The plan gets even more clever
STEP 3: The inevitable way it comes unstuck
STEP 3: The inevitable way it comes unstuck
The awesome outcome (can be sarcastic)
Team member 1
Team member 2
AI
AI, EVERYWHERE
SOMETHING GREAT
THAT INEVITABLY GOES WRONG
ONE DOES NOT SIMPLY
(DO SOMETHING HARD)
SOMETHING SMART
SOMETHING EVEN SMARTER
SOMETHING SMARTER AGAIN
SOMETHING DUMB FOR A SMART REASON
THIS IS FINE.
AGILE COACH
JE RELIABLE
SOMEONE / THING YOU SHOULD REALLY ENGAGE WITH
THAT WAS THE HARDEST CHANGE WE'VE EVER SEEN
SOMETHING EXCITING (OR NOT EXCITING)
TAKE MY MONEY!
Meme Template Instructions:
1. Edit text
2. Right-click and 'Save as Picture..'
3. Image is saved out and ready to go
memethinking.com

MEMETHINKING.COM

Humour belongs in the workplace.

PATTERN INTERRUPT

EMOTIONAL CUES

SAFETY & BELONGING

THANK YOU & REACH OUT

Nathaniel Simpson

Andrew Ramsden

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