

# WHAT?

LeSS PO needs to understand and manage the 5 relationships. They are Scrum Masters, Teams, Higher Management, Customers and the relationship between Teams & Customers.

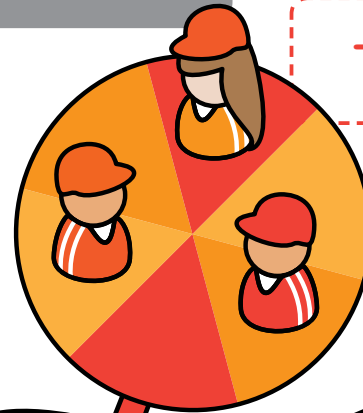
## SCRUM MASTERS



### WHY SM SHOULD MAINTAIN RELATIONSHIP WITH PO?

- To understand concerns, questions and obstacles of PO
- To help PO in improving the effectiveness

## TEAMS



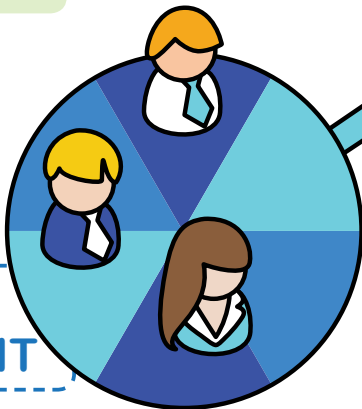
### WHY TEAMS SHOULD MAINTAIN RELATIONSHIP WITH PO?

- To understand what to build next
- To ensure the right thing is built
- To understand the needs of the team

### WHY TEAMS SHOULD MAINTAIN RELATIONSHIP WITH CUSTOMERS?

- To understand customer needs
- To have sufficient knowledge of customers domain and context

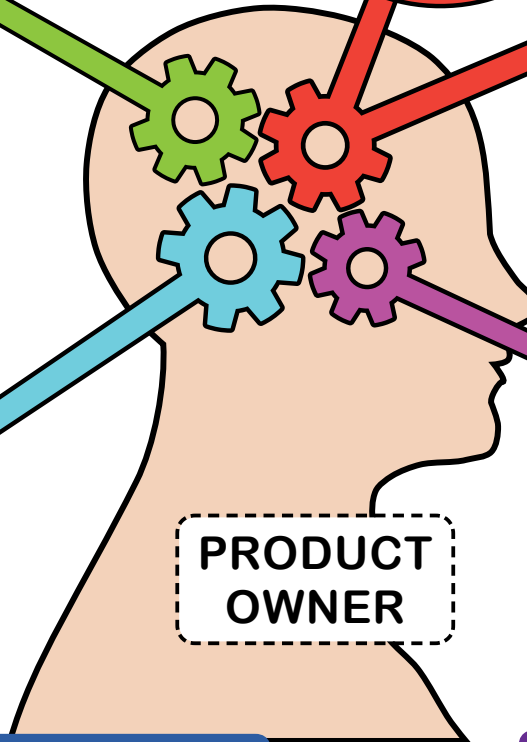
## HIGHER MANAGEMENT



### WHY PO SHOULD MAINTAIN RELATIONSHIP WITH HIGHER MANAGEMENT?

- Creating the visibility of the work with management
- To ensure good ROI for the built product
- To improve the org design

## PRODUCT OWNER



## CUSTOMERS

### WHY PO SHOULD MAINTAIN RELATIONSHIP WITH CUSTOMERS?

- To understand customer wants
- To ensure customers are happy with what they are getting
- To understand customers priorities

