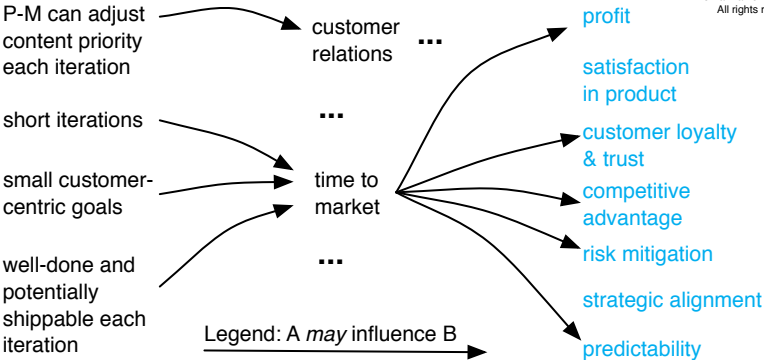


**Scrum Element**                      **Business Factor**                      **Business Objectives**



- this is an *example*  
- Scrum elements can influence factors that *may* influence business objectives  
- this is neither certain nor easy