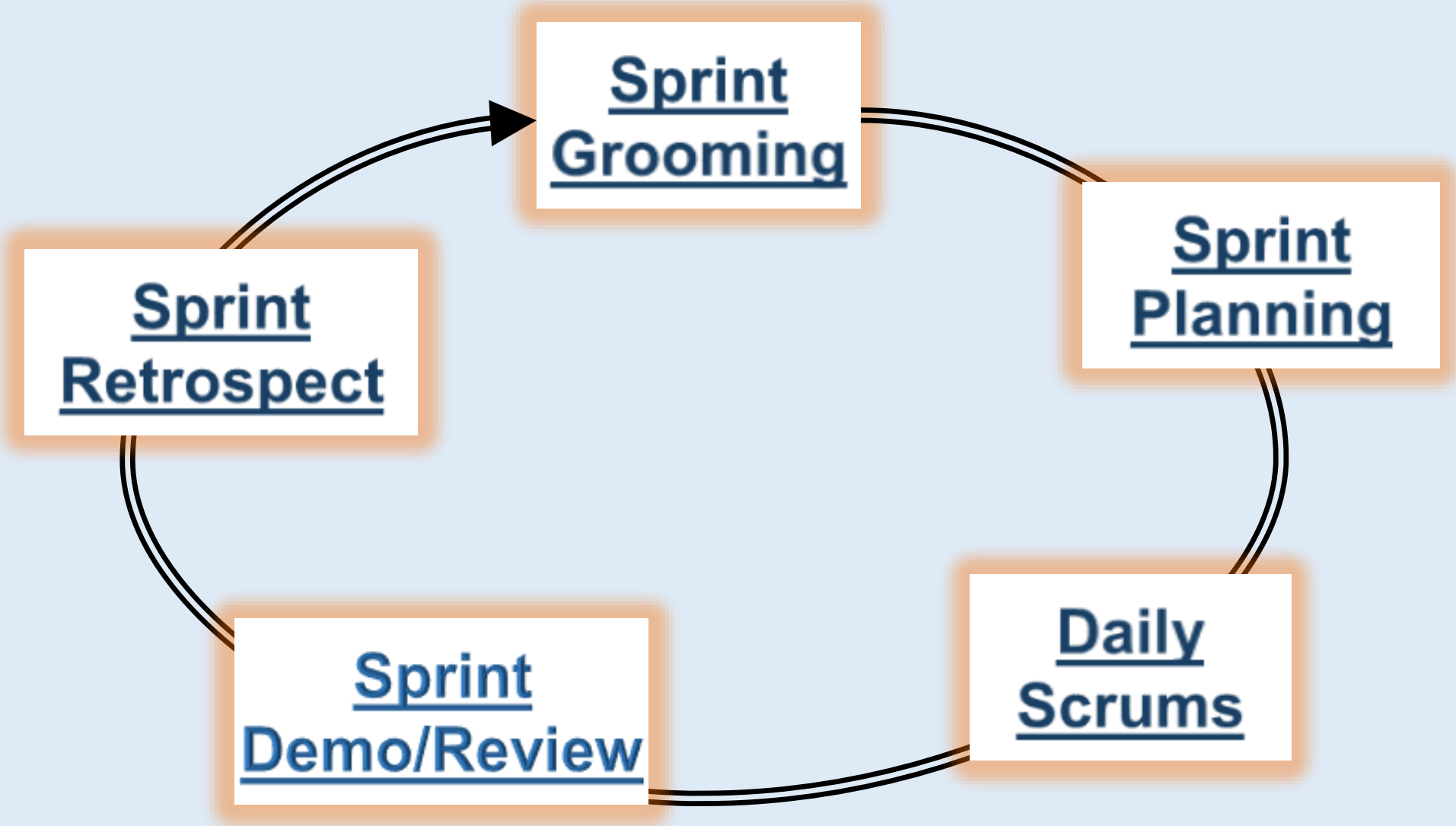Scrum Rules of Engagement