

15 AUG 2026  ScrumAlliance®
**Regional
Scrum
Gathering®**

AGILITY BEGINS IN THE C-SUITE

How RSG Taipei 2026 Turned a Closed-Door Idea into a Global Story

A working session for RSG Canada · Dr. Roger Chou, Taiwan International Agile Ambassador



DR. ROGER CHOU

周龍鴻 · Taiwan International Agile Ambassador

WHY I'M THE ONE TELLING THIS STORY

Taiwan's only Certified Scrum Trainer. Organizer of RSG Taipei since day one.

- One of 244 Certified Scrum Trainers worldwide
- Founder, Taiwan Agile Tribe — Asia's largest non-IT agile community (4,500+ members)
- Founder & Product Owner, RSG Taipei and the Global Top Agile CEO Award
- Built his own company, PM.ABC, on the same conviction this talk is about: leaders adopt agile in the room, not by delegation



“What truly holds organizations back has never been a lack of agile methods.

The real issue is this: in uncertain situations, who is willing to make the call —

and own the consequences?”

Dr. Roger Chou, on why RSG Taipei was built around executives, not teams

Not another Scrum conference. A room where decision-makers rehearse the call.

WHAT WE CHOSE NOT TO DO

Depth over scale, on purpose

1,111

attendees, prior years

The old way of measuring success: how many people bought a ticket.

150

invitation-only seats, 2026

Referral only. No public tickets. Every seat chosen for who could make a call.

Closed-door leadership dialogue, not a training conference.

MILESTONE 1 / 8

The Vision

January–February 2026 · The idea gets a name and a date



*PO, A person
who brings
people together
to make a dream
come true.*





The identity that shipped with the very first announcement

MILESTONE 1 • THE VISION

One sentence, one date, and a closed door

In February 2026 we announced a one-day gathering for August 15 — one of only 12 Regional Scrum Gatherings in the world that year.

No open registration. No ticket page. Interested leaders had to be referred in — a deliberate signal that this room would be different from the start.

“Let the world see Taiwan. Agility starts with executives — and reaches every industry.”

15 AUG 2026

By Scrum Alliance

Regional Scrum Gathering

TAIPEI CITY

Scrum
Alliance

Scrum Level Up!



2026 TOP
GLOBAL
AGILE CEO AWARDS



MILESTONE 2 / 8

20 Brand Ambassadors

January 16 – February 13, 2026 · Funding the risk, not the result





The one-page deck that went out at noon, January 16

MILESTONE 2 • FUNDRAISING

We asked 20 leaders to fund a result that didn't exist yet

At noon on January 16, we sent a single deck to a short list of leaders, asking each to commit NT\$20,000 — before there was a venue booked, a keynote confirmed, or a single attendee registered.

“That's not sponsorship — it's carrying the risk before the result exists.”

REGIONAL SCRUM GATHERING • TAIPEI 2026



RSG Taipei 2026 品牌大使 | TWENTY WHO BELIEVED FIRST

不是贊助，是先相信

二十個人與 RSG Taipei 2026 的起點

MILESTONE 2 • THE RESPONSE

18 said yes within 3 business days

Where there's a vision, there's power. The bigger the vision, the greater the power it draws — and this was the first proof of that inside RSG Taipei.

18

yes, within 3 business days

20

final ambassadors, by Feb 13

NT\$400K

raised before ticket #1 existed

MILESTONE 3 / 8

150 Executive Seats

6 calendar days to fill every seat





Former Premier Dr. C.K. Mao



Acer Group founder Chairman Stan Shih



The caliber of the room, set from the first invitation

MILESTONE 3 · RECRUITING THE ROOM

No ticket page. Referral only. Six days.

Each of the 20 Brand Ambassadors could refer qualified leaders directly. There was never a public ticket link — the model itself pre-screened for people who could actually make decisions.

150 seats filled in 6 calendar days.



MILESTONE 3 • THE ROOM THAT SHOWED UP

233 requested. 221 walked in the door.

95%

show-up rate (221 of 233)

70%

at management level or above

51.7%

of survey respondents

MILESTONE 4 / 8

Finding the Keynote

The closing voice had to match the room's caliber





MILESTONE 4 • THE KEYNOTE

Lawrence Philbrook, IAF Hall of Fame

A room that's 70% CEOs doesn't need another Scrum lecture. It needs someone who has personally facilitated decision-makers through uncertainty at the highest level — which is exactly why we brought in Lawrence.

Lawrence Philbrook delivering the closing keynote

MILESTONE 5 / 8

The Volunteer Teams

June 22, 2026 · 20 seats posted, 31 people showed up





Volunteer kickoff, four weeks before event day

MILESTONE 5 • RECRUITING VOLUNTEERS

22 hours 36 minutes to fill 20 open seats

22h36m

to fill 20 original seats

31

final volunteer team size

+11

who joined without being asked

“Twenty open spots grew into a team of thirty-one — I didn't personally recruit a single one of the extra eleven.”



The full 31-person crew at kickoff

MILESTONE 5 • TEAM STRUCTURE

Three Scrum Teams, self-organized from day one

3 Scrum Teams — including the CEO Award crew as one of the three — plus an independent PO assistant and a core team, all self-formed roughly two months before event day. A structure the volunteers themselves proposed, not one I handed down.

"This whole gathering came together because the volunteers self-organized — I just did my usual job." — Command Lead Lei Chia-jung



MILESTONE 5 • THE DETAIL THAT MATTERED

118 hand-engraved badges — nobody asked for them

Our treasurer, Chloe, designed and ordered 118 individually engraved gold badges for the volunteer team — a detail entirely her own initiative.

It's the kind of care you can't schedule into a project plan. It's what self-organization looks like when the vision is genuinely shared.

The final badge design, engraved for every volunteer

MILESTONE 6 / 8

RSG Event Day

August 15, 2026 · The room does the work





Amy



Larry

MILESTONE 6 • INSIDE THE ROOM

Four facilitators, one job: make 200 people tell the truth

Facilitating a room that's 70% CEOs isn't a training exercise — it's getting people who are used to being the final word to speak honestly about what they don't yet know.



May



Tara



MILESTONE 6 • CO-CREATION

The wall did the talking

"What if we gave each paragraph to a different person, so more people get to participate — but with a reference recording." — Volunteer Liling Lee, on designing the co-creation format.

9.27 out of 10 — and an honest number underneath it

174 valid survey responses. NPS of 71 (75.1% promoters, 4.0% detractors). And, because this story should be honest end to end: we closed NT\$32,000 (about CAD \$1,419) over budget — the real cost of choosing depth over scale.

9.27

overall satisfaction / 10

71

Net Promoter Score

174

valid survey responses



MILESTONE 6 • THE TOP GLOBAL AGILE CEO AWARD

Ten CEOs. Nobody sent a substitute.

10

companies, CEOs in person

651

certifications across all 10

111

CSPOs at Chunghwa Telecom alone

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The ACE Alumni Association's first presidency handover

MILESTONE 6 · A COMMUNITY IS BORN

The award became a community that outlives the event

The award's alumni formed their own cross-industry network — the ACE Global Top Agile CEO Alumni Association — complete with its own succession planning, on stage, the same day.

“What this sash carries isn't a title. It's responsibility, trust, ownership, and honor. — CEO Teng Hsueh-chien”

MILESTONE 7 / 8

Scrum Alliance Publishes the Results

The recognition we didn't have to ask for





MILESTONE 7 · GLOBAL RECOGNITION

Scrum Alliance chose to tell this story to 440,000 followers

Scrum Alliance published RSG Taipei 2026's results on its own official channels — unprompted recognition, built on the numbers, not a pitch.

Korea's International Agile Ambassador, Ian Ahn, was in the room too — this wasn't a Taiwan-only story anymore.



**We truly put Taiwan on the
global stage!**

MILESTONE 8 / 8

The Closing Video

"Let the World See Taiwan"





The team, on the night it was finally real

MILESTONE 8 • THE FILM

“Let the World See Taiwan” — RSG Taipei 2026: Agility Begins in the C-Suite

youtu.be/631a6OJGiww

The closing film ties every milestone you just saw into a single narrative — the one we're leaving with you today, to adapt for Canada.

Eight milestones, January to September 2026

1

JAN-FEB

The Vision announced

2

JAN 16-FEB 13

20 Brand Ambassadors fund
NT\$400K

3

FEB-MAR

150 executive seats fill in 6 days

4

SPRING

Keynote secured — Lawrence
Philbrook

5

JUN 22

31-person volunteer team self-
organizes

6

AUG 15

RSG Taipei 2026 — 221 in the
room

7

AUG-SEP

Scrum Alliance publishes to 440K
followers

8

SEP

"Let the World See Taiwan" film
released

What we'd hand to you, if we were starting Canada tomorrow

01

Design for decision-makers, not attendees

A room of 150 CEOs beats a room of 1,000 practitioners — cap the guest list on purpose.

02

Ask people to fund the risk, not sponsor the result

20 ambassadors funded us before there was any proof. Vision draws power before it draws evidence.

03

Let speed be your evidence

3 days for sponsors, 6 days for 150 seats, 22 hours for volunteers — if the vision is clear, the response is fast.

04

Hand the volunteers a vision, not a task list

20 open seats became 31 people, unasked. Self-organization is a design choice, not a personality trait.



YOUR TURN

What does “depth over scale” look like for RSG Canada?

Let's spend the rest of today building your version of milestone one. — Dr. Roger Chou