

LinkedIn Interview Prep Checklist for Scrum Masters

scrummasterprep.com
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Use this checklist before every job application. A complete, optimized LinkedIn profile increases recruiter visibility and signals professionalism before the first interview.

1. Profile Photo

- Use a professional headshot — not a cropped group photo or selfie.
Tip: Plain or blurred background, business casual or professional attire, good lighting.
- Your face should fill 60–70% of the frame.
- Photo is recent (within the last 3 years).
- Expression is approachable and confident — not stiff or overly formal.

2. Headline

- Headline goes beyond your job title — it communicates your value.
Example: "Certified SAFe® Scrum Master | Helping Agile Teams Deliver | Interview Coach"
- Include 1–2 relevant keywords (Scrum Master, Agile, SAFe, CSM).
Tip: Recruiters search by keyword — your headline is the first field they scan.
- Headline is under 220 characters.
- Avoid generic phrases like 'hardworking' or 'results-driven'.

3. About Section

- First 2–3 lines hook the reader before the 'see more' cut-off.
Tip: Lead with who you help and how — not your job title.
- Mentions your years of experience, certifications, and key skills.
- Includes a clear call to action at the end.
Example: "Open to connecting with teams looking for a servant-leader Scrum Master."

■	Written in first person and sounds like you, not a resume.
■	Between 200–400 words — detailed but scannable.

4. Experience

■	Each role has at least 3 bullet points describing impact, not just duties. <i>Example: "Facilitated 40+ sprint retrospectives, reducing average cycle time by 18%."</i>
■	Bullets start with strong action verbs (Facilitated, Coached, Removed, Delivered).
■	Scrum Master or Agile roles include team size, sprint length, and tools used.
■	Certifications and training are reflected in relevant roles.
■	No unexplained gaps — career transitions are briefly addressed.

5. Skills & Endorsements

■	Top 3 pinned skills are your most relevant: Scrum, Agile, Facilitation. <i>Tip: You can reorder skills — put the most searchable ones at the top.</i>
■	Profile has at least 10 skills listed.
■	Key skills have at least 5 endorsements from colleagues. <i>Tip: Endorse others first — many will reciprocate.</i>
■	Skills include both hard skills (Jira, SAFe, Scrum) and soft skills (Coaching, Facilitation).

6. Featured Section

■	Featured section is enabled and has at least 1–2 items. <i>Tip: Feature your best LinkedIn post, a certification, or a link to scrummasterprep.com.</i>
■	Featured items demonstrate expertise — not just company announcements.
■	If you have published articles or posts with strong engagement, feature them.

7. Recommendations

■	Profile has at least 2 written recommendations from managers or colleagues.
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■	Recommendations mention specific skills or situations — not just generic praise. <i>Example: "Akbar facilitated our most productive retrospective series — team velocity improved 22%."</i>
■	You have given recommendations to others (reciprocity matters).

8. Activity & Visibility

■	Profile is set to 'Open to Work' (visible to recruiters only if preferred).
■	You have posted or shared content in the last 30 days. <i>Tip: Sharing a blog post from scrummasterprep.com counts — and drives traffic.</i>
■	You are connected with at least 100 people in your industry.
■	Profile URL is customized (e.g., linkedin.com/in/yourname — not a random string).