



Working in Cycles
with the team values diversity & sustainability

Project Management Tool Moon Scrum

How to **set up, transform** and **work continuously** with your business

4th revision (27/05/21)

Moon Scrum in a nutshell

New Moon: Exploitation	1. Week
Start with a new thing	
Crescent Moon: Innovation	2. Week
Bring that thing to an end	
Full Moon: Innovation	3. Week
Celebrate that thing	
Waning Moon: Exploitation	4. Week
Relax and evaluate the thing	

The roots of Moon Scrum

The project management tool "Moon Scrum" is designed to **transform business models** or start new business during times of disruption. The project tool is an extension of the yet existing project management tool [Scrum](#) which today is widely used by companies around the globe. Scrum was invented in the 90-ties by IT-consultant Jeff Sutherland. It served as the first method which applied working in cycles, however without an relaxed evaluation phase equally long as a sprint phase.

Agile Manifesto and mindfulness

Working in cycles is based on the natural cycles of the moon. **Moon Scrum** combines the mindful energies of the Chinese Philosophy [Yin and Yang](#) and the hinduistic body understanding of [Chakra](#) and [Yoga](#) with the Agile Manifesto, which was [invented by Software Developers among Jeff Sutherland in 2001](#).

Moon Scrum links the principles of digital working to the functioning of the male and female human body. It combines mindfulness with productivity. If you are not exploiting your body you will not create a business model

which exploits others. Therefore after every **active** phase of implementing plans follows a **passive** phase in evaluating what has been done.

Moon Scrum for men and women

Moon Scrum invites everyone to **subjectively** review the personal state of well-being by observing the moon cycles. **How do I feel?** Is the leading question of working alone or in a team. By working with the rhythm of nature you automatically adapt a mindful practice of your business work. By asking yourself "How do I feel?" during your work you strengthen **your connection to yourself and to your body**. You train your intuition and empathy towards yourself. By constantly exercising your own intuitive mindset you will automatically show more intuitive empathy towards your team members

The **Lunar effect** has long been watched by humankind, engraved in different cultures and ancient rites. The moon moves with magnetic force the tidal waves in the ocean and affects various growths of plants and animals ([Link](#)). From physics we know that the moon with his gravitational force stabilizes the earth rotation. It is reported that diseases and hospital admittance depend on lunar cycles regarding mental health.

Moon Scrum cadence with ambidextrous leadership

The Moon Scrum works in a 4-week-cycle or a 28 days period according to a menstrual cycle or the spin of the moon around the earth. It is divided into two weeks of **inner reflection** and two weeks of **outer action**. Two weeks of developing innovation are followed by two weeks of evaluative exploitation. In the innovation phase (crescent moon) creative thinking has no limits. In the exploitation phase (waning moon) we evaluate how our implemented actions fit to our core business model and personal vision. Moon Scrum therefore embodies the two phases of the new work type of [ambidextrous leadership by the London Business School](#). Ambidextrous leadership is defined by the pendulum swing of developing new services in the first innovation phase and then evaluating the outcomes in the exploitation phase.

Leadership principles of Moon Scrum: Equality

Moon Scrum links the practice of mindfulness to business. In disruptive times like Corona pandemics, Moon Scrum serves as well as leadership tool. **It brings leaders back to the very natural grounds of their being**. Without the stabilizing cycles of the moon the earth would start to wobble, seasons turning upside down. The same can happen in your team. Stabilize your leadership again: Connecting to the deep rhythms of nature will bring you back the focus on what is important.

Under the moon, everyone is equal. The moon energy influences every human in the same way. Therefore every working man or woman is already a leader. Everyone can be creative and innovative in the right surrounding of a business team. Therefore Moon Scrum **will only work** when team members are promoted or consider themselves as well-respected equal members of a network, serving *together* the mission of economical survival.

Organizational Structures: Diversity & Sustainability

Like in the planet system where every element of the universe has a function and its own specific position, everyone brings their own characteristics and uniqueness within a team. Like the planets have found their harmonious constellations in the universe and their ingrained circular rhythm after time, every team member will find their own unique position in the team, and will act in its diversity as a puzzle piece for a harmonic entity. This

evolution of the planet constellation was able to create a surrounding which created life on earth. This process was done without delegative hierarchy or authoritative commands by a god "above". Businesses which are founded on an appreciative behaviour of their members and not by Ego-driven hierarchies are therefore equally able to create "life" in terms of sustainable revenues. **Working in cycles means working evolutionarily.**

If you are working with the rhythm of nature you will unlikely turn your business model against exploiting natural resources like polluting the environment and increasing the amount of CO2 in the atmosphere.

Global Moon Scrum

Moon Scrum is designed for any type of business: [production](#), industry, education, state or services. It is designed for communities or solopreneurs, newborn startups and decades old business. But Moon Scrum serves as the best tool for **intercultural** teams. Digital teams working across national borders as it considers different cultural holiday seasons which were created based on ancient lunar rhythm mirrored in modern Gregorian calendar (see [Link](#)).

Best to do	Better not do	New Moon	Corresponding Nature and Body Energy
<p>NEW MOON EXPLOITATION PHASE</p> <p>Manifest your desires and wishes what you like to achieve in your professional life</p> <p>Listen to your intuition, meditate, be silent, go into inward reflection</p> <p>Best time to elaborate business innovations</p> <p>Outline to make a business plan of your project, draft your first ideas</p> <p>RESET</p> <p><i>Questions for the exploitation phase:</i> How do I feel? What are you thankful for in your business? What do you like on your own person? What do you like to manifest with your team?</p> <p>Worktime: From Monday to Friday s à 8 hours per day Weekend free</p>	<p>This phase is best for starting new projects or end projects.</p> <p>Working on projects who are already halfway in the middle may be not such a good idea.</p>	 <p>The moon is very black, therefore you will most likely sleep better. New Moon signifies the farewell of the old and the start of the new beginning. It is the process of entrepreneur renewal. It is reset time.</p>	<p>Nature Element Air</p> <p>Seasonlike Winter</p> <p>Chakra & Yoga-Energy Sakral Crown</p> <p>Passive Yin-Energy</p>
Best to	Better not to	Crescent Moon	Corresponding Body and Nature Energy
<p>CRESCENT MOON INNOVATION PHASE</p> <p>Set everything into action what you planned. Realize your dreams. Implement your business plans.</p> <p>Say yes to every new adventure regarding the expansion of your business</p> <p>Use your power and all of your potential</p> <p>dare something and rise up to your true self</p> <p><i>Question for the innovation phase:</i> How do I feel? What did I ever wanted to and have done it before alone or with my team? Which person or enterprises can I actively call now for help? Which obstacle needs to be removed to spread all my energy regarding the growth of my business?</p> <p>Worktime: From Monday to Friday à 8 hours per day working The Weekend celebrate with your fellow team members</p>	<p>This is the time to collect all of your energy. Therefore get rid of all of your fears. Don't let yourself stop with negative thoughts. You can do everything you want and you know it. Bring your project to success.</p>	 <p>As the moon strengthens also your mind strengthens. Your capacities grow as the moon grow. This is the warrior phase.</p>	<p>Nature Element Earth</p> <p>Seasonlike Spring</p> <p>Yogachakra Root Sakral Solarplexus</p> <p>Active Yang Energy</p>

Best to	Better not do	Moon	Corresponding Body and Nature Energy
<p>FULL MOON INNOVATION PHASE</p> <p>Release all your creativity</p> <p>Celebrate what you have done yet with your actions</p> <p>Make your efforts visible to others</p> <p>Share your message of your business on social media</p> <p>Schedule meetings with communications</p> <p>Host a mass video event, workshop or webinar</p> <p>Party!</p> <p><i>Questions for the Innovation phase:</i> How do I feel? Where is my crowd to party and how can I honor other team members? How can I inspire others with my work efforts? What am I proud of and can be shared with others?</p> <p>Worktime: From Monday to Friday work for holiday, relaxation and private matter <i>Weekend free</i></p>	<p>No time for calmness and peace. No time for stagnation or stall. Work hard, party hard.</p>	 <p>People go crazy It's a wild time and it on earth is the highest energy level. This is a sprint creator phase.</p>	<p>Nature Element Fire</p> <p>Seasonlike Summer</p> <p>Influence on Yoga Chakra</p> <p>Sakral, Heart, Throat</p> <p>Active Yang Energy</p>
Best to	Better not do	Moon	Corresponding Body and Nature Energy
<p>WANING MOON EXPLOITATION PHASE</p> <p>stop.</p> <p>look back.</p> <p>Go into retrospective.</p> <p>Harvest the fruits of your actions.</p> <p>Withdraw from you business innovation, see what you have done now and evaluate the outcome</p> <p>Evaluate your innovation: Get feedback by your customers Get feedback by your fellow team members</p> <p>Let loose systematic control and focus on details. Best time for administrative work</p> <p>Dance, do sport and express sexuality in your free time to recover from the hard work.</p> <p>Best time to set up technical fundamentals of</p>	<p>No good time for developing a project. No time of putting new things together. Let go everything, which is heavy for your project and soul.</p>	 <p>Let go old things. Let it flow.</p>	<p>Nature Element Water</p> <p>Seasonlike Autumn</p> <p>Influence on Yoga Chakra Sakral, Solarplexus</p> <p>Passive Ying Energy</p>

work straight from backup basics to correcting grammar mistakes.

Questions for the exploitation phase:

How do I feel? How does the team feel?

How did our innovation fit to our core business model?

What needs to be done to close newly invented process?

What do we need to think of?

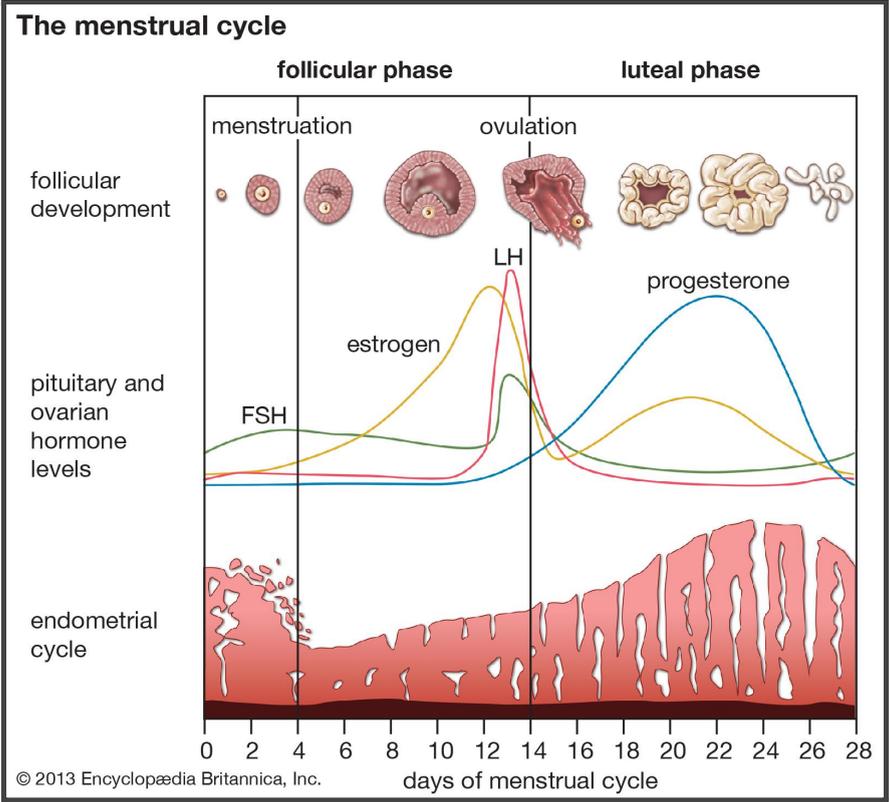
Worktime: From Monday to Friday à 4 hours per day working

Weekend free

Female Leaders using Moon Scrum: Menstrual cycles mirror moon cycles

Moon Scrum will raise a higher efficiency level to both sex, men and women. However an all female team using Moon Scrum will have an advantage over an all-male team using Moon Scrum, as women working close together tend to synchronize their bleeding. The lunar cycle has 29,5 days. That is for one time revolving the moon around the earth. The menstrual cycle has the same [time span](#) of 28 to 30 days. The synchronization of physical strengths leads to more productive results, as it harmonizes and balances the energy of all team members, pulling together on a rope. If women give priority to their menstrual cycles during the moon scrum, they will achieve better working results, because they serve the needs of their body first. You cannot serve your team when you are not serving for yourself primarily.

Women in menopause will connect to the lunar cycle.



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