Without data you are just another person with an opinion - W Edwards Denning

AGILE METRICS

How and what should you measure?

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About me…

Dan GreenLeaf

- Kids at home
- Loves Agile and the community
  - COHAA, Lunchbox, CWiT, PdM club
- Internationally renowned Dad joke teller
- Agile Practice Lead at ICC
- Focus on creating fun teams
- dgreenleaf@cohaa.org

Agenda

- Demonstrate effect of metrics ☑
- What you should measure ☐
- How NOT to use metrics ☐
- Examples of good & great metrics ☐
- Homework ☐

Where to start?

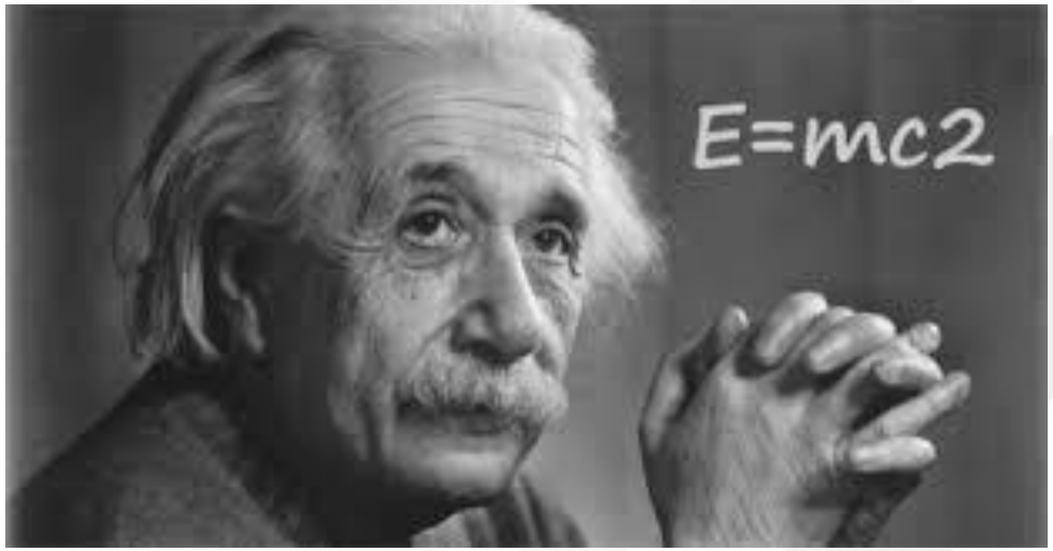
- **First and foremost: What your customer cares about**
- Then sparingly add things that help you deliver better:
  - Progress
  - Cost, Benefit, ROI
  - Quality
  - What your team cares about

What Does Your Customer Care About?

- Know your customer- research
- Focus groups
- User surveys
- Read user feedback
- Answer the phones for a day

Progress

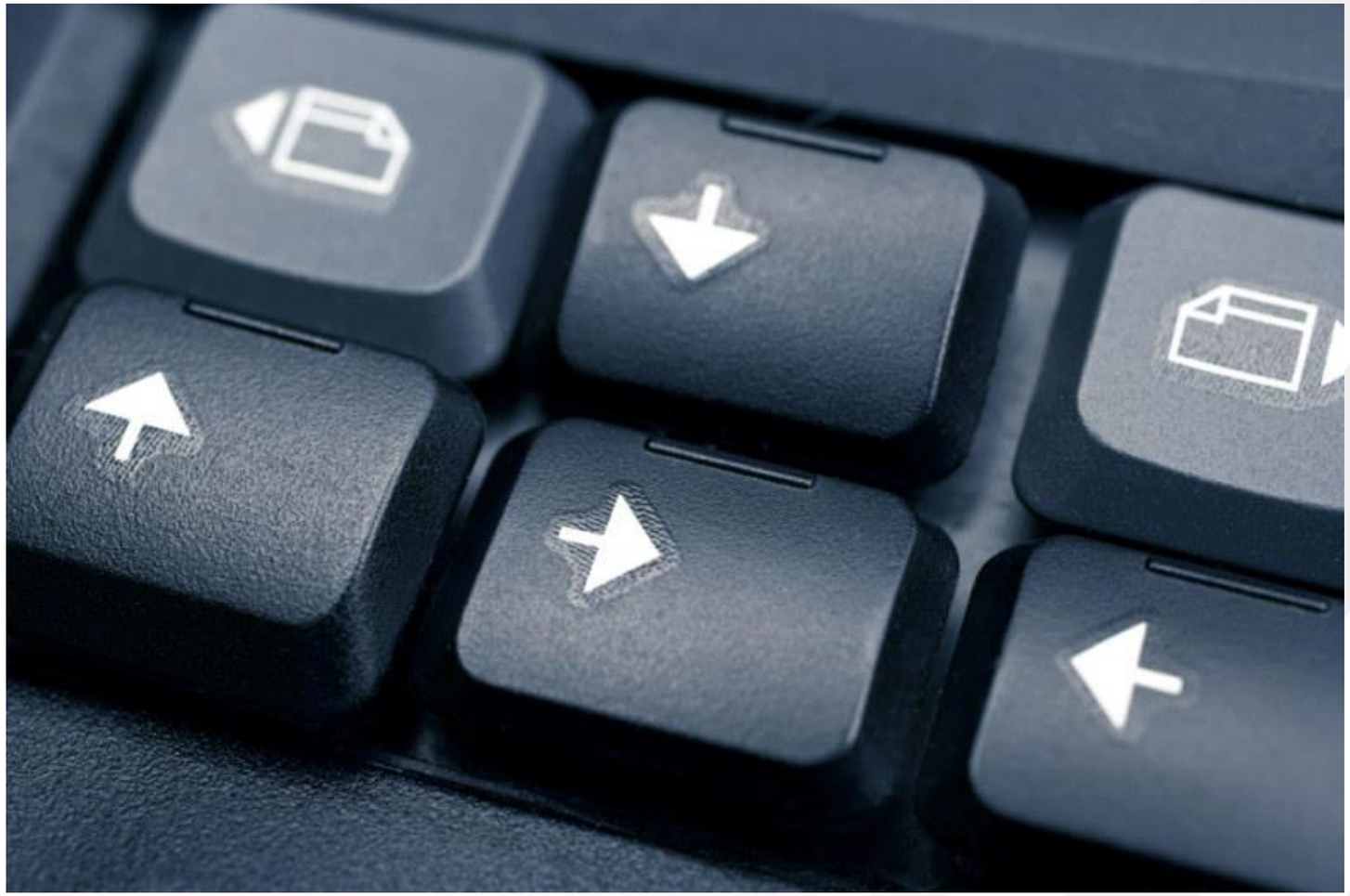
- Time till you reach a milestone relevant to your customer
- Time till business relevant date



Cost

Quality

- Customers View
- Technical
- Defects
- Usability/usage

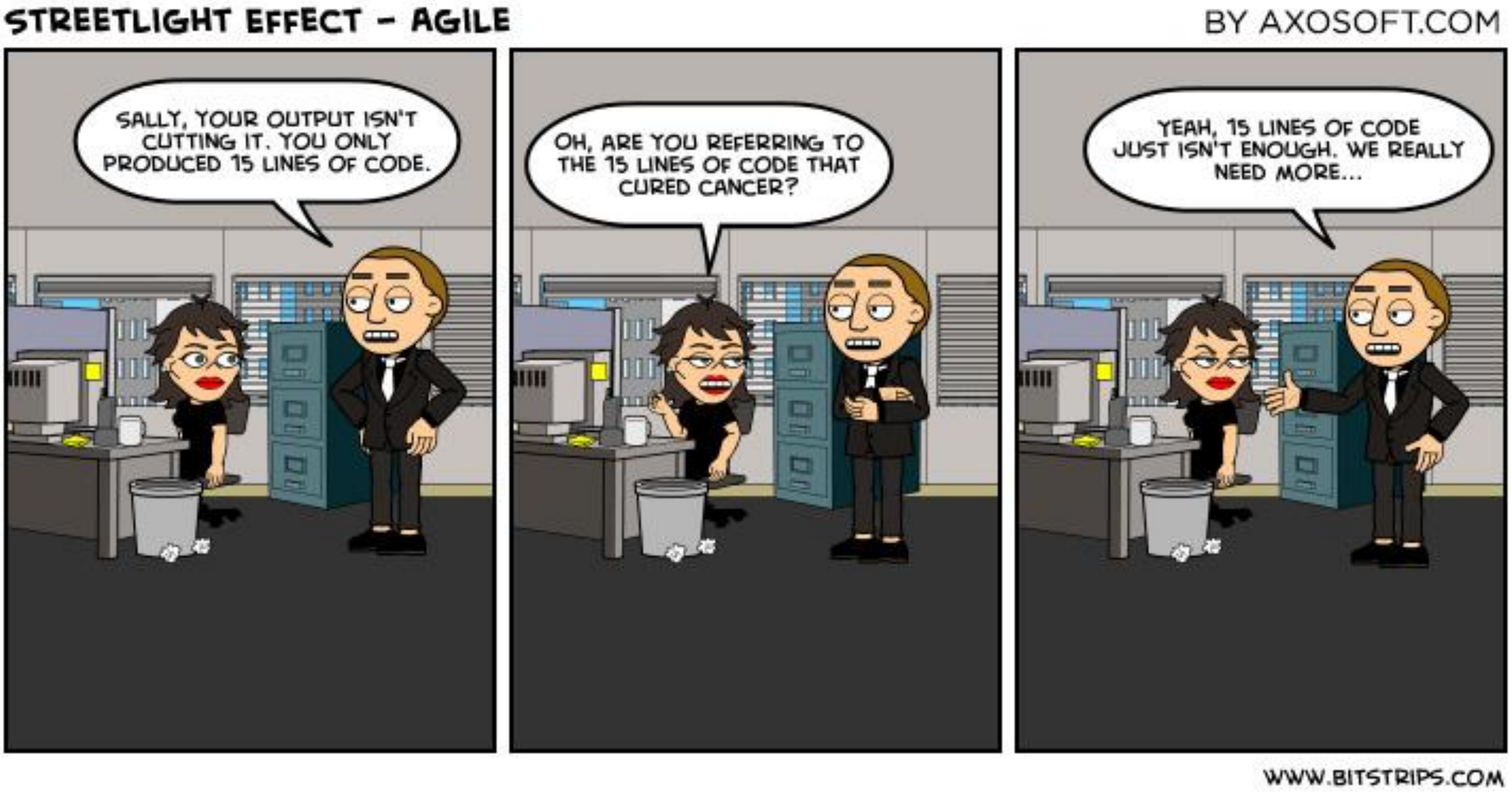


What Your Team Cares About

Don’t do what Donnie Don’t does

We lead. You succeed.

Measure Things Customers Don’t Care About



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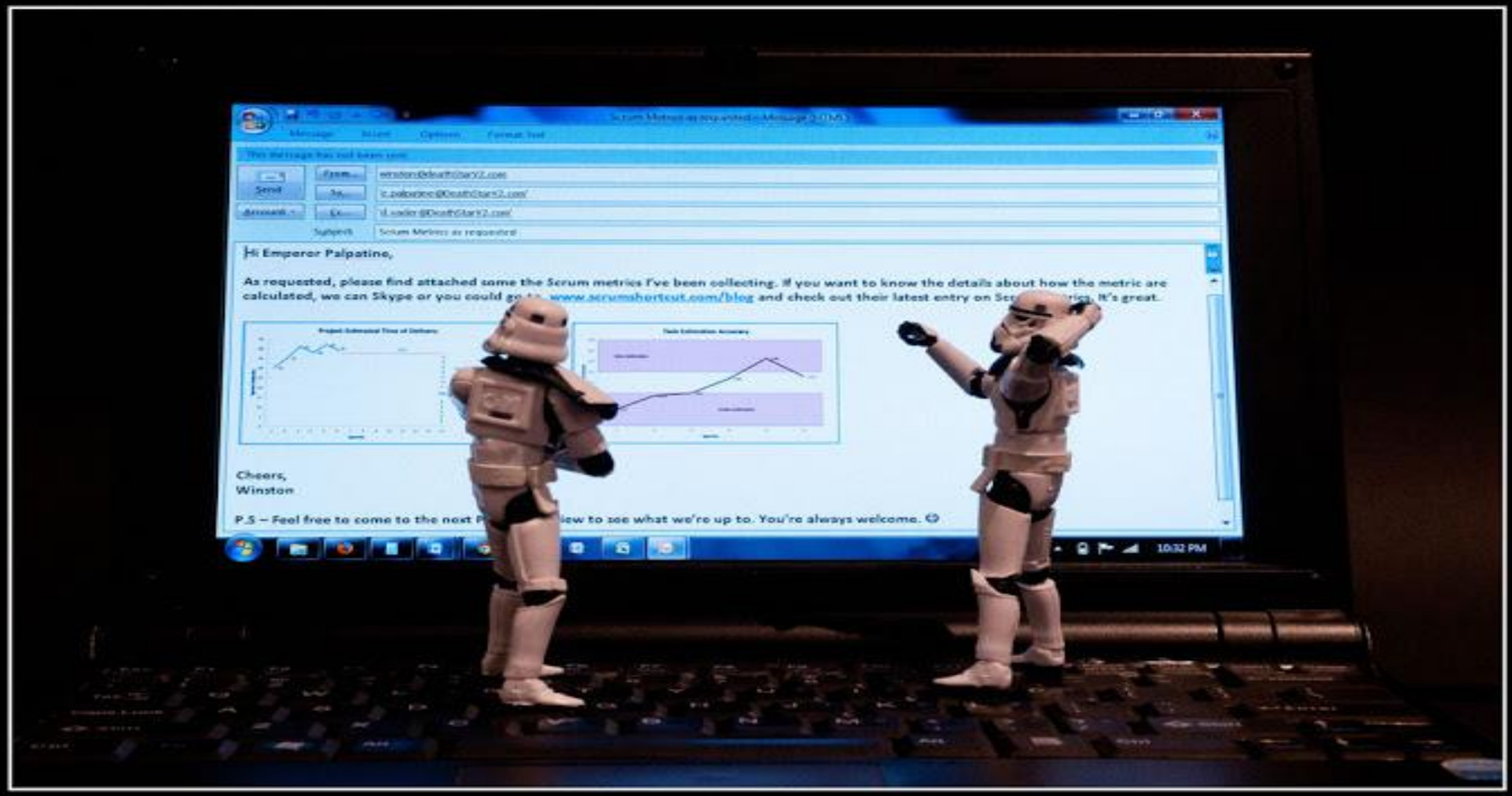


METRICS

We might be evil but we don't use metrics for evil by micro-managing individuals

© ScrumShortcuts.com

Good metrics…

We lead. You succeed.

Simple Rule:

Good metrics lead to better outcomes for customers

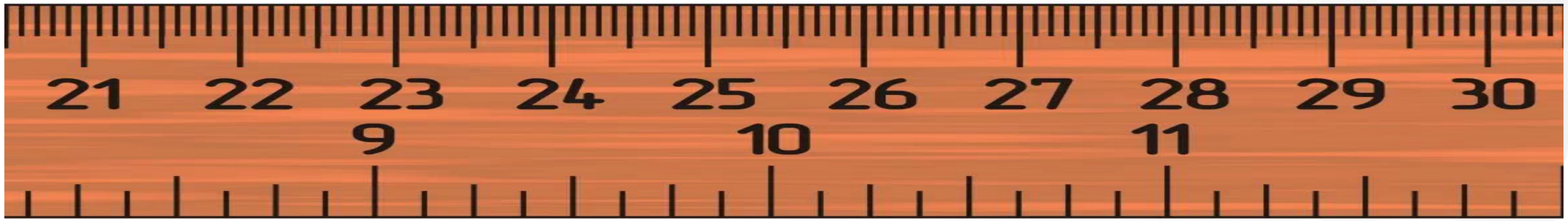
- **Good** Agile Metrics help us deliver more value faster
- **Great** Agile Metrics measure what our customers care about
- **Bad** Agile Metrics do neither

Examples Of Metrics (that could be) Great

- Customer feedback score
  - NPS, surveys, etc.
- Innovation Accounting
  - Time spent in app, returns per month
- Call center volume
- Transaction size
- Conversion rate
- Number of new features delivered per month

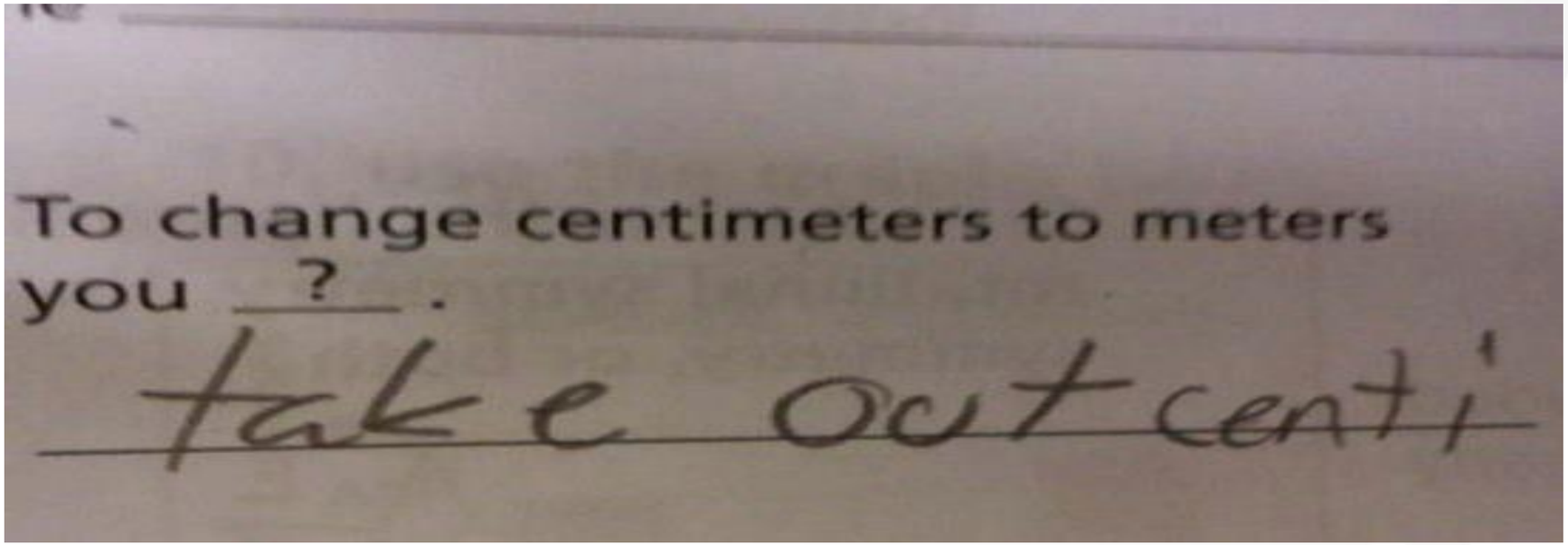
Examples Of Metrics (that could be) Good

- Product Owner and Bus Stake Holder satisfaction
- Business value velocity
- Code metrics
  - Cyclomatic Complexity, Test Coverage, etc.
- Team Velocity
- Progress towards business milestones
- Days since last team event



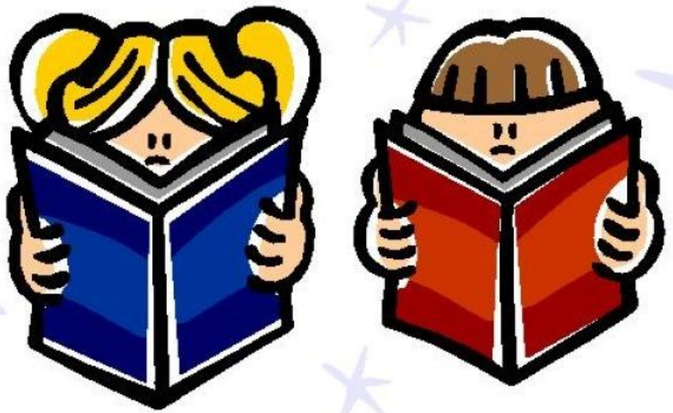
Homework

- How close can you get to measuring what your customers care about?
- How are the metrics you currently use effecting your team?



Further reading LIST

- Agile Metrics in Action: Measuring and Enhancing the Performance of Agile Teams- Christopher W. H. Davis
- Drive: The Surprising Truth About What Motivates Us- Daniel Pink
- The Lean Mindset: Ask The Right Questions:- Mary and Tom Poppendieck



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Questions

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