

## ***ASSIGNMENT 10 – Deciding About Agile at Mighty Jaxx***

### **WRITING PROMPT 1 - SCRUM/SPRINT**

I think Mighty Jaxx could benefit from implementing scrum/sprint methodologies in the function of marketing. Effective marketing techniques rely on a cohesive strategy and a targeted audience, which would be well suited by the focus of a sprint. Scrum/sprint project management allows the team to align on the same product vision and marketers could complete a marketing strategy within an allotted period of time. For this function, scrum/sprint could operate by having frequent meetings at the beginning of each work day so that the team can coordinate individual tasks that achieve the group goal. Having scrum meetings will increase communication between team members and encourage transparency in decision making between designers, engineers, manufacturers, and marketers. Sprints would be set every 2 weeks or every month, which would allow the marketing team to accomplish a set goal before moving on to the next. Developing a marketing strategy requires discovery, strategy, implementation, and measurement, which can be done more efficiently with a strict timeline. Kanban would not be as effective for this function because the marketing vision could get lost if projects are stalled in the different stages of the kanban workflow. The constant flow of progress might get confusing between projects and missions could be less focused.

### **WRITING PROMPT 2 – KANBAN**

I think Mighty Jaxx could benefit the most from implementing kanban methodologies in the function of using 3D renderings and drawings as input to producing molds for manufacturing. At this stage in the product development process, it is critical for teams to review, refine, and convert these 3D renderings in order to produce the molds for a quality product. Kanban project management would allow the team to visualize this function as a series of stages and allow for greater ability to incorporate changes as they occur. For this function, kanban could function by having the following stages in which products are reviewed as 3D renderings and refined for a higher quality mold.

DESIGN	STRATEGIZE	REVIEW	REFINE	PRODUCE
Ensure 3D renderings match 2D design concepts	Decide which molds to use and estimate cost	Receive samples from manufacturer and give feedback for improvements	Refine the 3D renderings and molds to adjust product	Produce refined product and evaluate cost

This particular function requires input from multiple team members, which can result in frequent back-and-forth communication. Kanban methodologies would allow all team members to visualize which stage in the process each product stands and encourage constant movement of products to the next stage and help the team keep track of refinements that have been approved. Scrum/sprint methodologies would not be ideal for this particular function because the back-and-forth communication takes time when communicating with designers, sculptors, project engineers, costing engineers, and manufacturers, and waiting for responses back from other team members could stall certain projects if multiple products were not being developed at the same time. Kanban ensures that there is a constant flow of progress being made and does not stall overall development for each goal.

### **WRITING PROMPT 3**

When making decisions about a move to agile in your organization, I would caution you to pay attention to confirmation heuristics. Confirmation bias is the tendency to subconsciously search for or interpret information in a way that confirms or supports one's existing views. People display this bias when they ignore contrary information.

When implementing a new management style, such as switching to agile in an organization, people have a natural tendency to believe that this new system will work better and be more efficient than the old system. When examining performance metrics of the new system vs. the old, you may

not even realize you are seeking information that confirms the belief that agile is better for your organization, so it's important to seek information that denies this belief as well.

To avoid falling into this trap of confirmation bias, make yourself aware of the metrics you are examining and activate your critical thinking skills when evaluating the performance of the new system vs. the old.