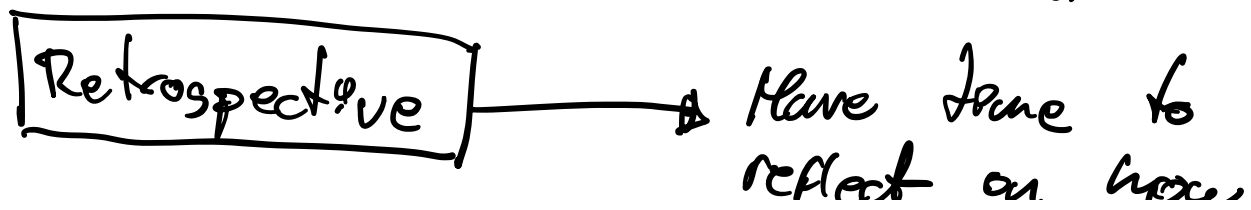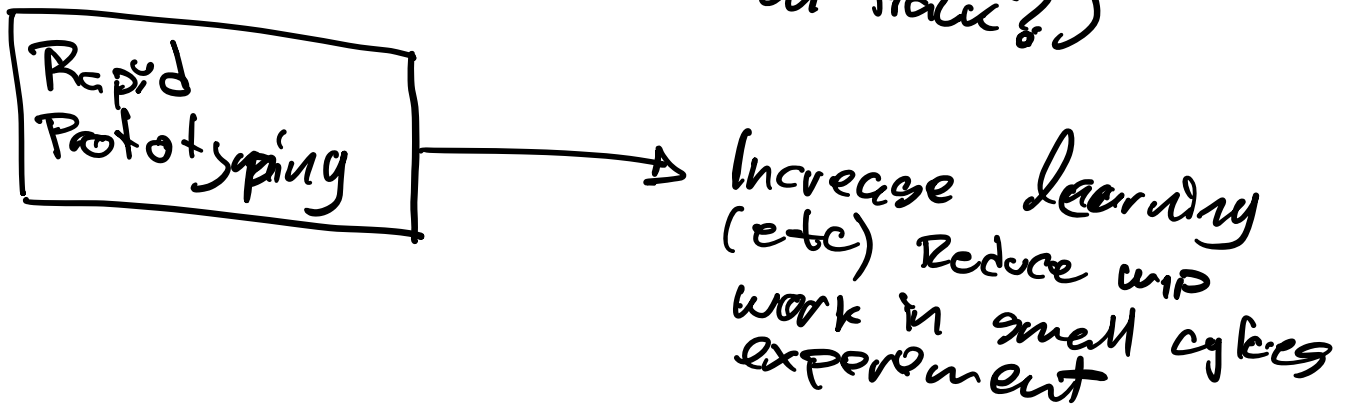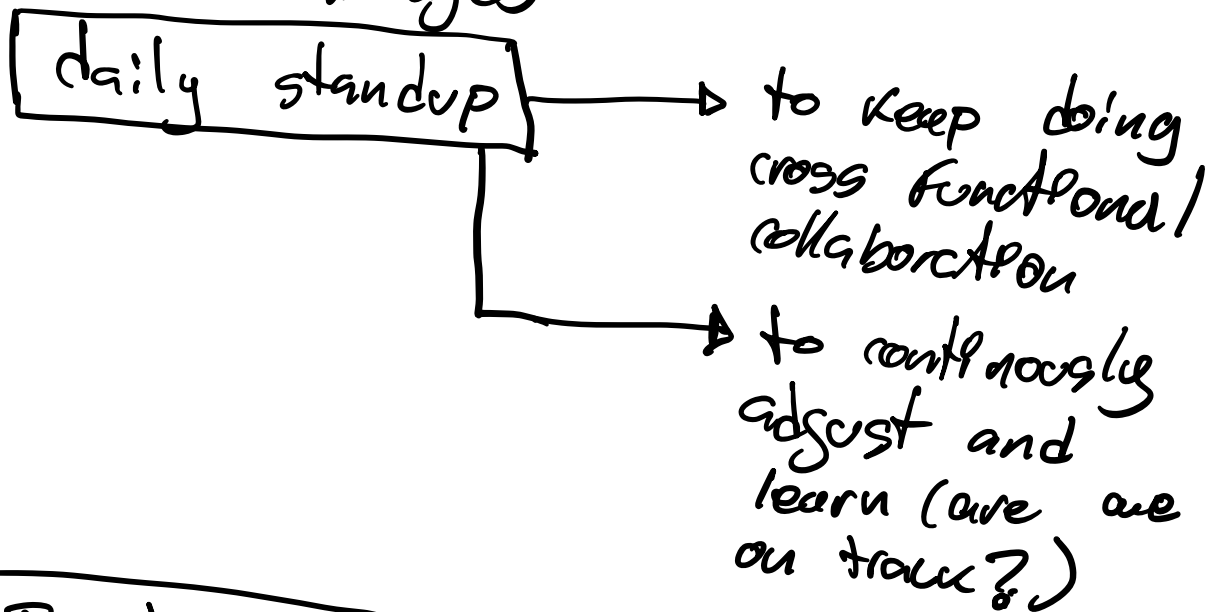Our "Market": the OD org and the client

[Goal]: Increase learning through small iterations and experimentation

Why are we doing this (ceremony)?
↳ They exist to solve organizational challenges

| daily standup | → to keep doing cross functional collaboration
→ to continuously adjust and learn (are we on track?)

| Rapid Prototyping | → Increase learning (etc) Reduce wip work in small cycles experiment

| Retrospective | → Have time to reflect on how...

... we work and
increase learning

┌─────────────────┐
│ User Story   │ ──────────→ Increase cross funct.
└─────────────────┘   collab

                                 Minimize WIP

"If you are doing something without
knowing why, it wont work
(because you dont know what
good looks like"

① Understand what are we trying
   to solve

② How current approach contributes
   to it

③ what change are we willing to
   do

④ How to know we are
   successful

If something is not working, then change the practice

      ↳ This is based on having an understanding what we are trying to accomplish

Lean: relentlessly work to increase Quality and reduce waste

Experiment small, see what works waste

      ↳ Every activity that doesn't help to learn about customers