As a Human I Want...

Software Development Process in Light of Human Behavior Science.

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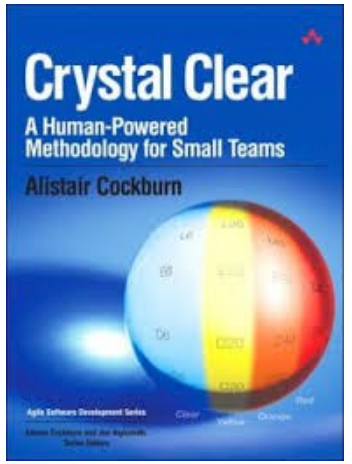
14 years

Enterprise WebApps Development

What do ALL these have in Common?

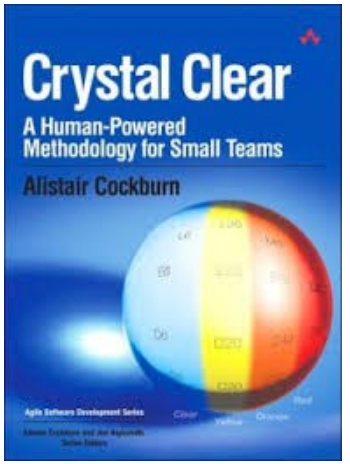


They are all making money for someone
(and not just Consultants)

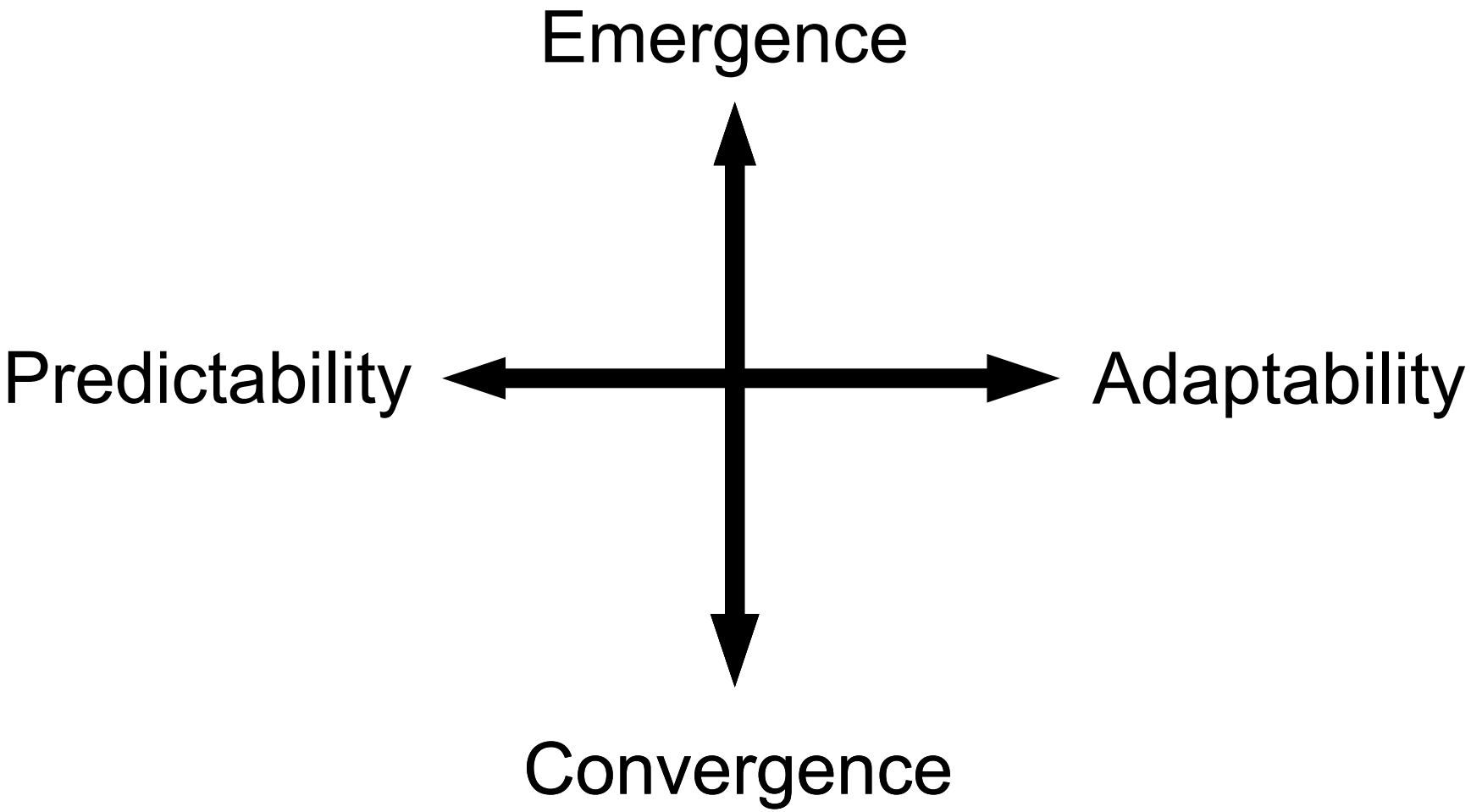
Are You?

- Starting any given day: 90% certain you are going home on time (without disappointing your boss)
- Confident in making plans to spend time with friends and family
- Spending enough time on personal growth: (hobbies, training, future plans, exercise)
- Starting any given project: 90% certain to meet or exceed your customer's expectations. (and your own)

What's Your Secret?



LeadingAgile Quadrants



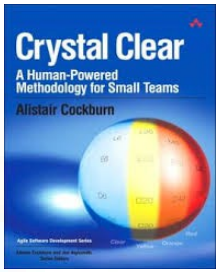
PMI
Project Management Institute

XP
Extreme Programming

kanban

Agile
Unified
Process

DEFINE
MEASURE
ANALYZE
IMPROVE
CONTROL
6σ


Crystal Clear
A Human-Powered
Methodology for Small Teams
Alistair Cockburn

LeanKanban
North America

ISO

RATIONAL UNIFIED PROCESS

I AM
KAIZEN
CONTINUOUS IMPROVEMENT
改善

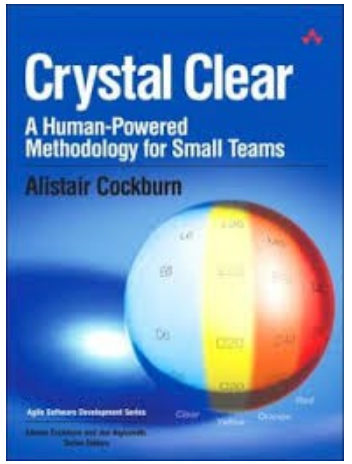
Scrum
Alliance®

*Your Actual Results May Vary

Do You?

- ✗ Regularly bail on plans with friends and family to “fight fires”.
- ✗ Sleep through the weekends you are not working.
- ✗ Have an ever growing list of things you hope to get to someday.
- ✗ Start any given project 90% certain will disappoint yourselves and your customers!

What is your poison?



Like Sisyphus...

You Are Bound To Hell!

As a Human...

I Want: A Software Process that Works.

So That: I can have A Life.

What do you mean by “Works”?

Minimum Viable Process

Projects finish with
Minimum Effort,
Maximum Profit

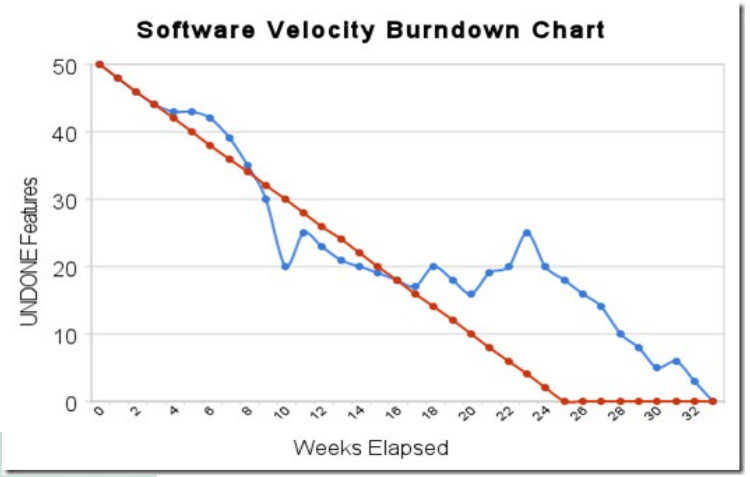
Where a Project Is

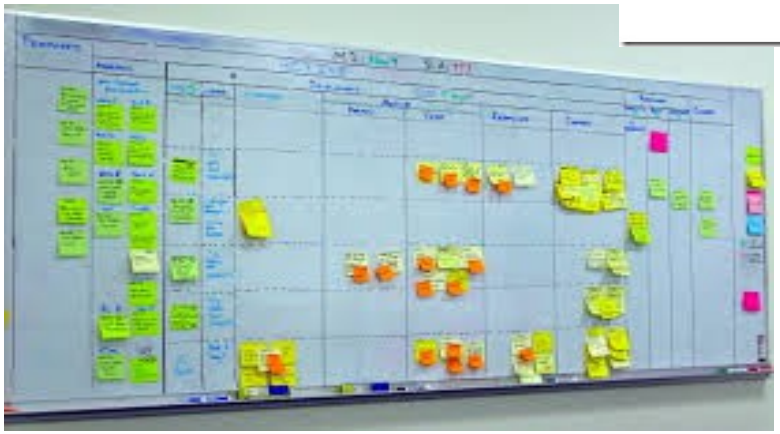
People Completing Tasks

by a Known Date.

https://www.manager-tools.com/2009/01/horstmans-law-project-management-part-1

This is not People Completing Tasks..





https://www.manager-tools.com/2009/01/horstmans-law-project-management-part-1

anymore than this is a pipe.

https://www.manager-tools.com/2009/01/horstmans-law-project-management-part-1

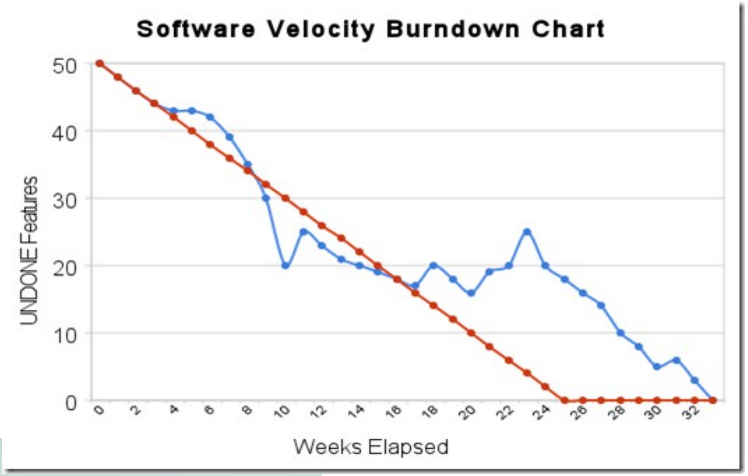
“People are the Engine of Project Success”

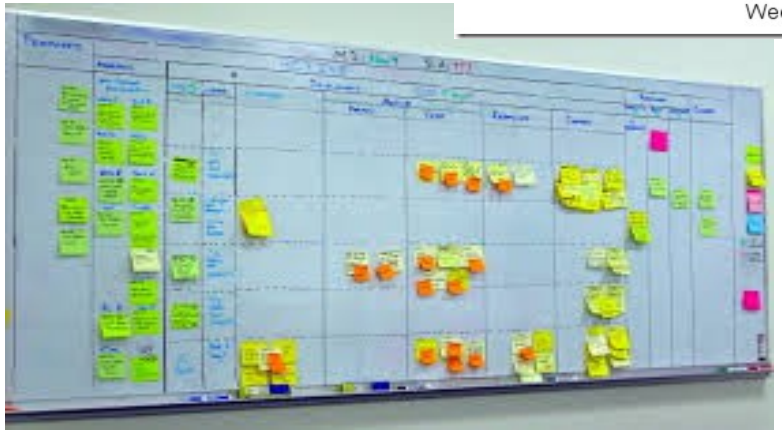
People Completing Tasks
Create Products.

*https://www.manager-tools.com/2009/01/horstmans-law-project-management-part-1

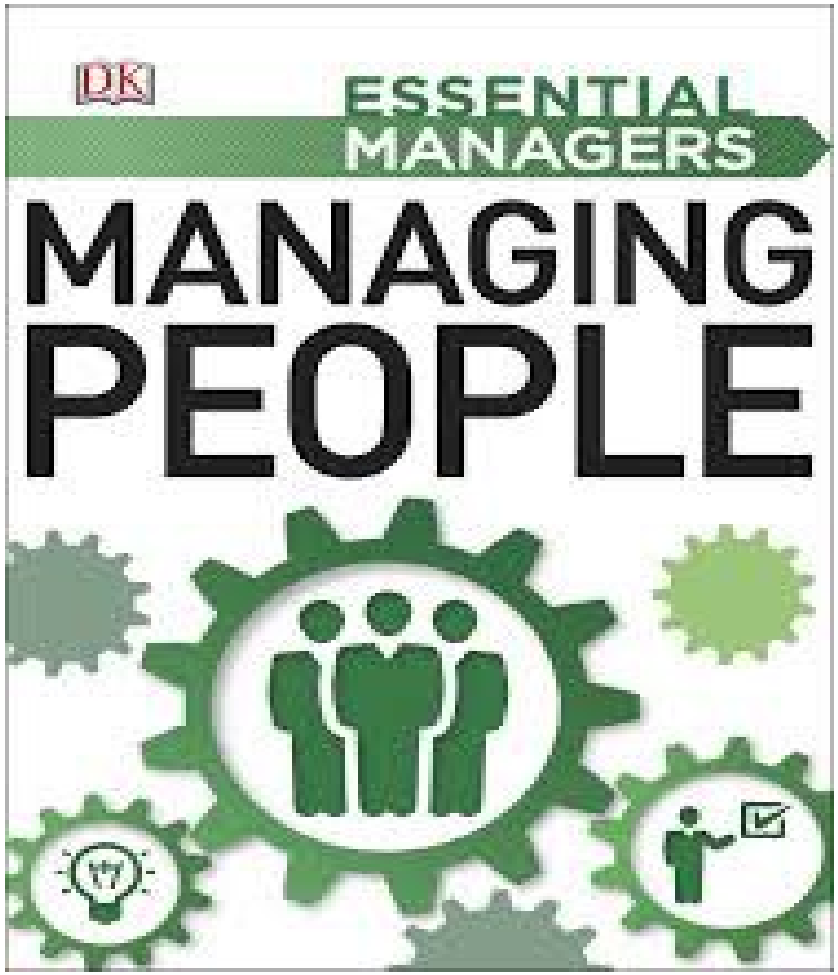
Too Much Of...

Project Plan Overview


Software Velocity Burndown Chart
UNDONE Features
Weeks Elapsed
0
10
20
30
40
50
0
2
4
6
8
10
12
14
16
18
20
22
24
26
28
30
32



Not Enough Of...



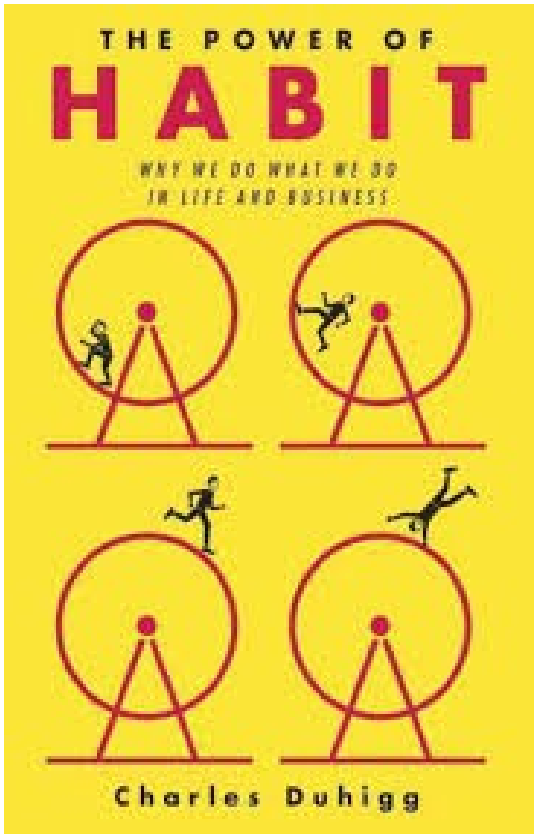
People are the Engine not the Fuel

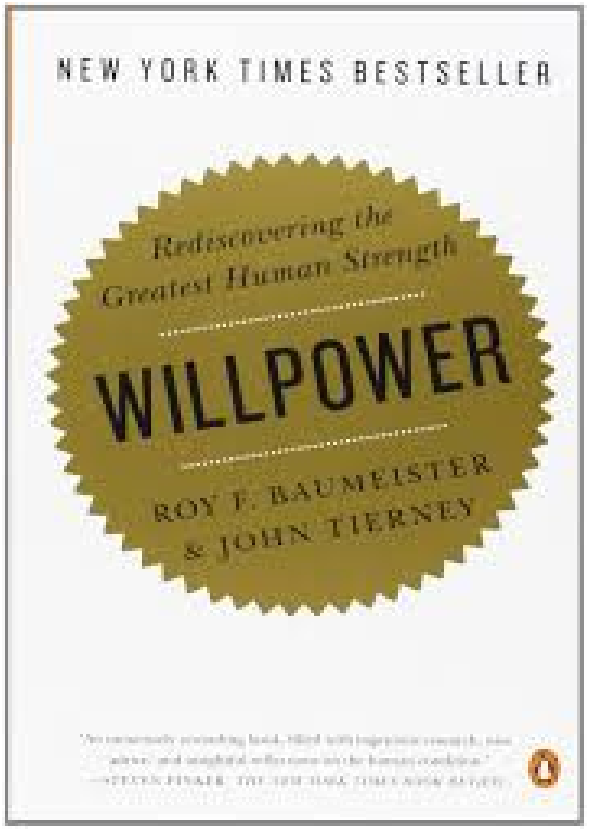
Maintain Engines

Consume Fuel

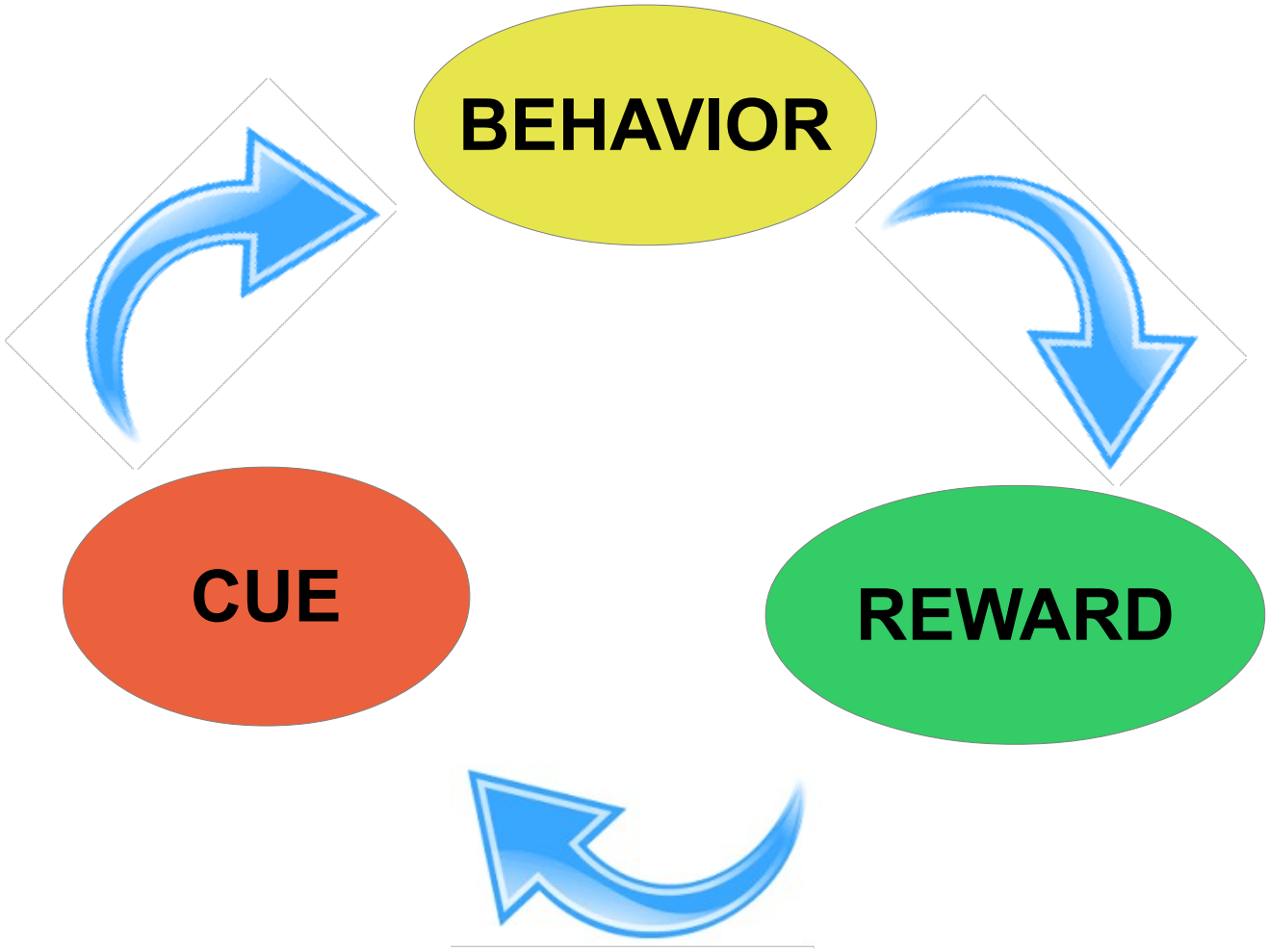
Human Mechanics

How do People Do Work?

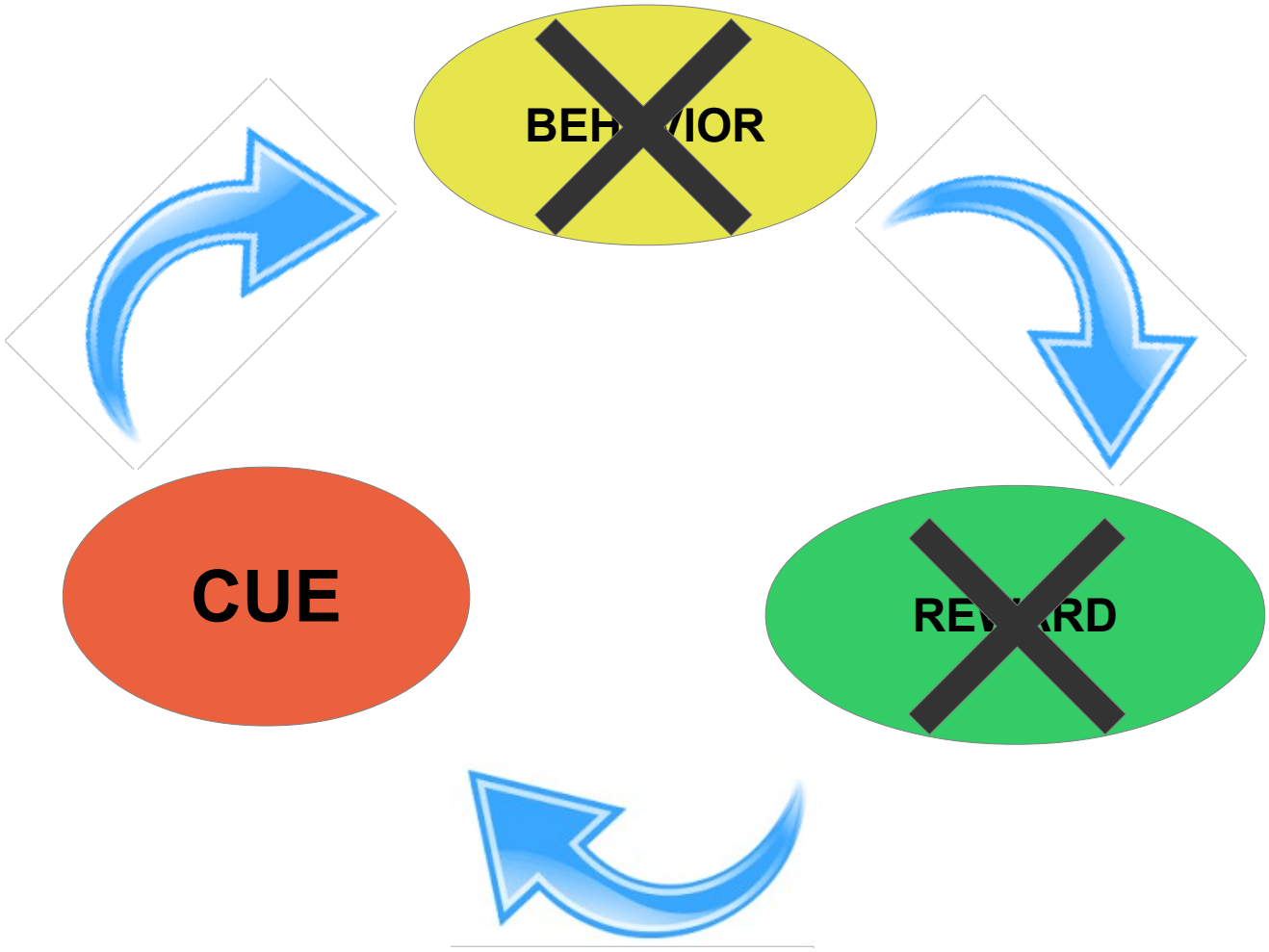


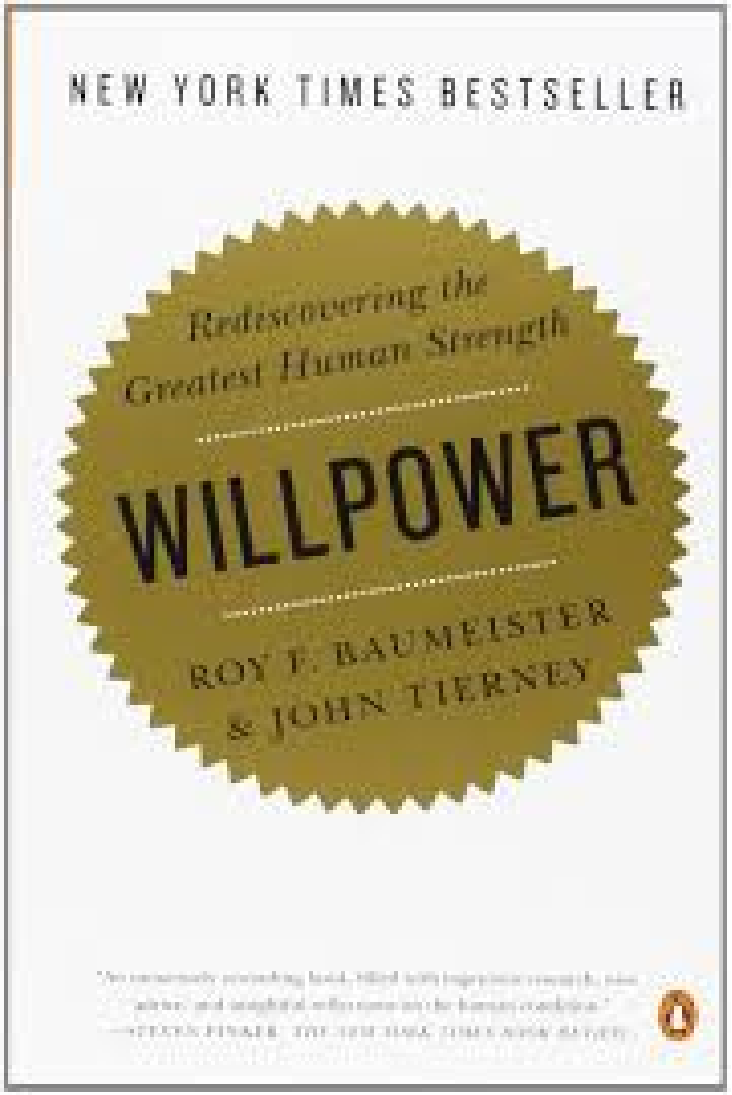


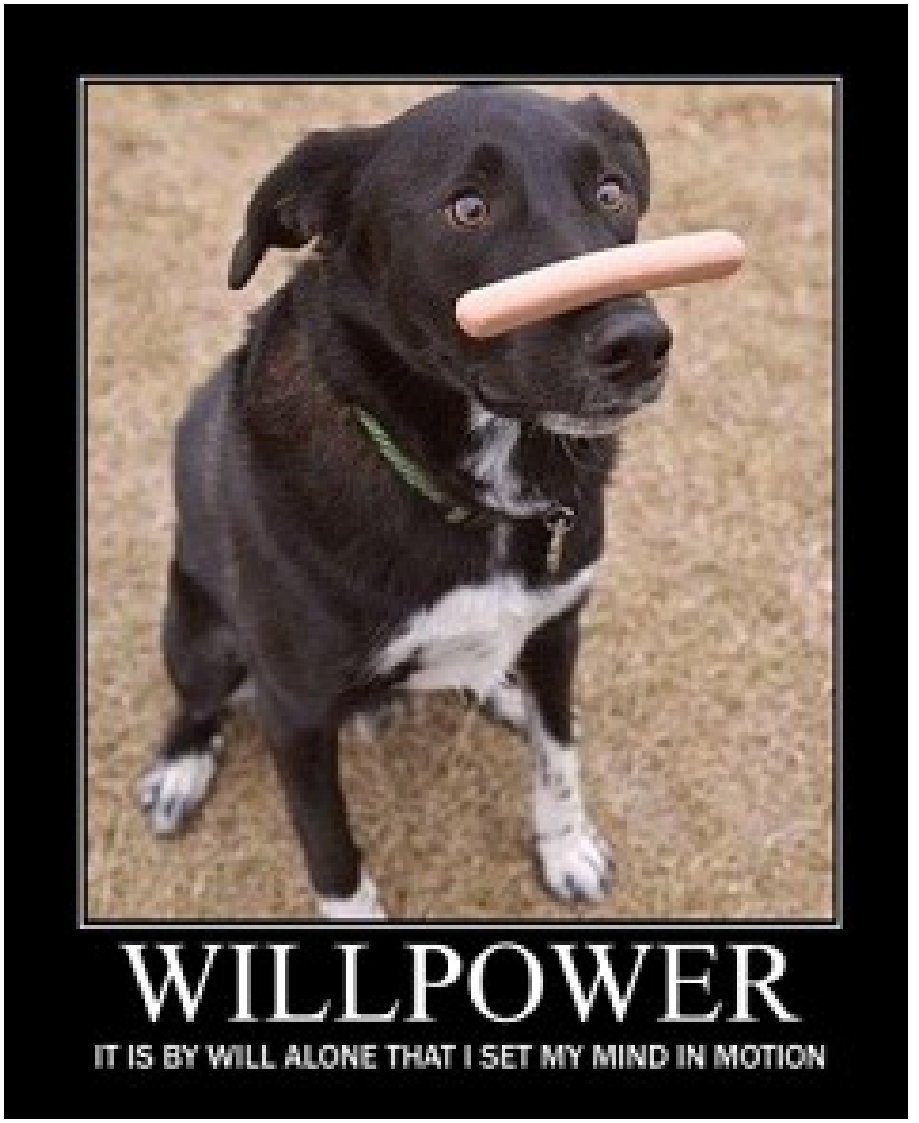
Habit



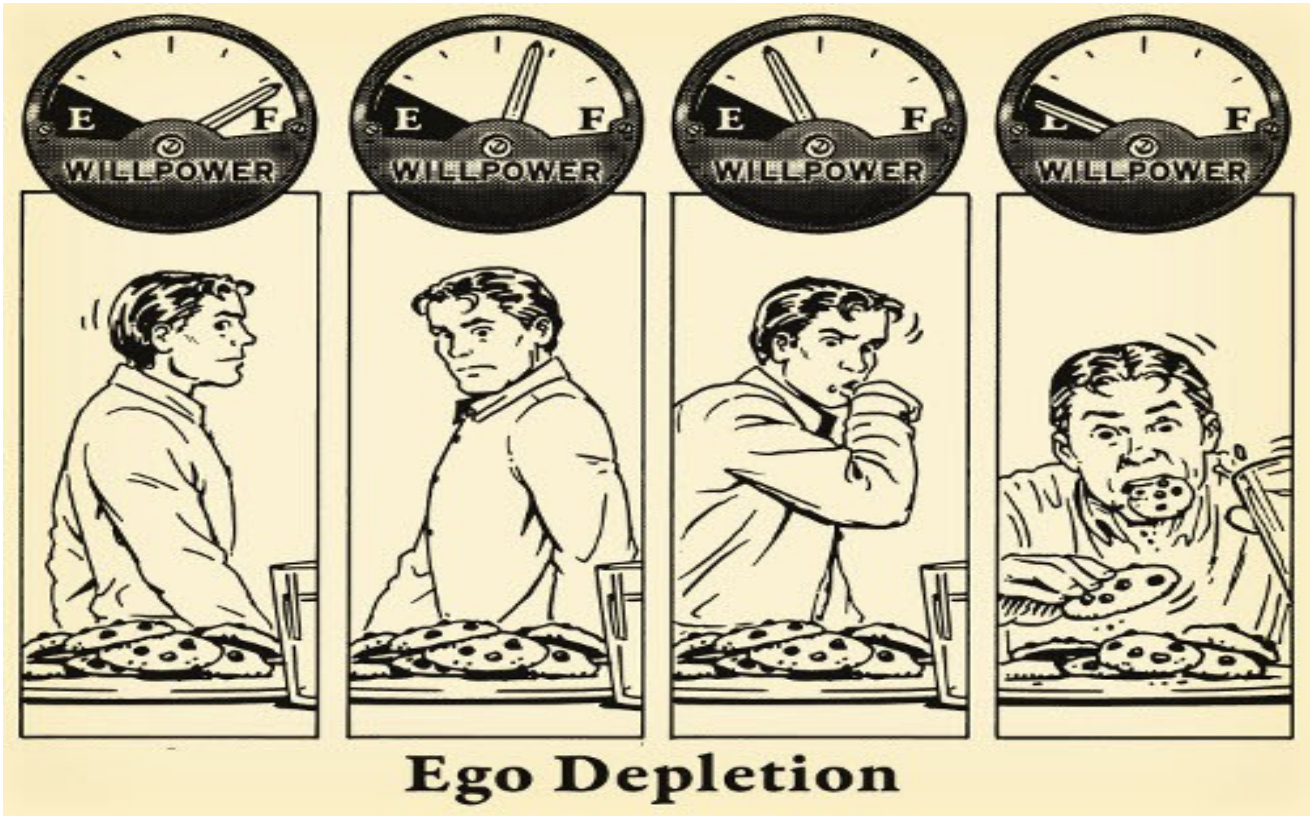
Willpower



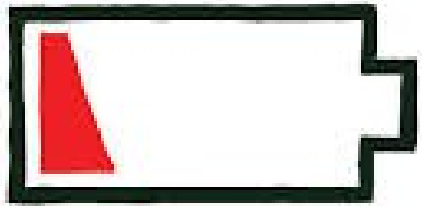

NEW YORK TIMES BESTSELLER
Rediscovering the Greatest Human Strength
WILLPOWER
ROY F. BAUMEISTER & JOHN TIERNEY


WILLPOWER
IT IS BY WILL ALONE THAT I SET MY MIND IN MOTION

Willpower is a Finite Resource



http://www.artofmanliness.com/2012/01/08/willpower-part-ii/

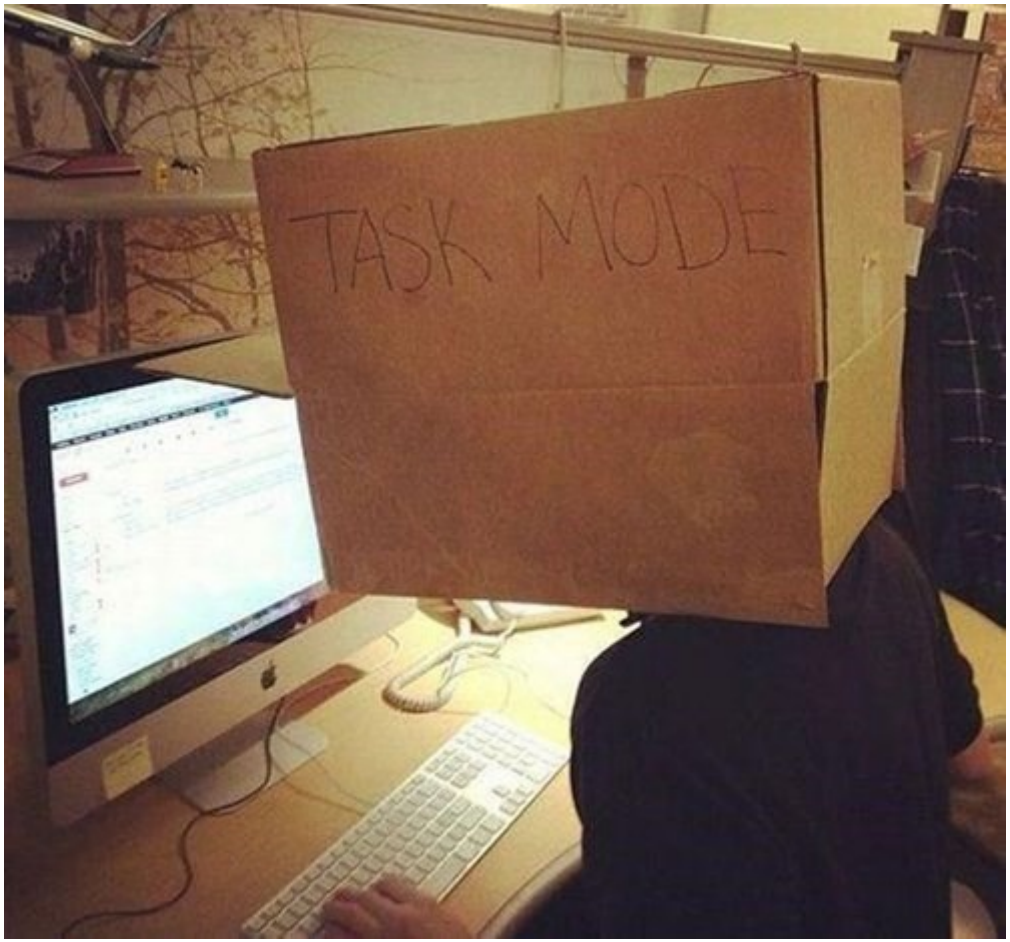


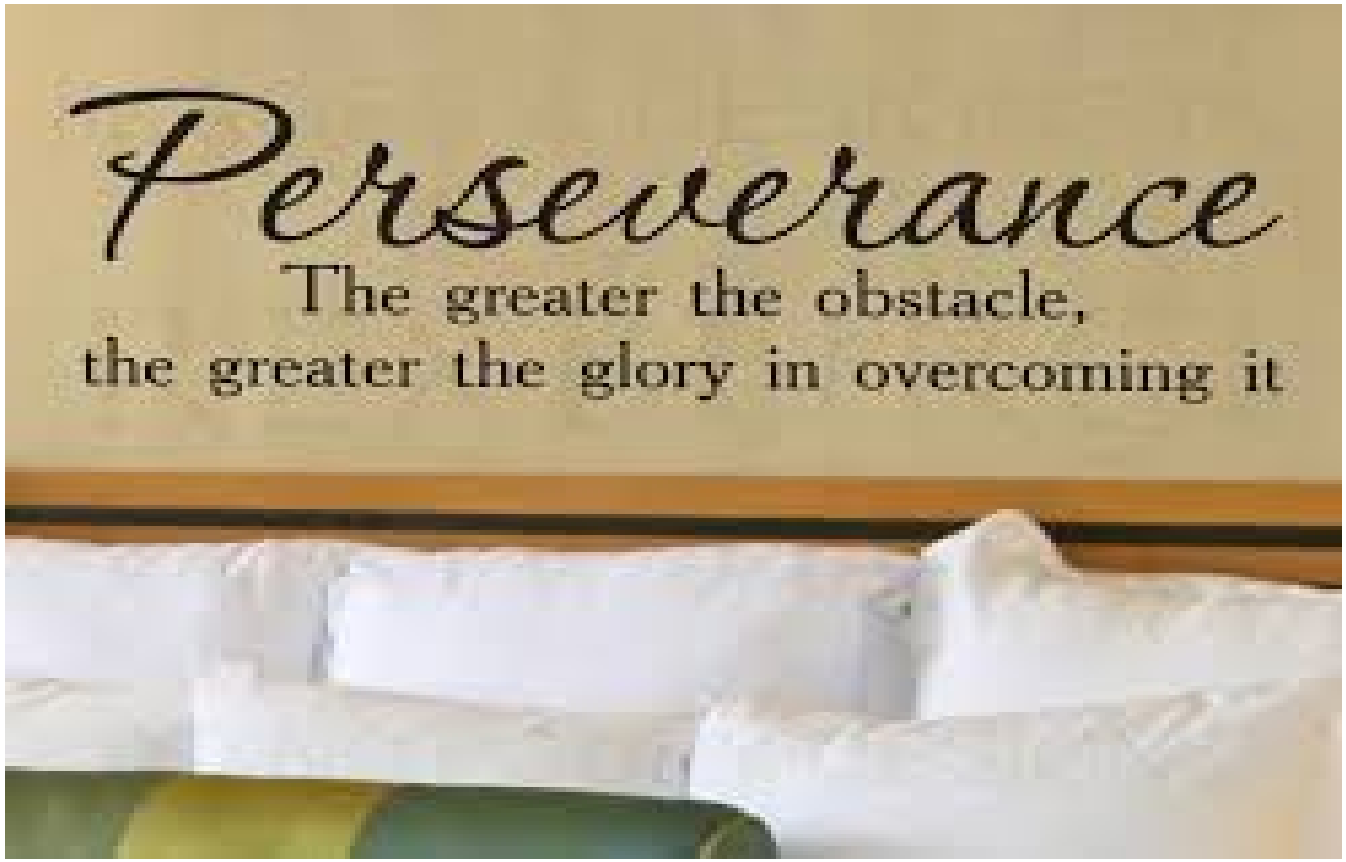
LOOK!
A Distraction!

Willpower like a Muscle

http://realwired.com/realwired-newsletters/willpower-matter/

Willpower capacity can be managed

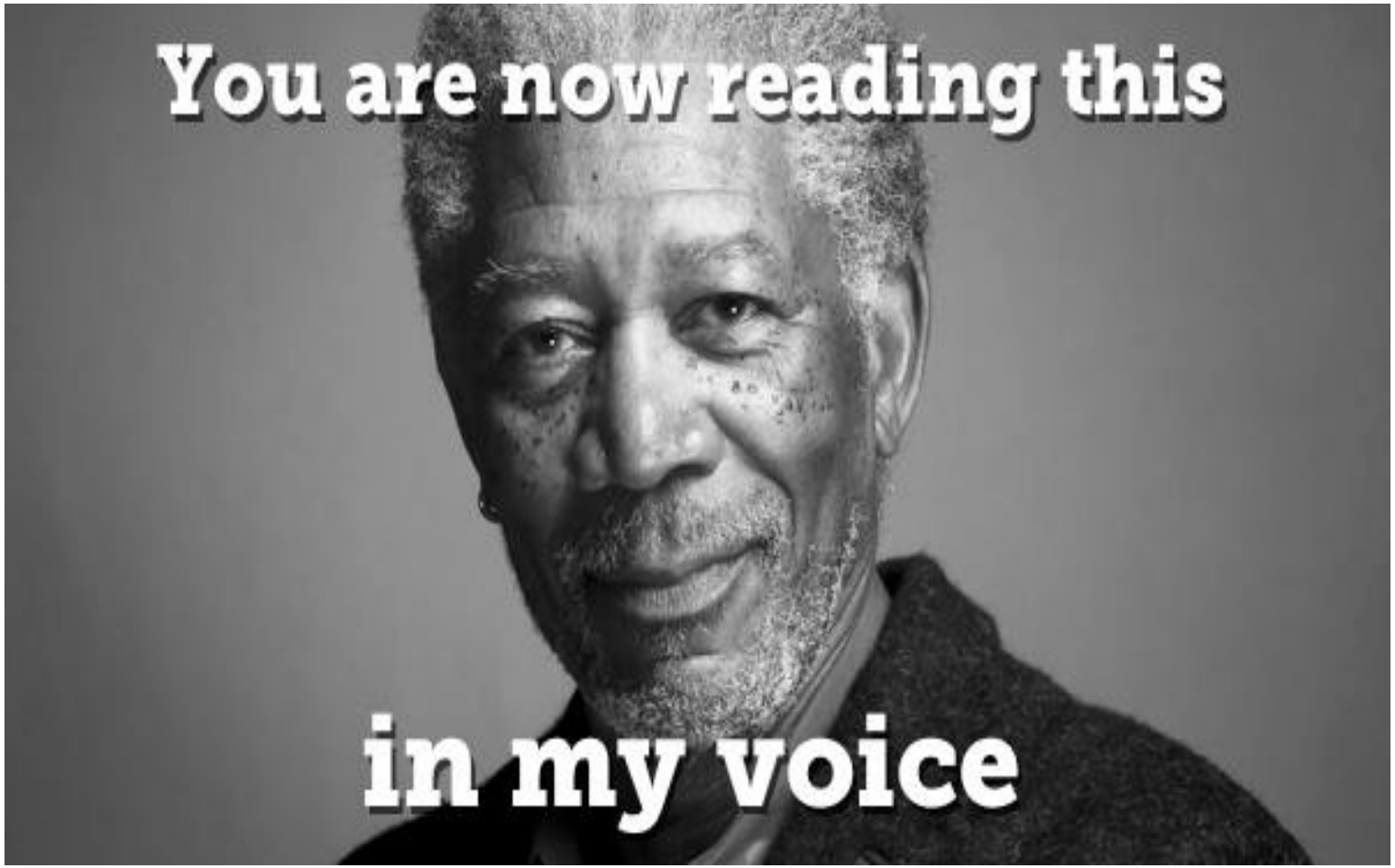



Perseverance
The greater the obstacle,
the greater the glory in overcoming it

Habit : Willpower Conservation

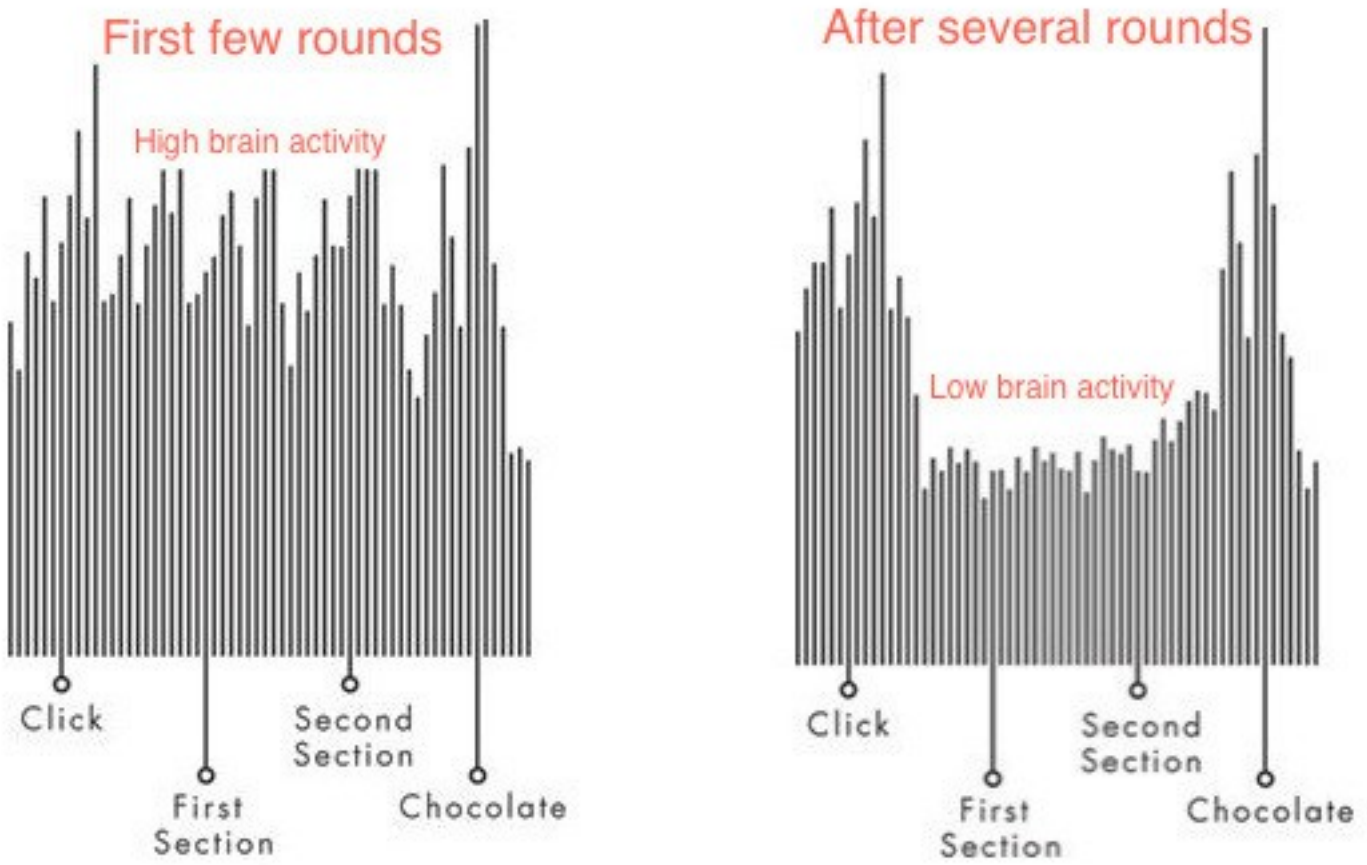
http://richmilleronline.com/tag/21-day-habit/

The Brain is Wired For Habit

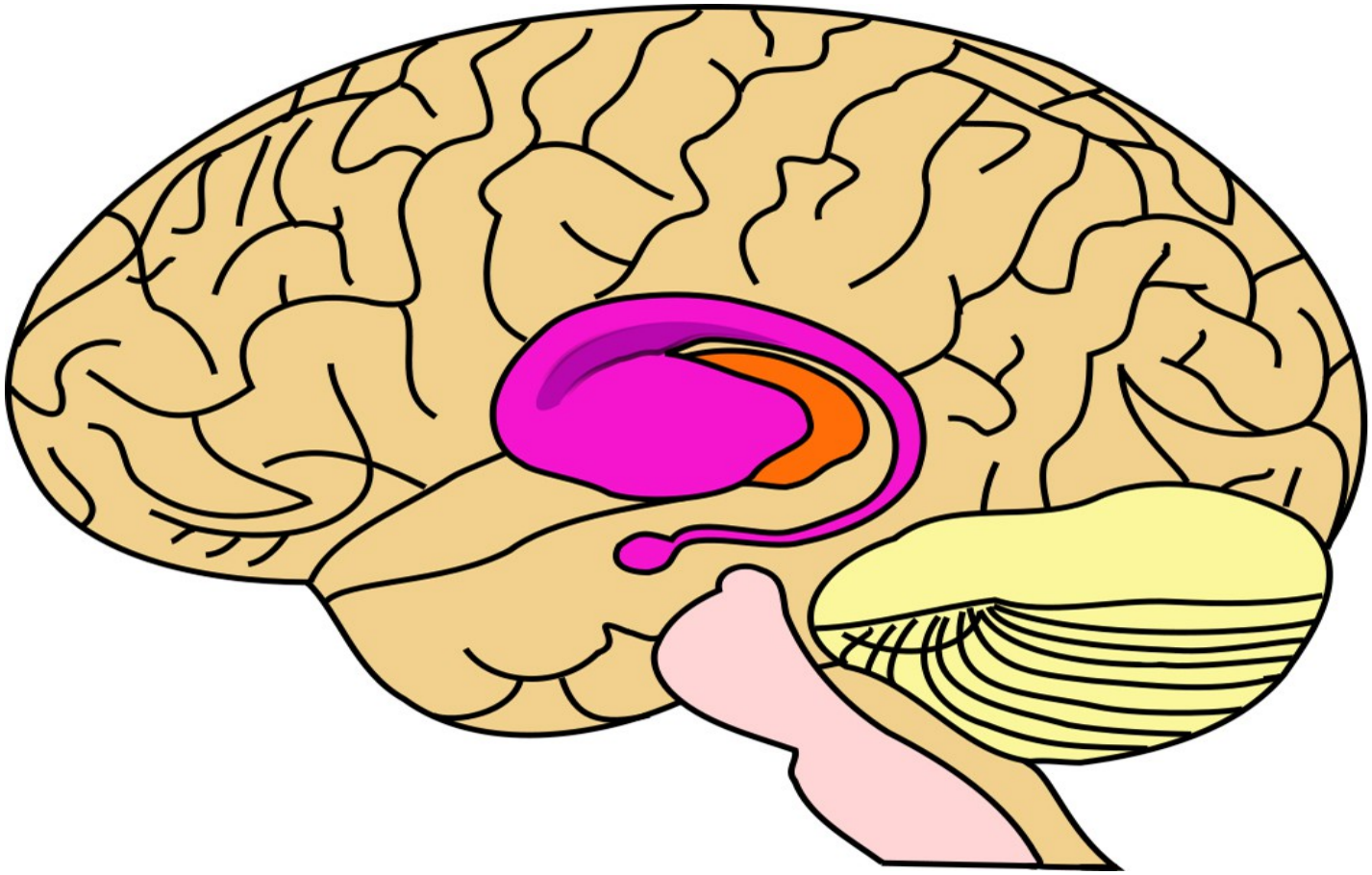


Habit = Learning

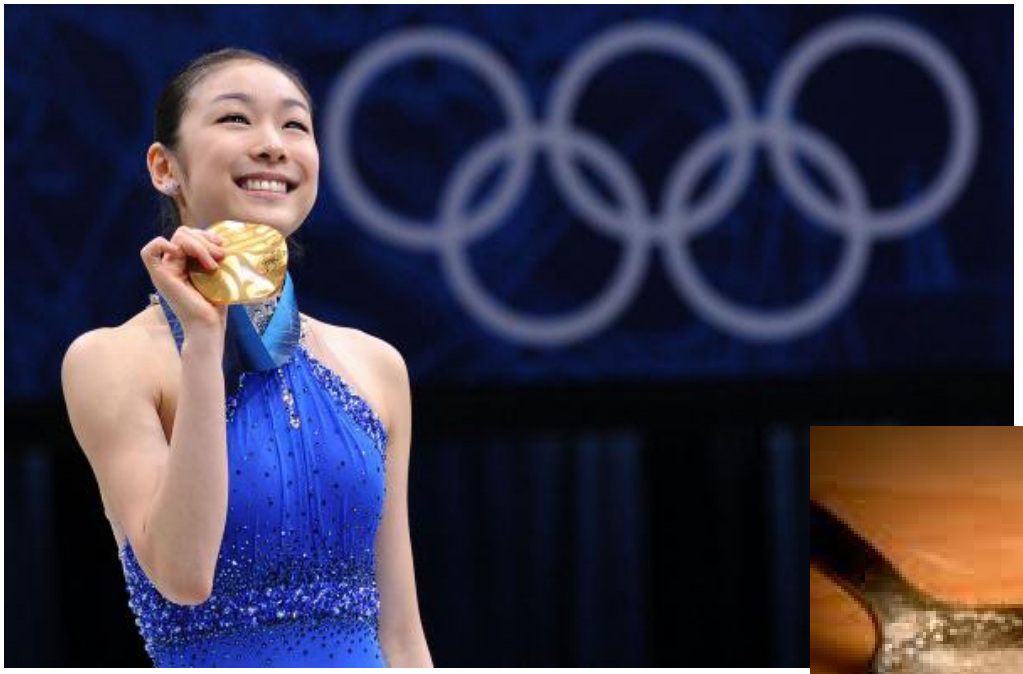
Habit conserves Willpower



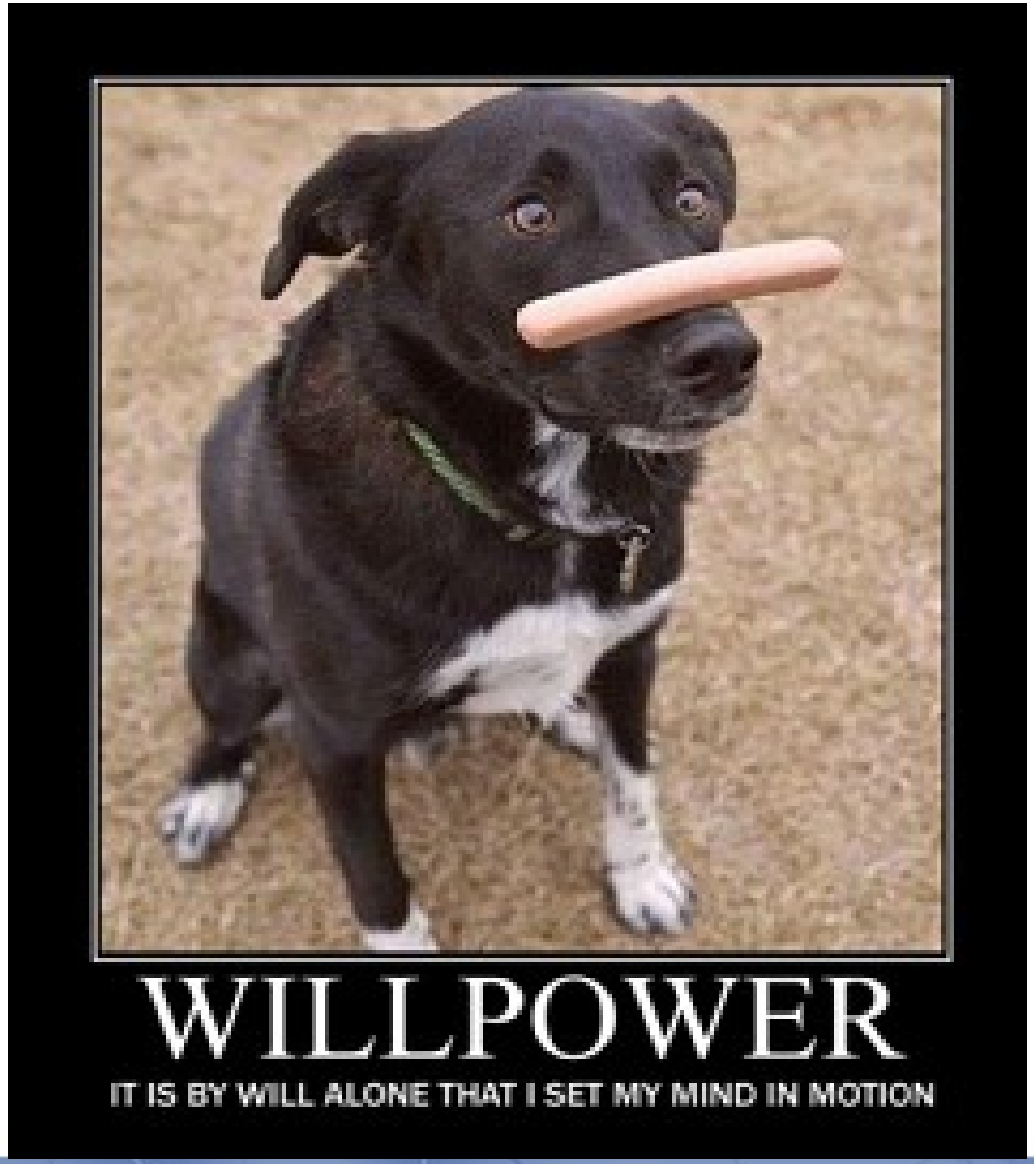
Habit forms in the Basal Ganglia

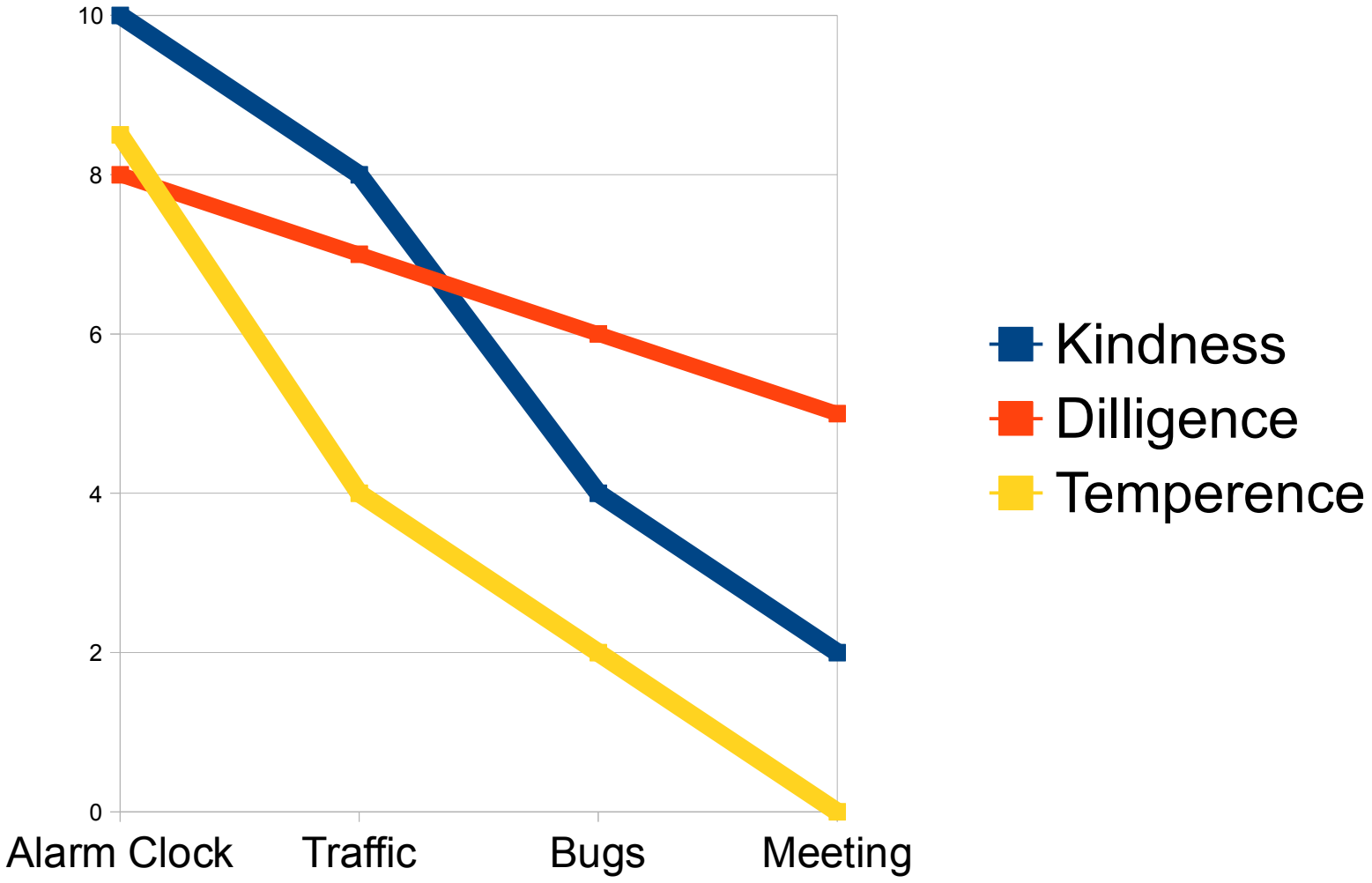


Not All Habits Are Equal



Willpower: Override of Habit



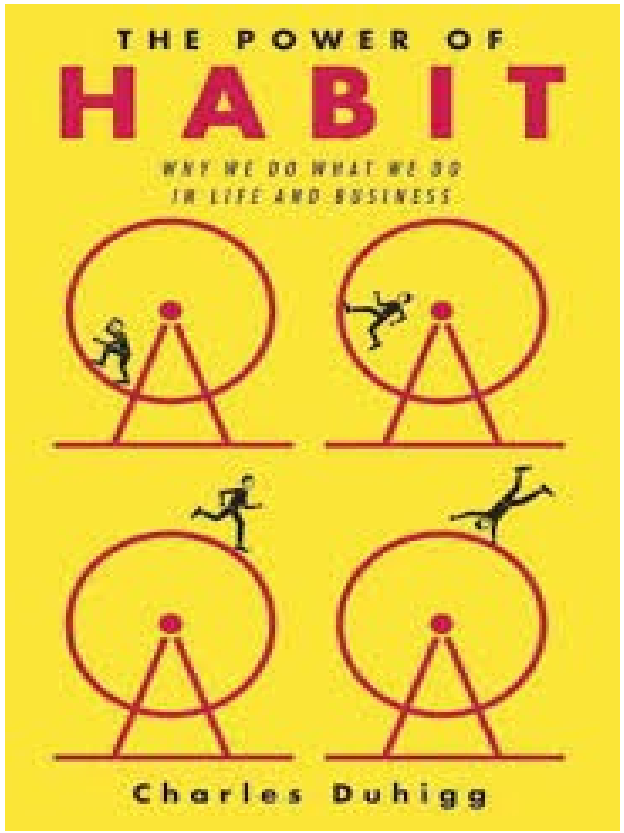

10
8
6
4
2
0
Alarm Clock
Traffic
Bugs
Meeting
Kindness
Dilligence
Temperence

As a Human...

I Want: A Software Development Process that is a collection of Good Habits.

So That: I have Maximum Success with Minimum Effort

My week is basically:
• Monday
• Monday #2
• Monday #3
• Monday #4
• Friday
• Saturday
• Pre-Monday



http://www.forbes.com/sites/joshsteimle/2014/02/04/small-business-practices-that-make-a-big-difference/

Keystone Habits

“Keystone habits influence how we work, eat, play, live, spend, and communicate”, and they “start a process that, over time, transforms everything.”

How Alcoa Got It's Groove Back

“just another wheezing
industrial giant with an
unremarkable financial record
and a workforce that was
biding its time”

1986

http://www.businessweek.com/2001/01_06/b3718006.htm

How Alcoa Got It's Groove Back

"I intend to make Alcoa the safest company in America. I intend to go for zero injuries."

Paul O'Niell – Oct 1987

How Alcoa Got It's Groove Back

in 1999 when Alcoa was the top stock among the 30 Dow Jones industrials

Market Cap Increased 126%

http://www.businessweek.com/2001/01_06/b3718006.htm

Safety Changed the Equation

Worker Injury, Death

≠

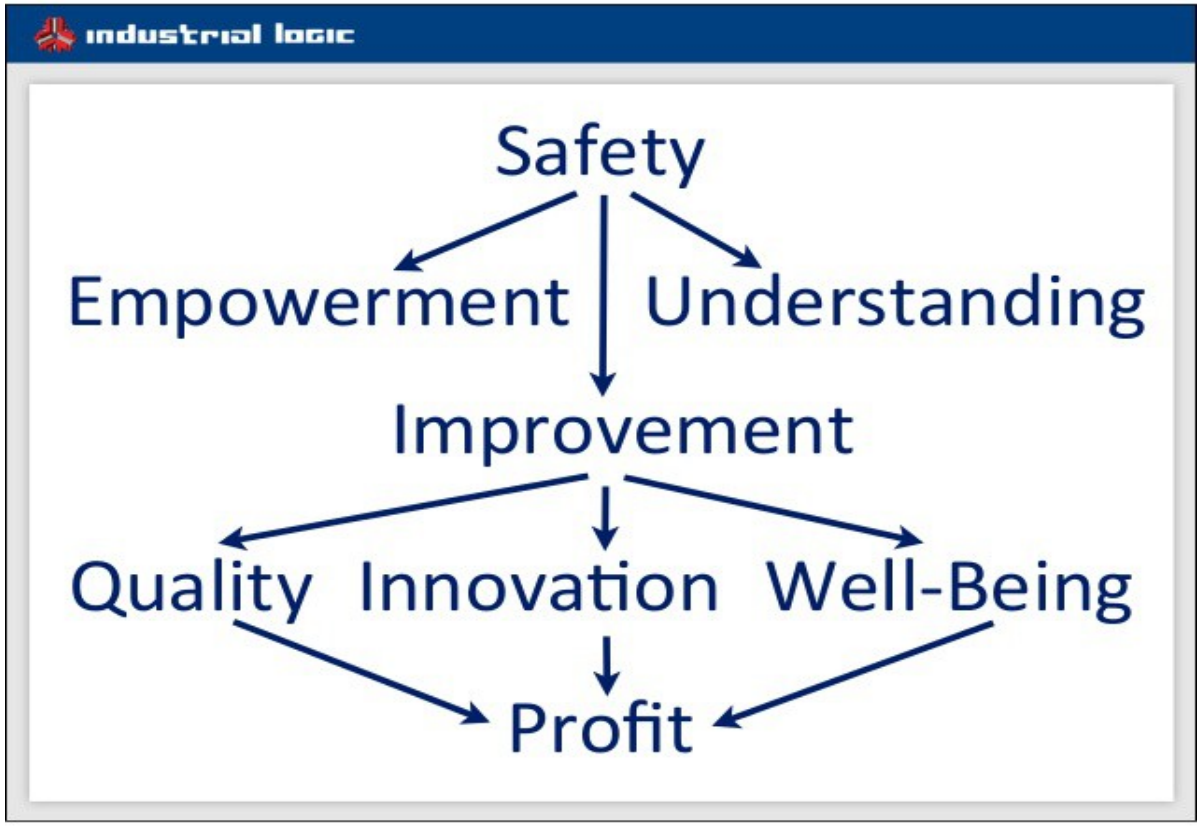
Cost of Doing Business

No Longer Suppressing Human Nature

Self Preservation *over* Meeting Targets

Protecting Life *over* Cost Savings

New Energy Invested In New Opportunities



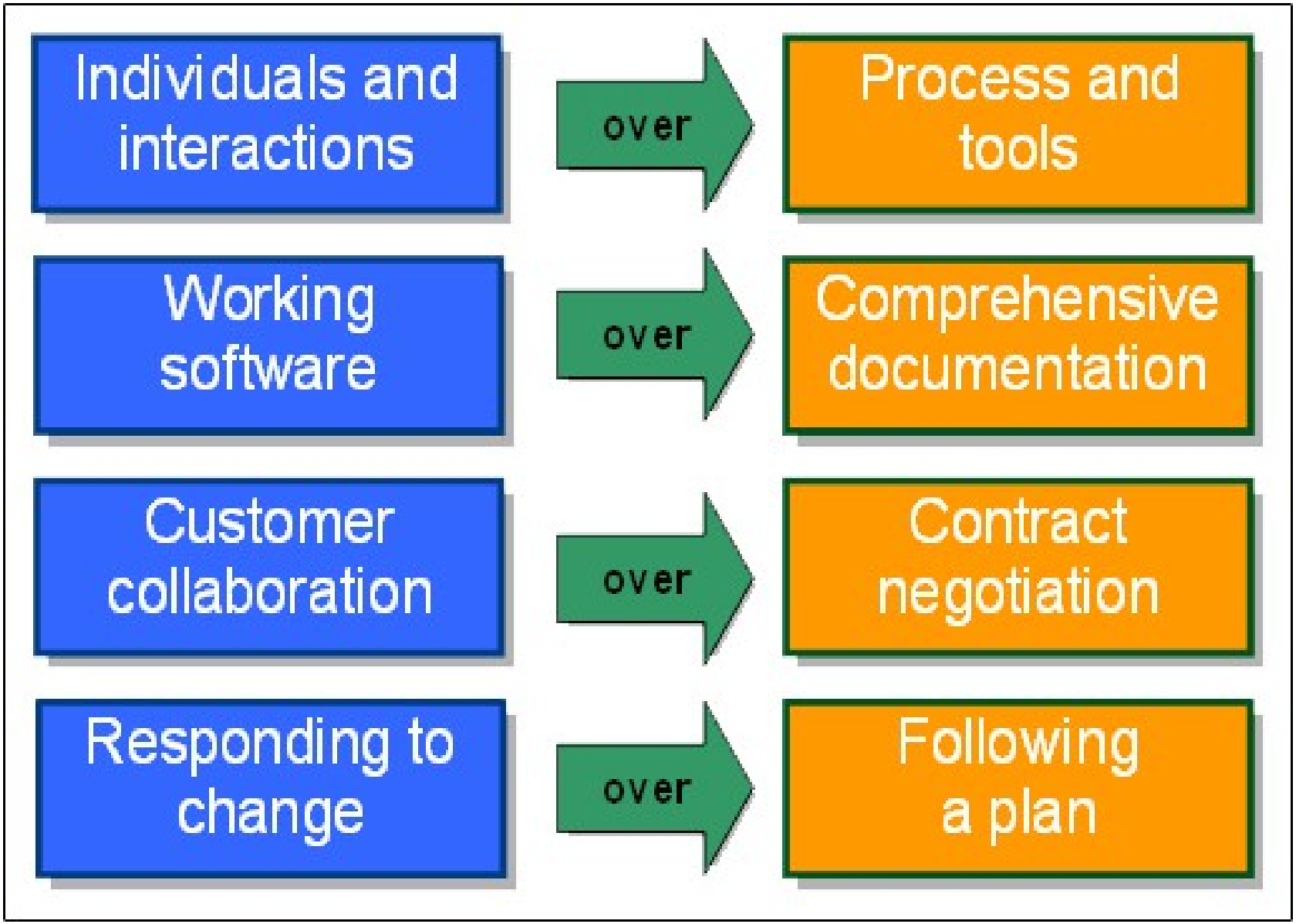
http://www.slideshare.net/JoshuaKerievsky/tech-safety-an-unexpected-pathway-to-excellence

People are the Engine not the Fuel

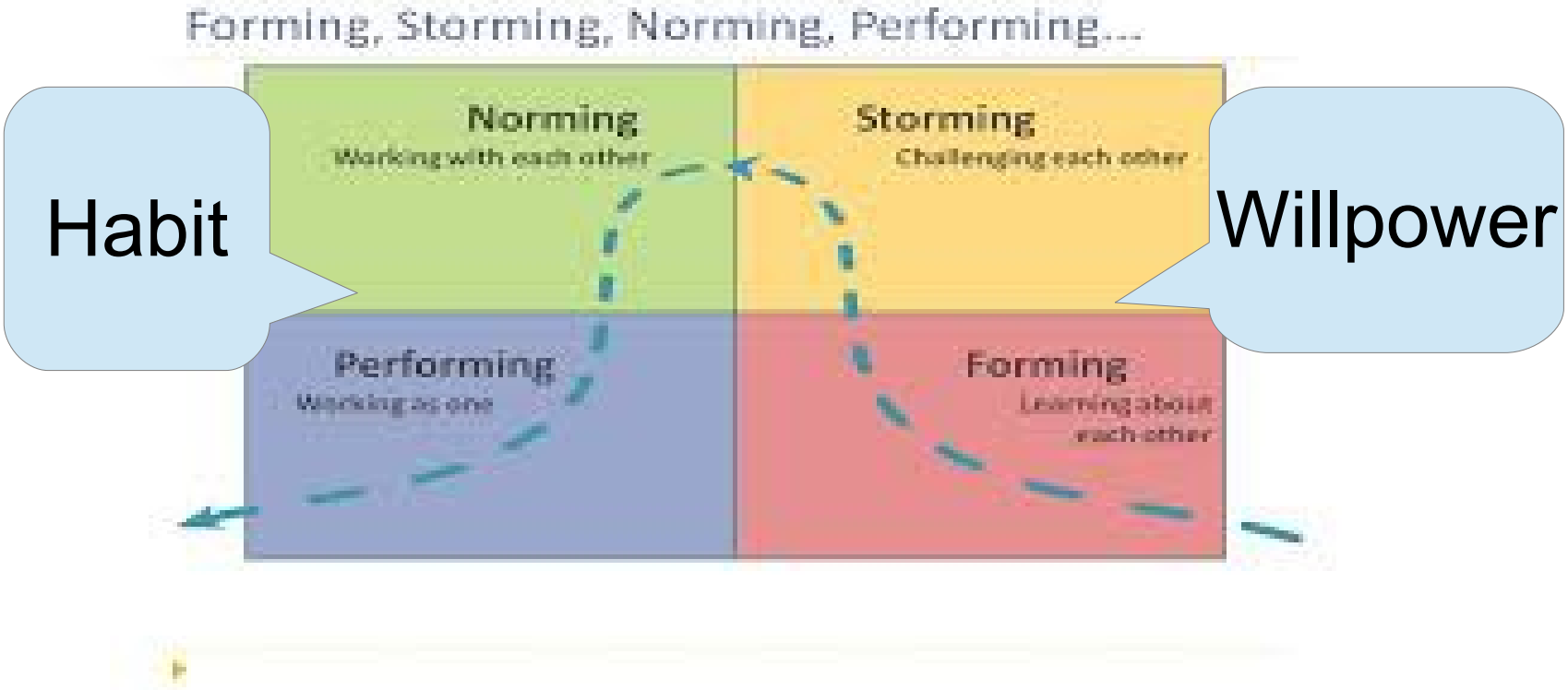
Maintain Engines

Consume Fuel

What About Software?


Individuals and interactions
over
Process and tools
Working software
over
Comprehensive documentation
Customer collaboration
over
Contract negotiation
Responding to change
over
Following a plan

Stable Teams



Regular Delivery Working Software

Habit

Prioritized Backlog

Willpower

Habit

Find a Coach

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Laura.Moore@Daugherty.com

www.linkedin.com/in/laurakmoore