

MEASURING

OUTCOME



FACILITATE THE GAME

This game is based on Evidence Based Management (EBM). EBM is an empirical framework organizations can use to help measure (perceived) product value, and the way they deliver their product(s). The measurements can be inspected to help maximize product value and improve the way of working.

1. As a Scrum Facilitator, put the four Key Value Areas (KVAs) in a row on the floor (Current Value, Time to Market, Ability to Innovate and Unrealized Value). Explain each KVA to the participants.
2. Form two groups and hand one group the green Key Value Measures cards (KVMs) and the other group the remaining purple KVMs.
3. Step 1: Invite the group(s) to discuss and put the KVMs under the correct KVA.
4. Step 2: Invite both groups to discuss their results and adapt their cards. Make sure by the end of this round, the KVM cards are under the correct KVA.
5. Step 3: Invite the participants to individually look at the KVMs and select one KVM that caught their attention. (A non-EBM KVM may also be chosen at this point)
6. Step 4: Invite the participants into groups of four. Ask each participant to explain why they chose their particular KVM and collaborate on how to implement it. (In case of non-EBM measures, pay attention that these are not vanity metrics and discuss the potential pitfalls)



Scrum Facilitators work globally with trainers in the Netherlands, United Kingdom, and Singapore. Our mission is to help professionals become awesome Scrum Facilitators by supporting Scrum Masters, Product Owners, Developers and Leaders. A Scrum Facilitator's work is based on Scrum Goals, Values & Principles. A Scrum Facilitator uses these aspects to support the effective use of Scrum in their organisation.

Scrum Facilitators are partners with **Scrum.org** and **ProKanban.org**. We design all classes to maximise the learning impact and student value. Our classes are highly interactive, industry relevant and an enjoyable learning experience. Each class has two certified, knowledgeable experts with extensive real-life experience.



Based on the 2020 EBM Guide. <http://scrum.org/EBM>
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CURRENT VALUE

The Value that the product delivers today



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UNREALIZED VALUE

The potential future value that could be realized
if the organization met the needs of all potential customers or users



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TIME TO MARKET

The organization's ability to quickly deliver new capabilities, services, or products



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ABILITY TO INNOVATE

The effectiveness of an organization to deliver new capabilities
that might better meet customer needs



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Customer Satisfaction



Customer Satisfaction

Defect Trends

Defect Trends

Product Cost Ratio



Product Cost Ratio

Change Failure Rate



Change Failure Rate



Installed Version Index



Installed Version Index

Desired Customer
Experience or
satisfaction



Desired Customer
Experience or
satisfaction

Time to remove Impediment

Time to remove Impediment

Build & Integration Frequency



Build & Integration Frequency



Time to Pivot



Time to Pivot



Production Incident Count



Production Incident Count

Release Stabilization Period



Release Stabilization Period

Lead Time for Changes



Lead Time for Changes

Market Share



Market Share

Customer Cycle Time



Customer Cycle Time

Time-to-Learn



Time-to-Learn

Employee Satisfaction



Employee Satisfaction

Customer Usage Index

Customer Usage Index



Revenue per Employee



Revenue per Employee

Release Frequency



Release Frequency

Mean Time to Repair



Mean Time to Repair

Lead Time



Lead Time

Innovation Rate



Innovation Rate

On-Product Index



On-Product Index

Deployment Frequency

Deployment Frequency

Technical Debt



Technical Debt



Time to Restore Service



Time to Restore Service

Active (Product) Code Branches



Active (Product) Code Branches

Time Spent Merging Code Between Branches

Time Spent Merging Code Between Branches

Time Spent Context-Switching

Time Spent Context-Switching

Customer or User Satisfaction Gap

Customer or User Satisfaction Gap



Don't measure Output.
Measure Outcomes



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It's not about the
Metrics, but about the
Conversation



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Learn more about
Evidence Based
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