Product Delivery
&
Organizational Structure

Joel Tosi

@joelTosi

Joel.Tosi@devjam.com

#KCDC16

TITANIUM SPONSORS

epiQ

PAIGE TECHNOLOGIES
INTELLIGENT PAIRING. PERPETUAL SUCCESS.

ADAPTIVE™ SOLUTIONS GROUP

VALOREM CONSULTING

Platinum Sponsors

VinSolutions
Make every connection count.

jack henry & ASSOCIATES INC.

KU EDWARDS CAMPUS
The University of Kansas

NAIC
National Association of Insurance Commissioners

NIPR
NATIONAL INSURANCE PRODUCER REGISTRY

JET BRAINS

Stormpath

TEKsystems
Our people make IT possible.

stackify

Octopus Deploy

Gold Sponsors

OAKWOOD

KEYHOLE SOFTWARE

Cerner

PocketCake

Bradford & Galt
CONSULTING SERVICES

GARMIN

dsi

PLURALSIGHT

Commerce Bank

OBJECT PARTNERS

DST SYSTEMS

Advantage Tech
IT Staffing & Recruiting Services

AUREUS GROUP
An affiliate of C&A Industries, Inc.
Finance | Systems | Executive

Balance Innovations

LRS Consulting Services

SPARKPOST

twilio

UNITEDLEX

StrongLoop
An IBM Company

PeopleAdmin

smg
service management group

NERDERY

wirestream
enabling ideas

RAYGUN

Useagility

TRIPLE-I
AS INDIVIDUAL AS YOU

Children's Mercy KANSAS CITY

CENTRIQ TRAINING

mylo
POWERED BY LOCKTON

VML

SAIC
Redefining Ingenuity™

H&R BLOCK

CA technologies

My Perspective

Expected Outcomes

Have conversations about your product

Grow awareness on constraints on learning

Ideas on addressing constraints

We Build Products

What is a product?

```
{
    "empid": "SJ011MS",
    "personal": {
        "name": "Smith Jones",
        "gender": "Male",
        "age": 28,
        "address":
        {
            "streetaddress": "7 24th Street",
            "city": "New York",
            "state": "NY",
            "postalcode": "10038"
        }
    },
    "profile": {
        "designation": "Deputy General",
        "department": "Finance"
```

Knowing Your Product

What is our product?

Who uses our product and how?

What problem(s) does our activity help with?

Which do you think has product alignment?

'CME Group is the world's leading and most diverse derivatives marketplace, handling 3 billion contracts worth approximately $1 quadrillion annually (on average).'

http://www.cmegroup.com/company/history/

'Hipmunk is the fastest, easiest way to plan travel.'

https://www.hipmunk.com/about

One Team - One Product
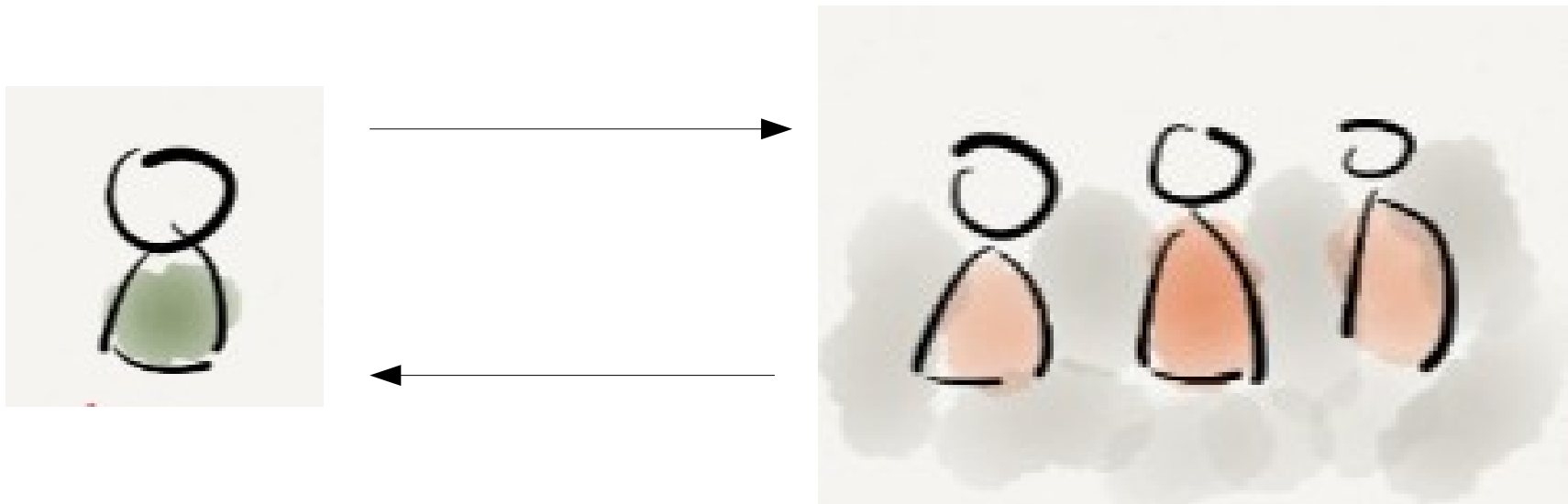
The Focus is on Growing the Customer
Learning what works

Many Teams - One Product
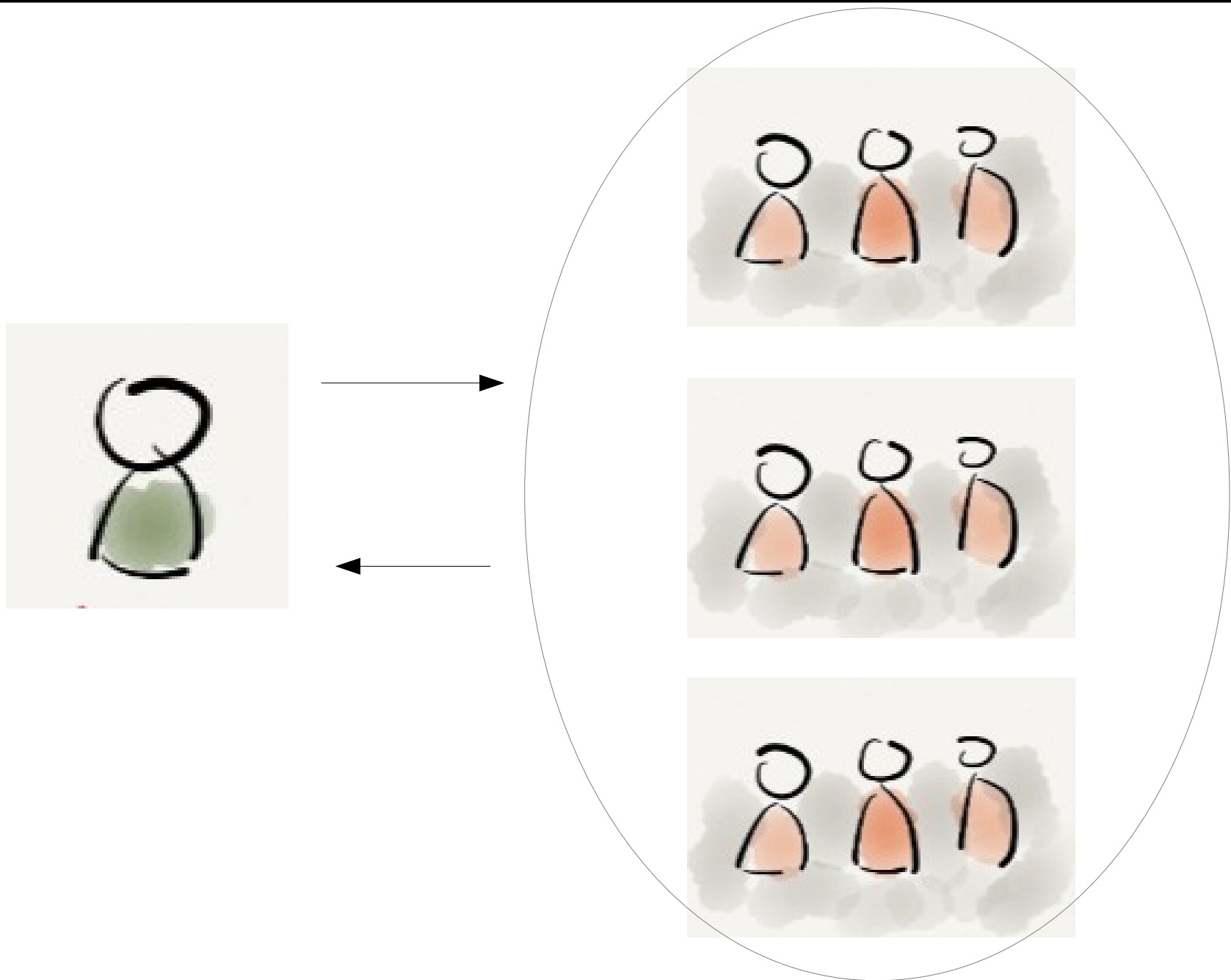
What to look out for
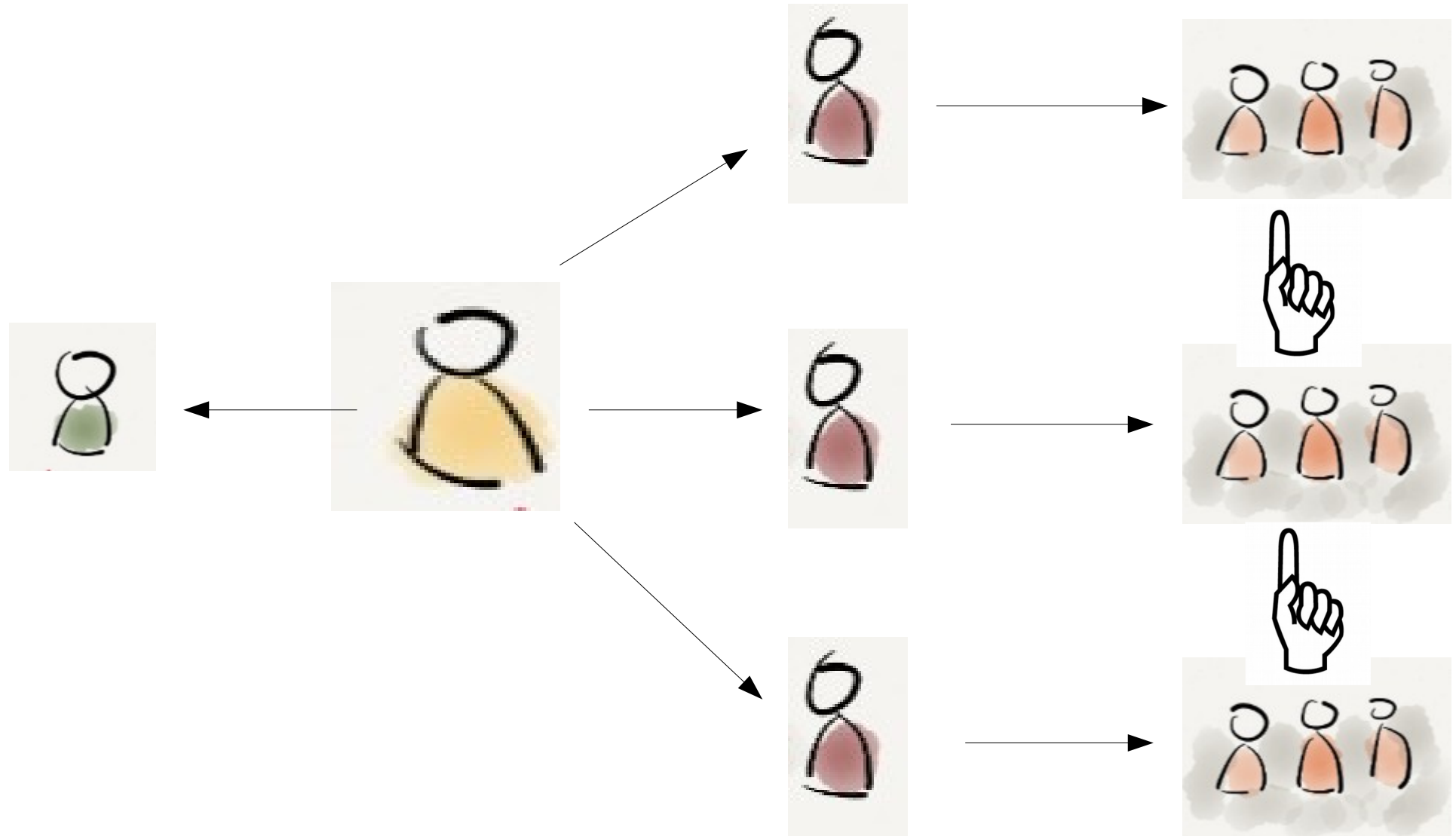
The Focus is on Growing the Teams &
Pointing the Finger
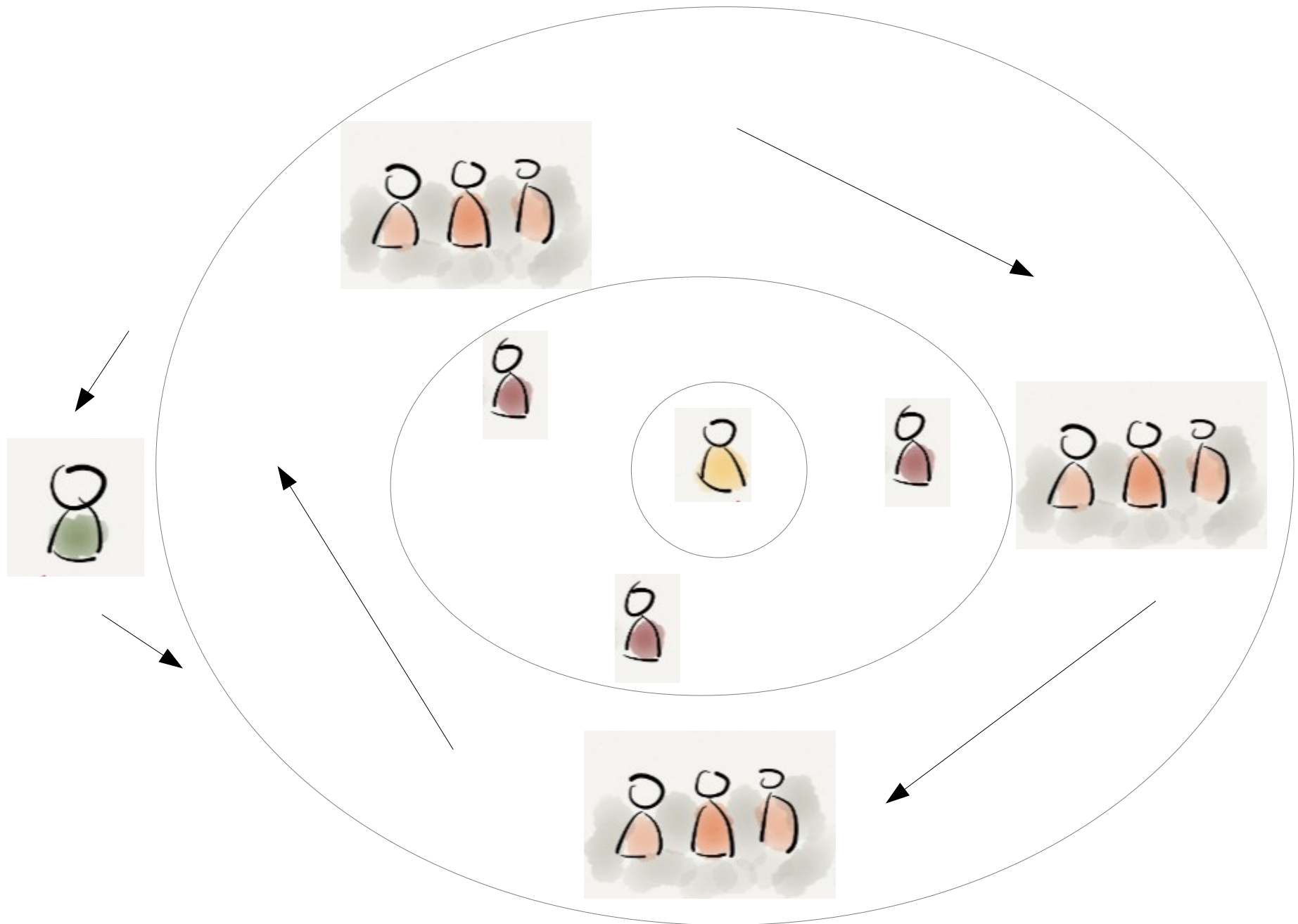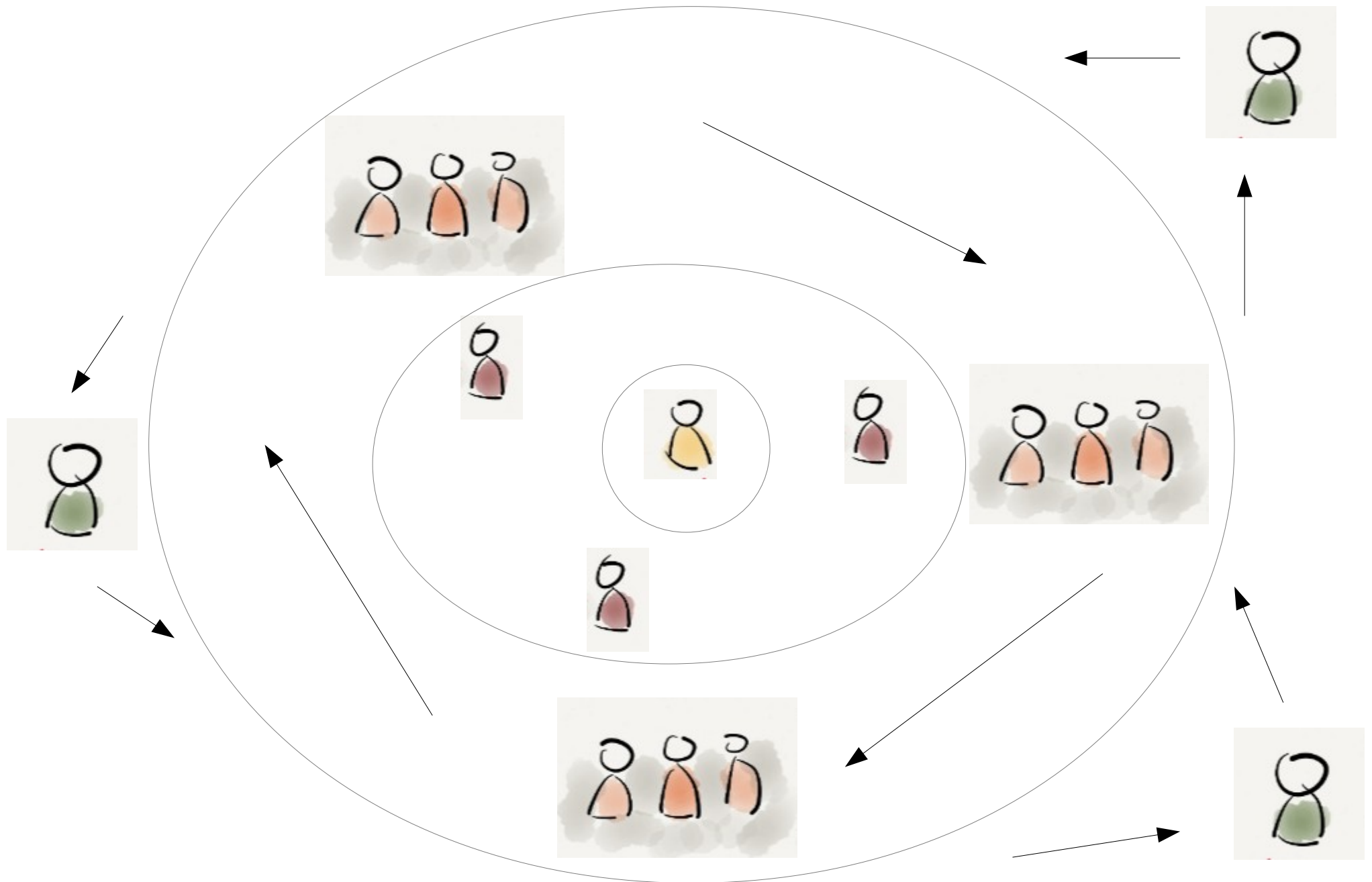
Many Teams – Many Products
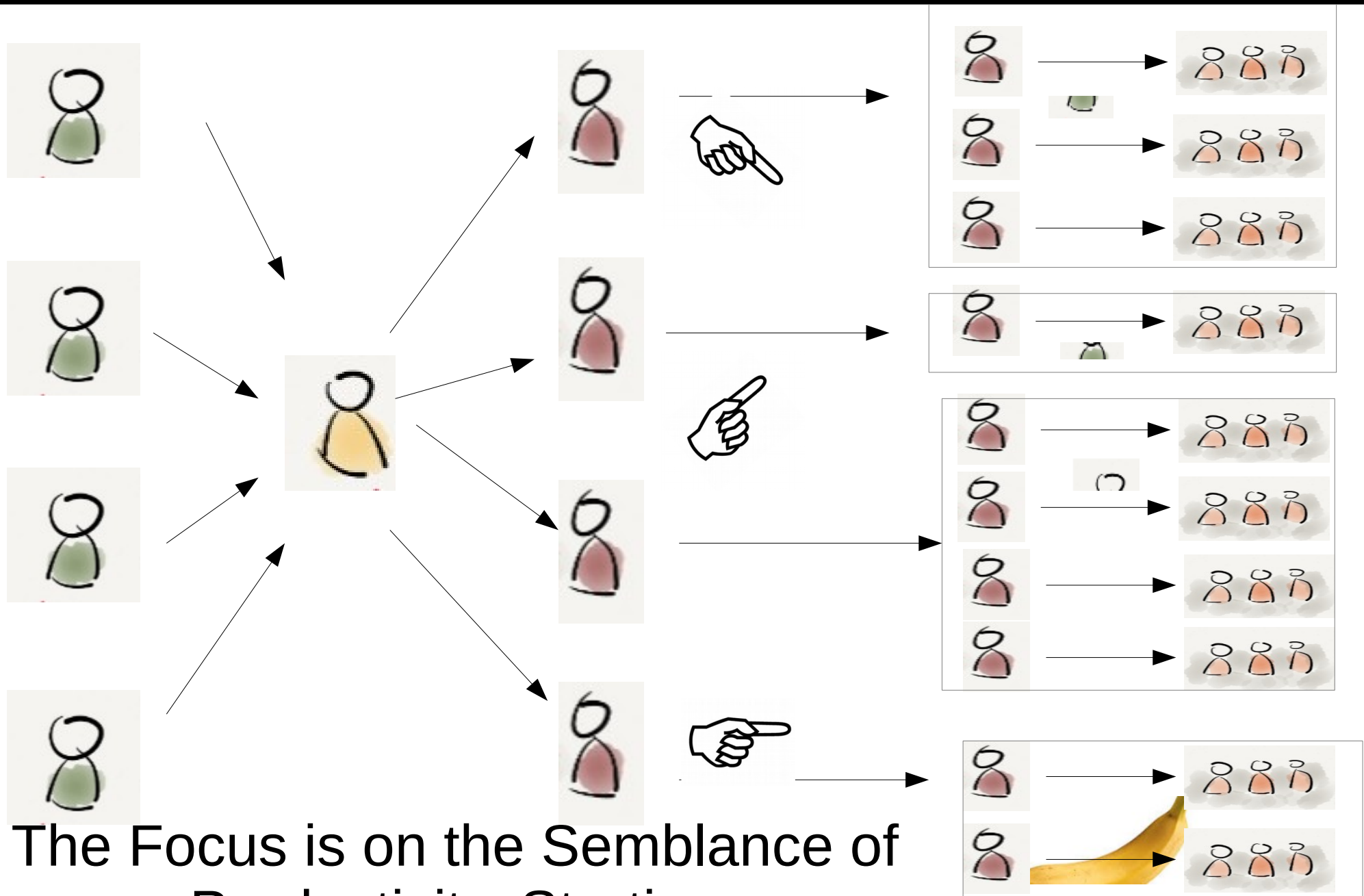
The Focus is on the Semblance of Productivity, Starting

Time hits ... And you get this

What might help

Grow Collective Product Ownership

As number of people grow

Safety in environment (build, deploy)

Access to knowledge

Product alignment

Constraint is slowest moving skill

As number of teams grow

Grease the gears

Simplify communication channels

Amplify communication channels

Product Alignment

Constraint is slowest moving team

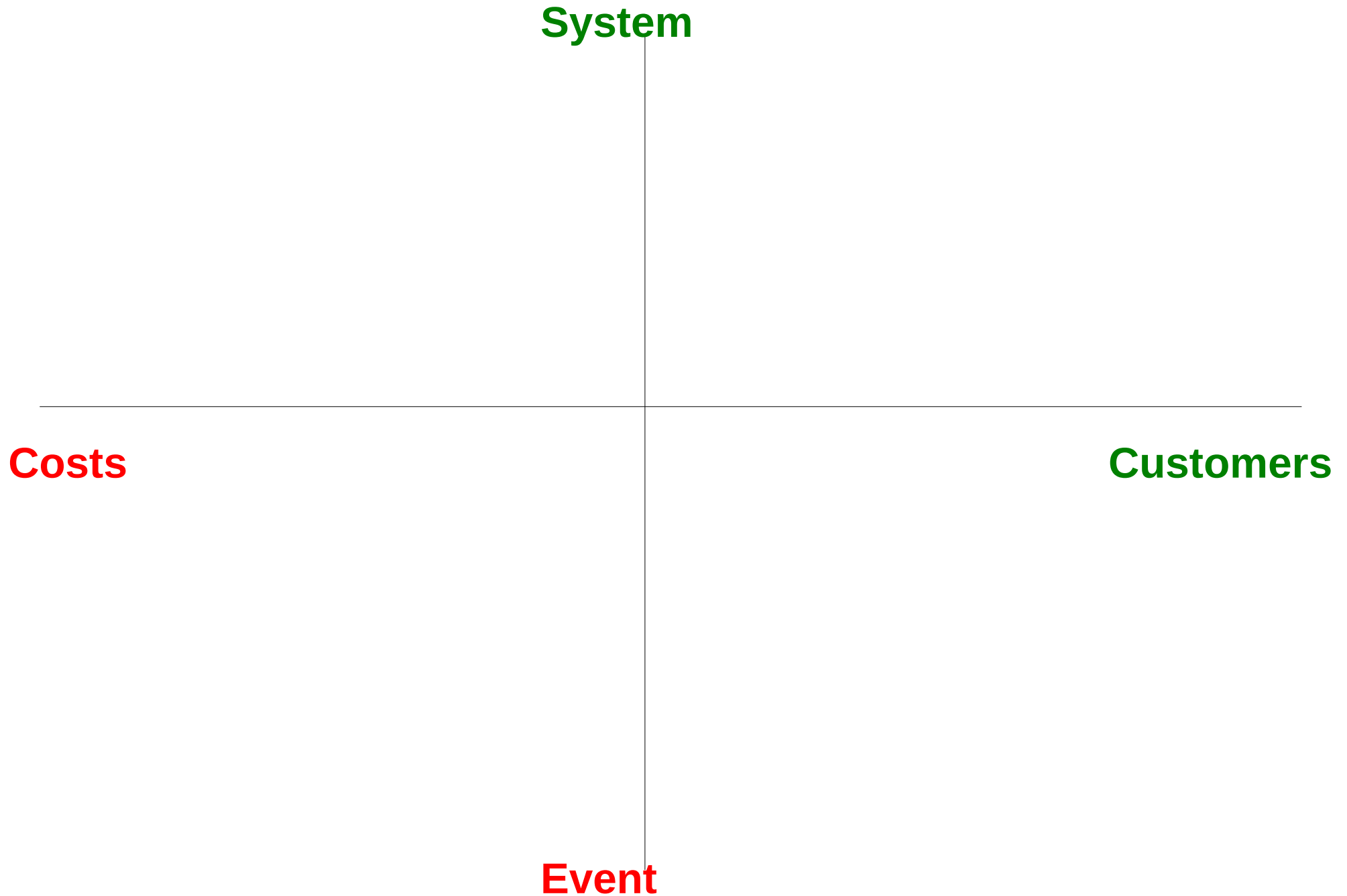# As number of products grow

Communities over owners
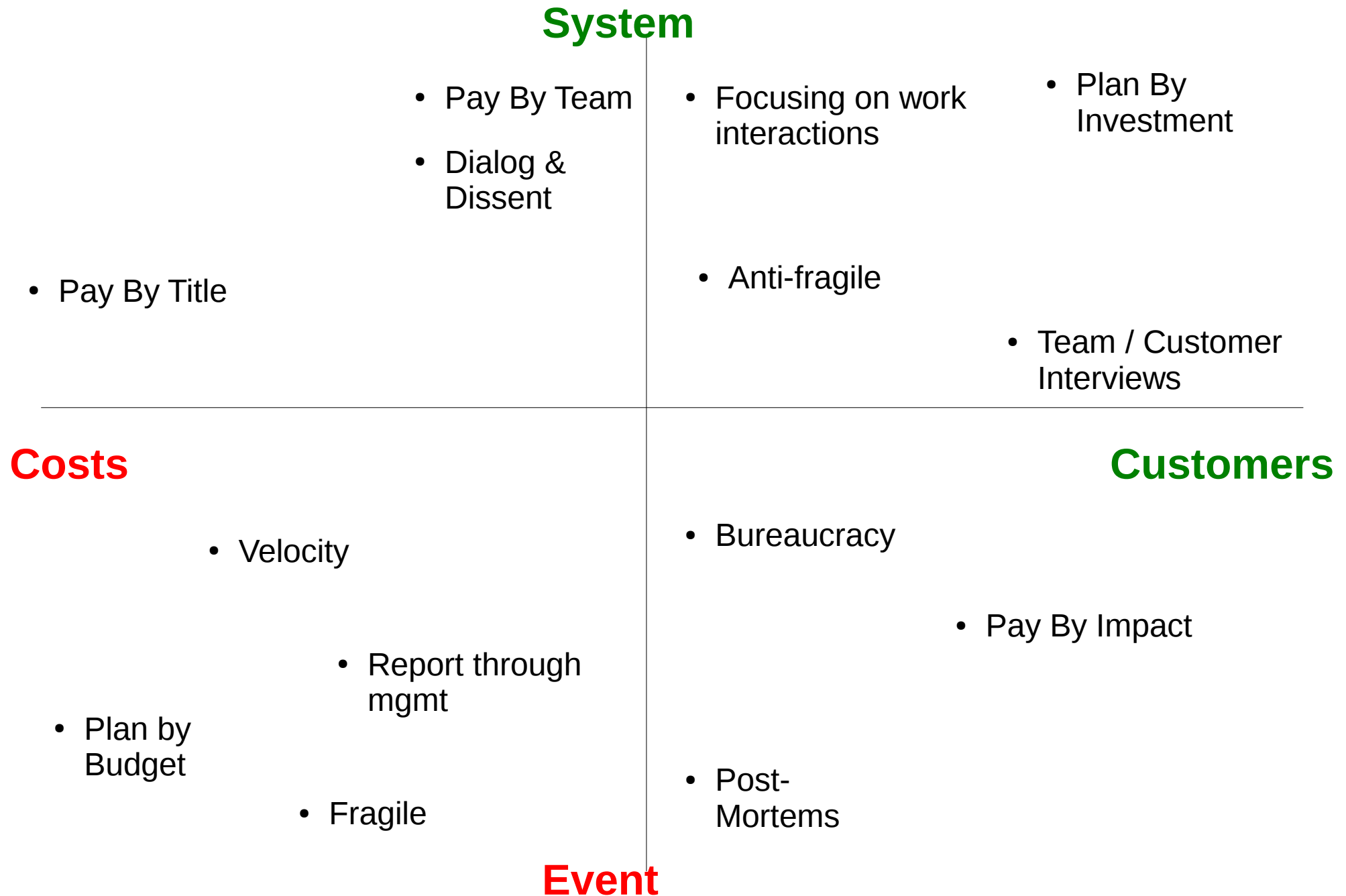
More dynamic teams

Product refactoring
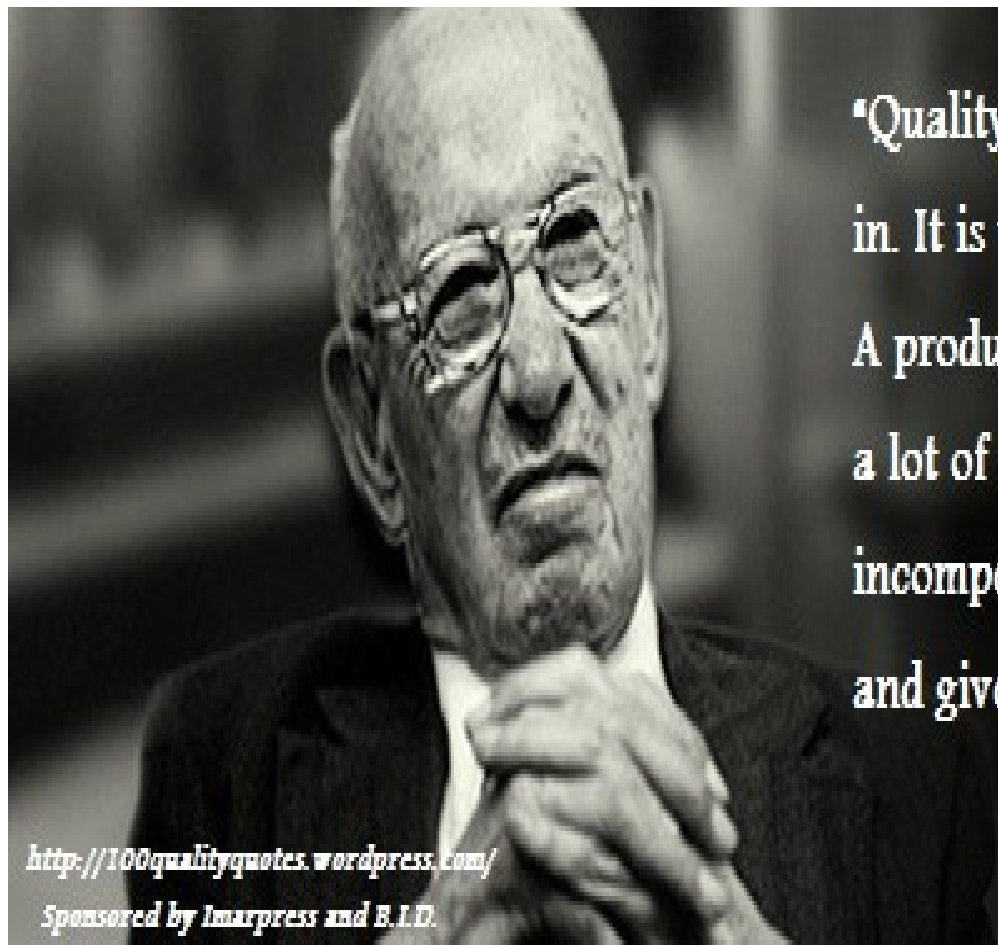
Constraint is slowest moving product

Grow Trust

What this looks like

System

Costs

Customers

Event

What this looks like

System

- Pay By Team
- Dialog & Dissent
- Focusing on work interactions
- Plan By Investment
- Anti-fragile
- Team / Customer Interviews

- Pay By Title

Costs

Customers

- Velocity
- Bureaucracy
- Pay By Impact
- Report through mgmt
- Plan by Budget
- Post-Mortems
- Fragile

Event

We Build Products

"Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for. A product is not quality because it is hard to make and costs a lot of money, as manufacturers typically believe. This is incompetence. Customers pay only for what is of use to them and gives them value. Nothing else constitutes quality."

Peter F.Drucker

Realize – it is about creating products people love with a group you enjoy being with

Fight complexity and lose

Recap

Understand what your product is

Remove distances between customer and teams

Let go of the need to be right – drive learning

Drive anti-fragility, grow trust

Most importantly – build products you are proud of

Questions?

DevJam

Coaching & Developing Product Discovery & Delivery

http://devjam.com/coaching/

Joel.tosi@devjam.com   @joeltosi

www.devjam.com