

# SHALLOW VS. MATURE KANBAN IN AGILE MARKETING

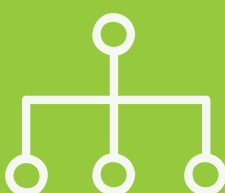


## WHAT ARE BOARDS USED TO MANAGE?



### SHALLOW

Separate boards for each marketing function (content marketing, events marketing, product marketing, etc.).



### MATURE

Connect functional boards via higher-level value stream boards; or focused teams for each value stream.

## WHAT DO CARDS ON BOARD REPRESENT?



### SHALLOW

Cards represent small, daily tasks that may or may not independently represent business value.



### MATURE

Cards represent working prioritized deliverables that provide some business value when they move to "Done."

## IS FLOW ACTIVELY MANAGED?



### SHALLOW

No. Work moves across the board, but board is not used to communicate information about blockers, bottlenecks, etc. WIP limits not used.



### MATURE

Yes. Teams use visual cues to communicate and identify impediments to flow; track patterns to improve workflow. Use challenging WIP limits to focus on prioritized work.

## IS AN IMPROVEMENT CULTURE FOSTERED?



### SHALLOW

Improvement efforts are sporadic and not impactful. No explicit learning loop.



### MATURE

Team follows a solid cadence of actionable retrospectives (with follow-up improvement work tracked alongside regular work). Team iterates and adapts work based on learnings from recently finished work.