

THE BUSINESS CASE FOR DEVOPS IS CLEAR BUT YOU NEED GOALS

Let's discuss the steps in detail.

1. **Formulate the Vision Statement:** When an organization decides to adopt the DevOps way of working, it requires everyone in an organization to work the DevOps way for the initiative's success. However, bringing everyone on the same stage is challenging due to various reasons, such as behavior, existing work culture, and the impact on an individual's work. Therefore, expressing the reason behind the organization's want to adopt the DevOps way of working is crucial to enable its people to understand the business need (success or survival) behind the DevOps initiative.
 - **Primary Tasks:**
 - a. Ensure to define the vision considering the DevOps principles.
 - b. Communicate it to everyone in the organization to establish a standard understanding.
 - c. Describe how you see the organization operating in five to ten years.
 - d. Derive a medium- to a long-term plan for at most the next three years for the organization.
2. **Identify Goals and Objectives:** Organizations provide focus to its people by defining specific goals and objectives at various levels. These make it clear to everyone what they need to focus on during a specific period and prioritize their tasks accordingly. The DevOps initiative will fail in the absence of goals and objectives.
 - **Primary Tasks:**
 - a. Turn the plan created during Step 1 into specific and measurable goals.
 - b. Ensure to define goals and SMART objectives considering the DevOps principles.
 - c. Communicate these to everyone in the organization to establish a standard understanding.
 - d. Make the vision and goals accessible and visible to all by using Visual Management.
 - e. Ensure to distinguish between operational goals from the organizational vision.
3. **Define Measures, Indicators, and Metrics:** The organization must define how it will measure the success of its DevOps initiative. It performs such measurements by defining and implementing the required measures, metrics, and indicators.
 - **Primary Tasks:**
 - a. Define the measures to track the progress.
 - b. Identify behaviors to influence measures.
 - c. Define metrics and KPIs.