



PROJECT TO PRODUCT TRANSFORMATION

*Practical Guidance from 14
Enterprise Journeys*

HELLO!



Ross Clanton
Executive Consultant



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Amy Walters
Enterprise Product &
Agile Coach

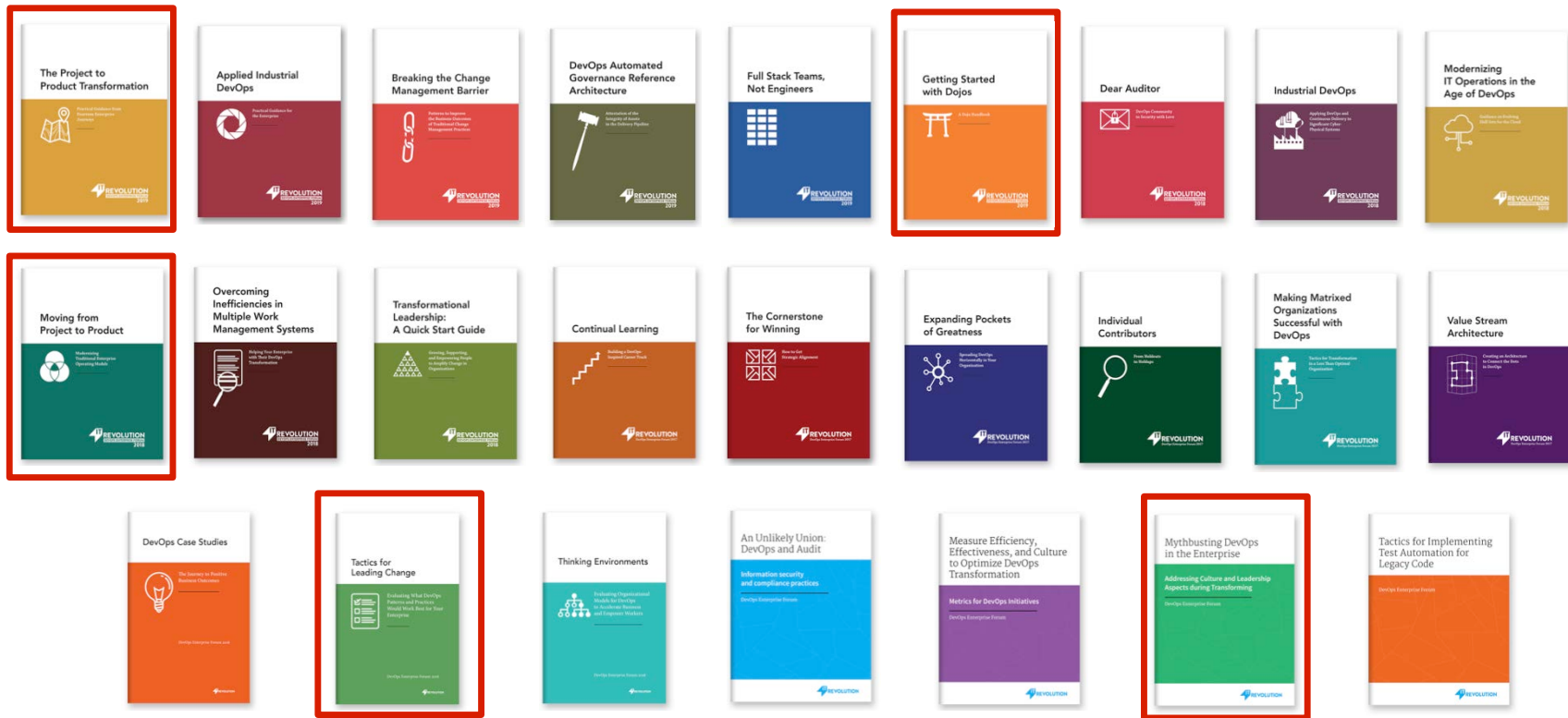


[amy walters](#)

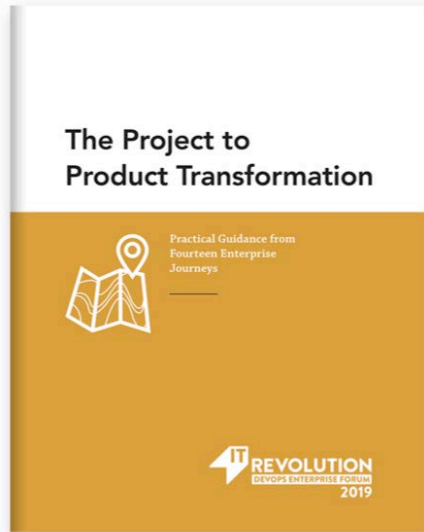


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WHAT IS THE DEVOPS ENTERPRISE FORUM?

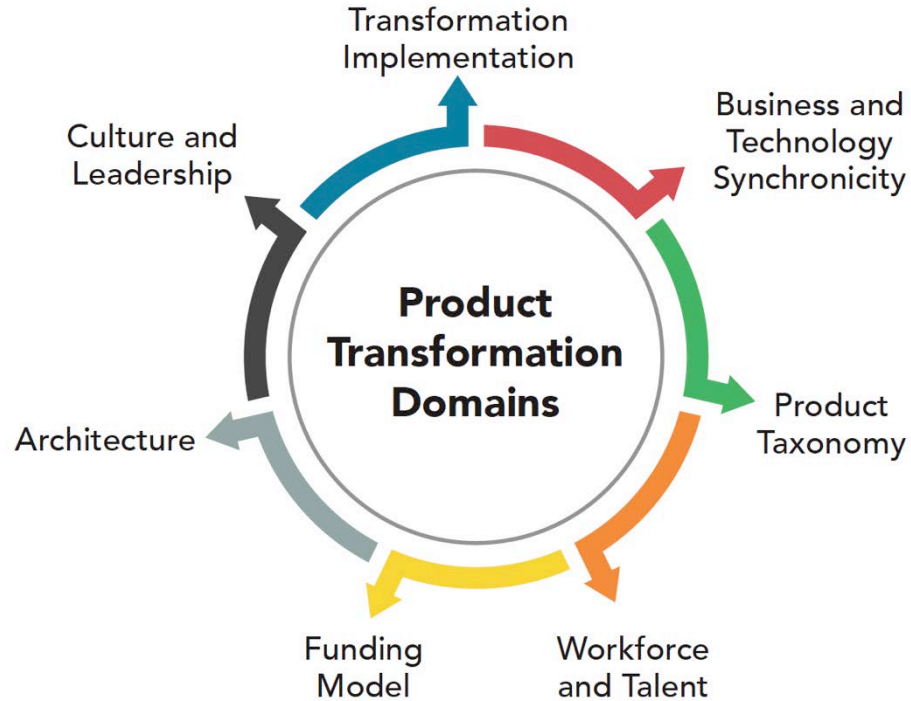


PROVIDING ENTERPRISE TRANSFORMATION GUIDANCE

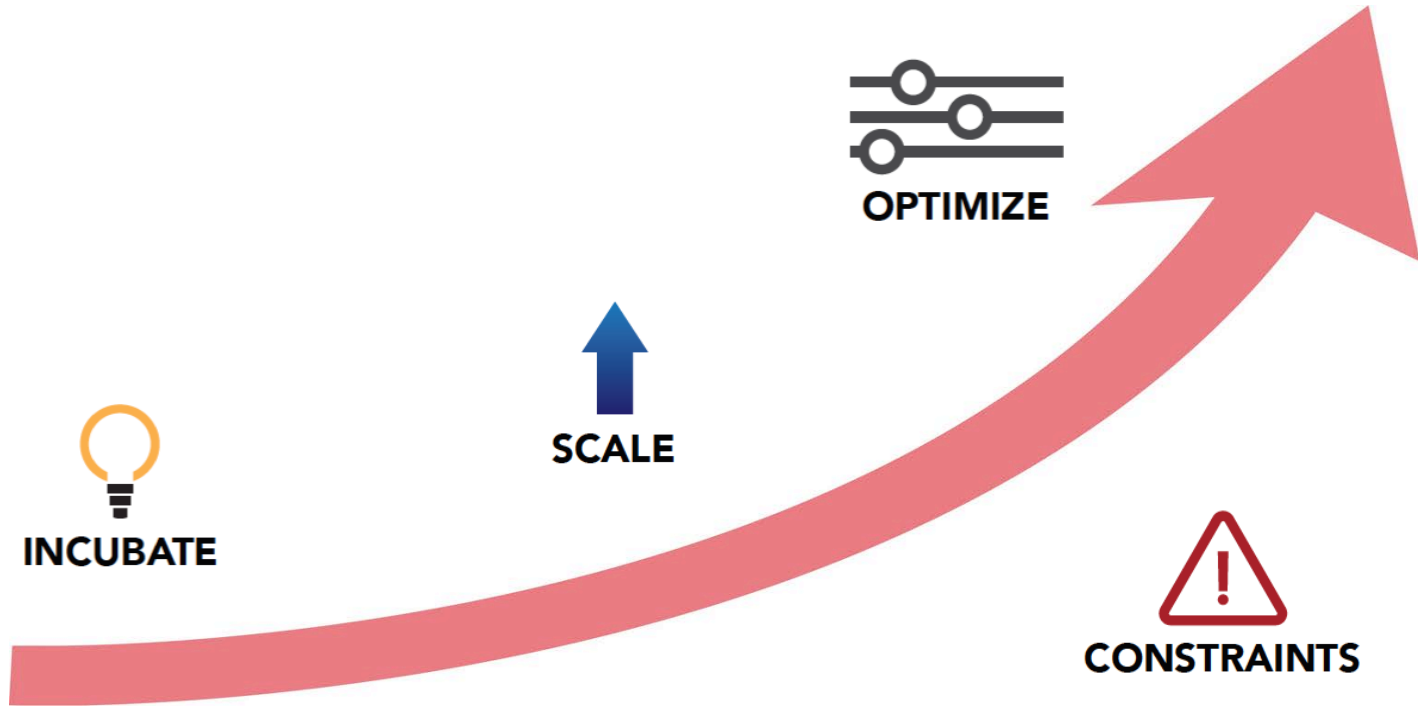


- 14 Enterprise journeys across the following industries
 - retail, banking, airline, telecommunications, apparel, accessories, sports equipment, financial services, insurance, technology, food and beverage, and medical software.
- Expertise within the group

ESTABLISHING SEVEN TRANSFORMATION DOMAINS



TRANSFORMATION JOURNEY FRAMEWORK







Coalition of
Change Agents



Create a Cultural
Movement



Establish the
Foundation



Localized
Experimentation



Work Within
Constraints



Define
Product



Introduce &
Grow New Roles

impossible

A man in a grey suit and black trousers is standing on a red wooden stool, painting the word "impossible" on a light grey wall. He is holding a red-handled paintbrush and is in the process of painting the letter 'i'. The word "impossible" is written in a large, bold, black sans-serif font. The man is positioned on the left side of the word, and the word is centered horizontally across the top half of the image.

PROVE WHAT'S POSSIBLE.

GENERATE EXCITEMENT.





BUILD MOMENTUM.




SCALE



**Align Strategy &
Secure Sponsor**



**Link Bottom Up
with Top Down**



**Enable Team
Autonomy**



**Winds of Change:
Project to Product**



**Fund Capacity
Incrementally**



**Map the
Organization**



**Grow Engineering
Competency**

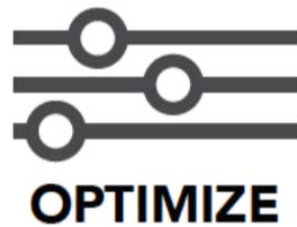


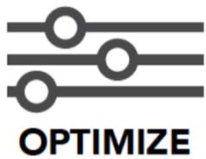
LEADER CHAMPIONS.

DRIVE STRATEGY ACROSS THE ORGANIZATION.

ACCELERATE.







**Transformational
Leaders**



**Community
Driven Decisions**



**Expand Beyond
Tech Investments**



**Lean Organizational
Structure**



**Continuous
Improvement**



**Business and
Tech: One Team**



**Expand Across
Business**



A woman in a dark business suit is shown from the side, smiling and exerting effort as she swings a large hammer. She is about to smash the hammer into a large, rusted metal padlock. The padlock is in the process of being broken, with several large pieces of metal flying off and a cloud of fine metal shavings and dust surrounding the impact point. The background is a light, hazy grey.

SIMPLIFY THE ORGANIZATION.

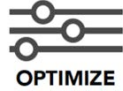


ENABLE INNOVATION.

INFLUENCE THE INDUSTRY.



PULLING IT ALL TOGETHER



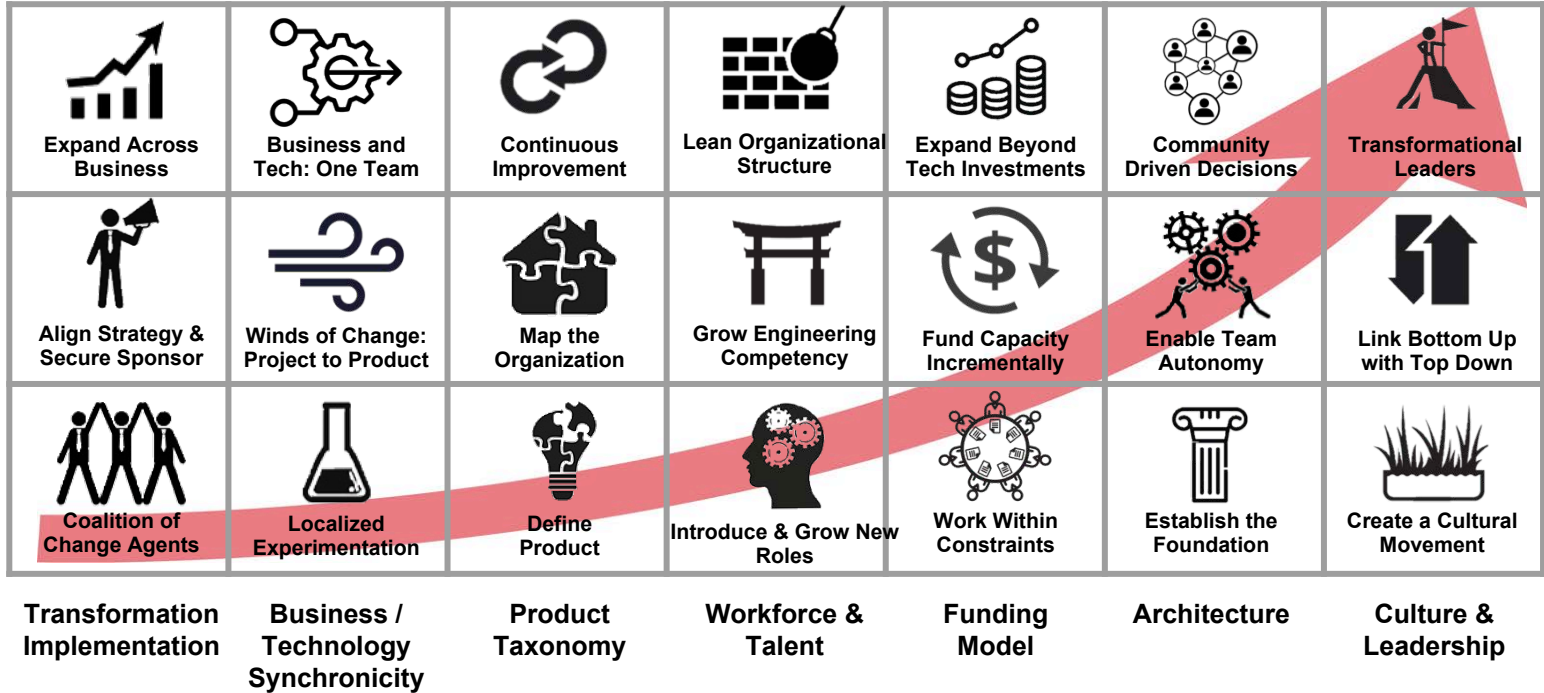
OPTIMIZE

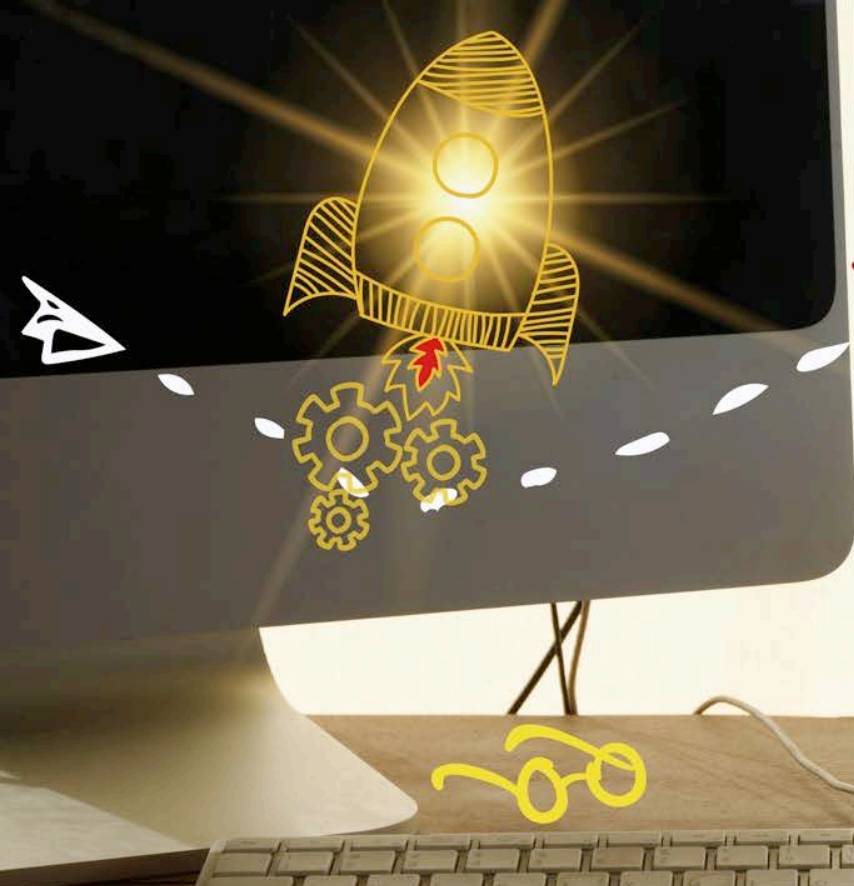


SCALE

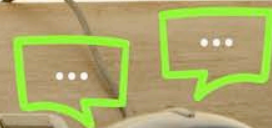


INCUBATE





CASE STUDY



3 Case Studies

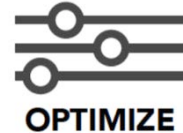
Case Study: Apparel/Sportswear Enterprise



Case Study: Global Media Service Provider



Case Study: Retail Enterprise



ENTERPRISE USE CASE

Apparel & Sportswear



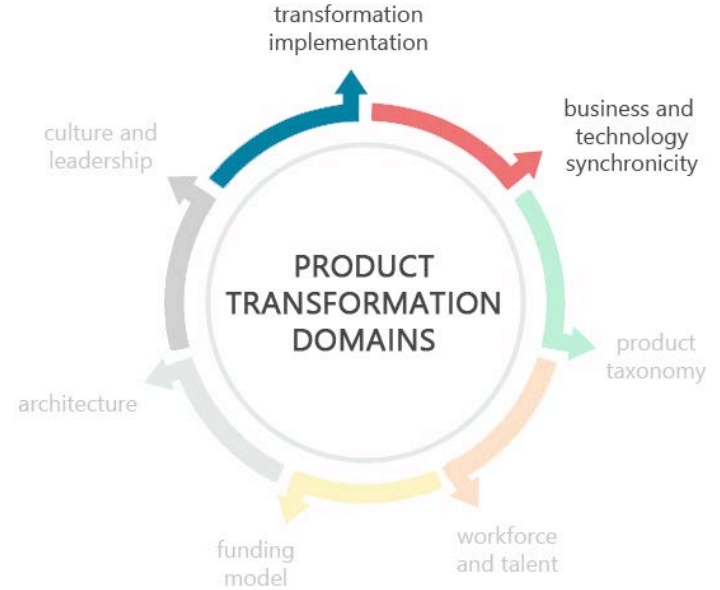
Localized
Experimentation



Coalition of
Change Agents



Align Strategy &
Secure Sponsor



ENTERPRISE USE CASE

Global Media Service Provider



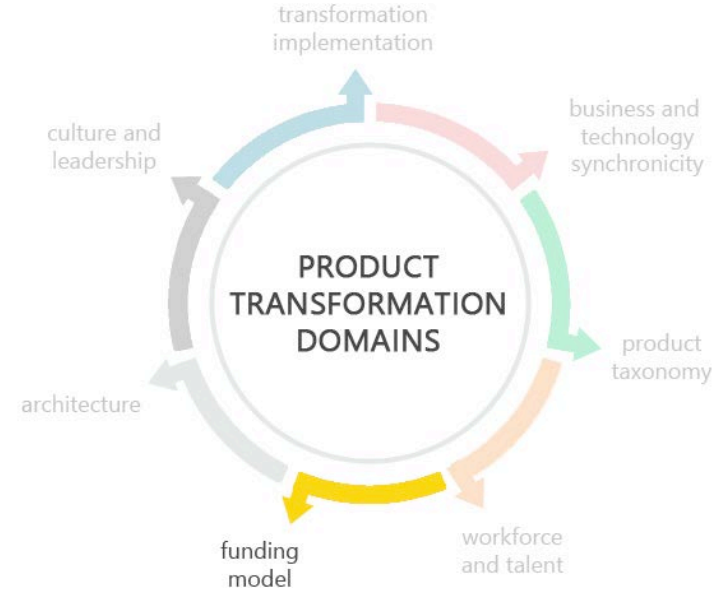
**Fund Capacity
Incrementally**



**Winds of Change:
Project to Product**



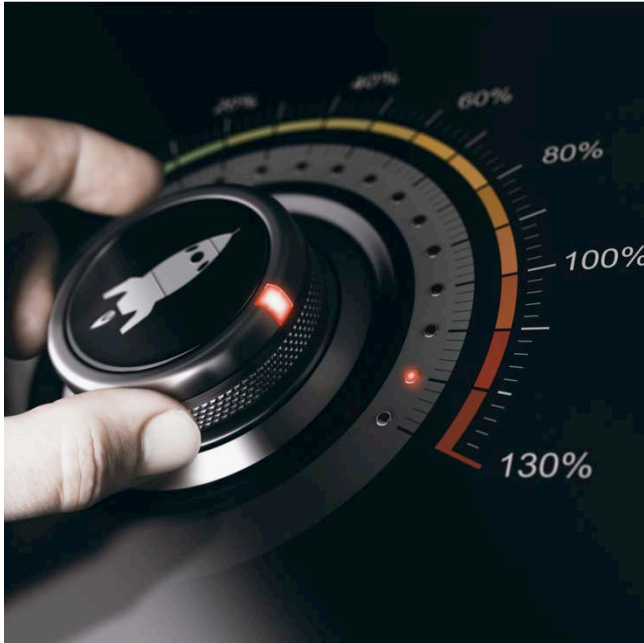
**Business and
Tech: One Team**



SCALE

ENTERPRISE USE CASE

Retail Enterprise



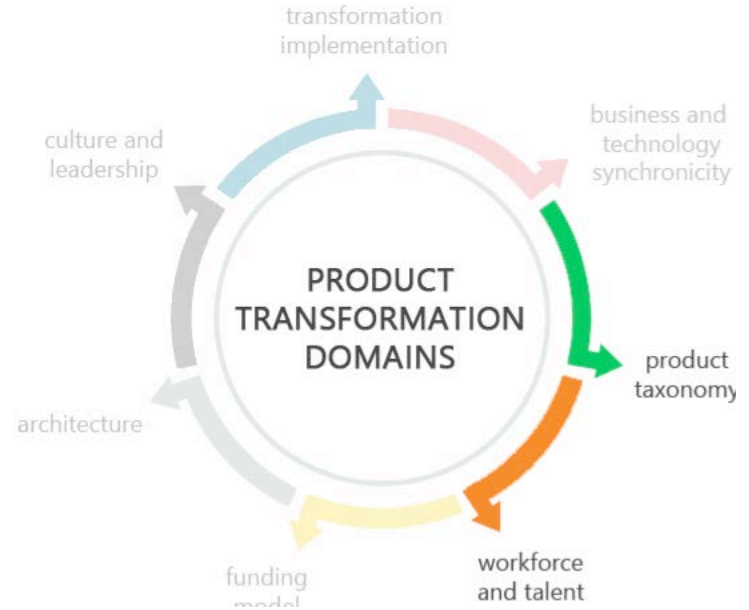
Business and
Tech: One Team



Grow Engineering
Competency



Continuous
Improvement



OPTIMIZE

SHOUT OUTS!!!



Ross Clanton
Executive Consultant



Jason Zubrick
CTO
PICKUP



Amy Walters
Product & Agile Transformation
US Bank



Mik Kersten
Founder and CEO
Tasktop



Alan Nance
Co-Founder, CitrusCollab
External Advisor,
Royal Schiphol Group



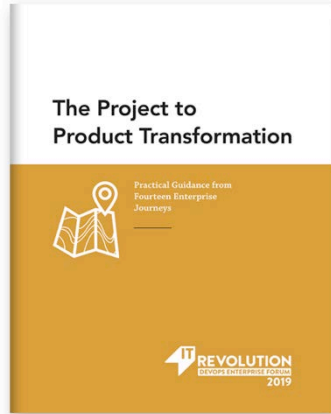
Pat Birkeland
Business Analytics
Platform Services
Boeing



Anders Wallgren
VP Technology Strategy
CloudBees



WHAT'S NEEDED FROM THE AUDIENCE



- Download the paper:
<https://itrevolution.com/book/the-project-to-product-transformation/>
- Leverage it
- Let us know where it helps and where it doesn't



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