

# True North & Technical debt

**Neil Crawford**

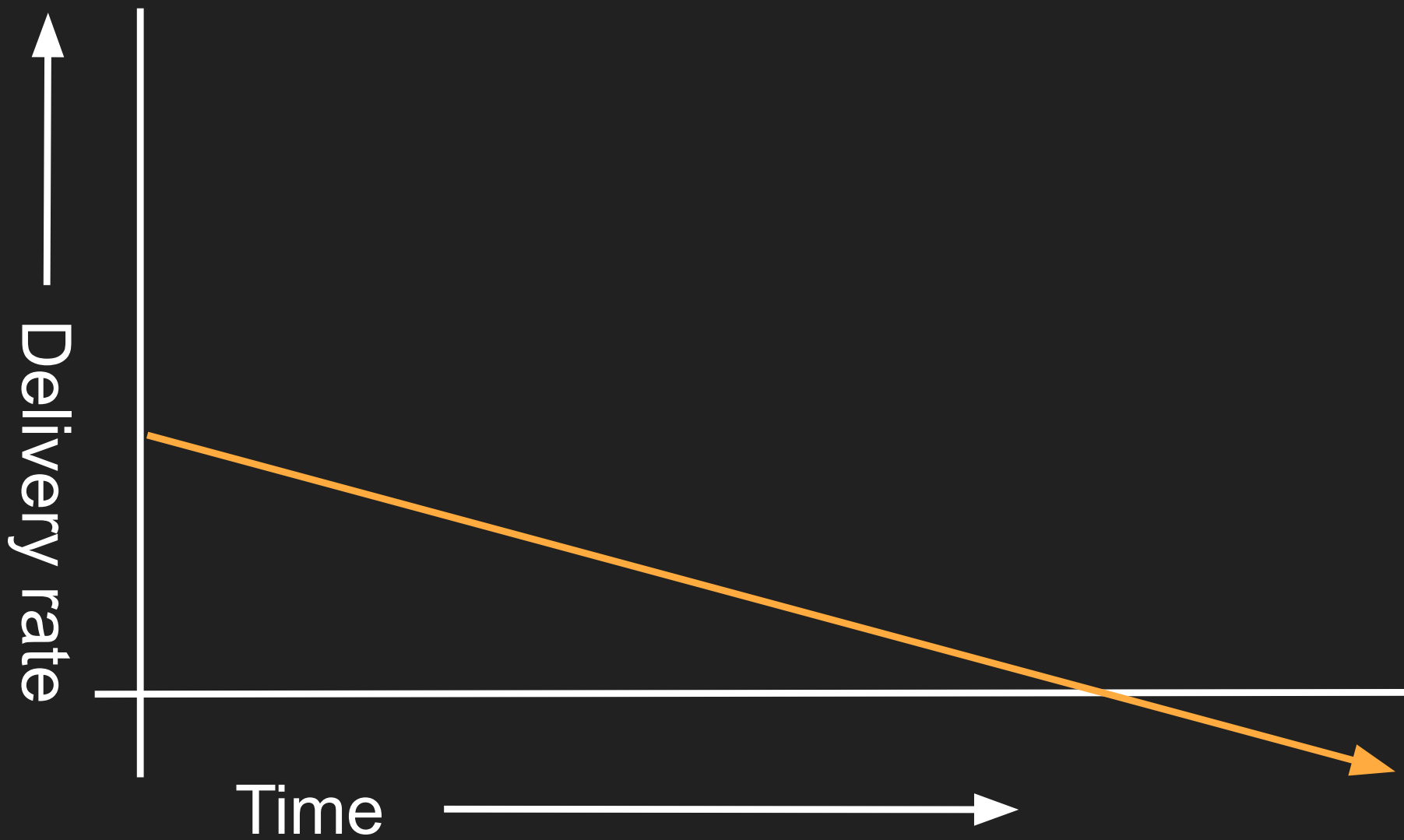
<https://www.linkedin.com/in/neilcrawford/>

[ncrawford@findmypast.com](mailto:ncrawford@findmypast.com)

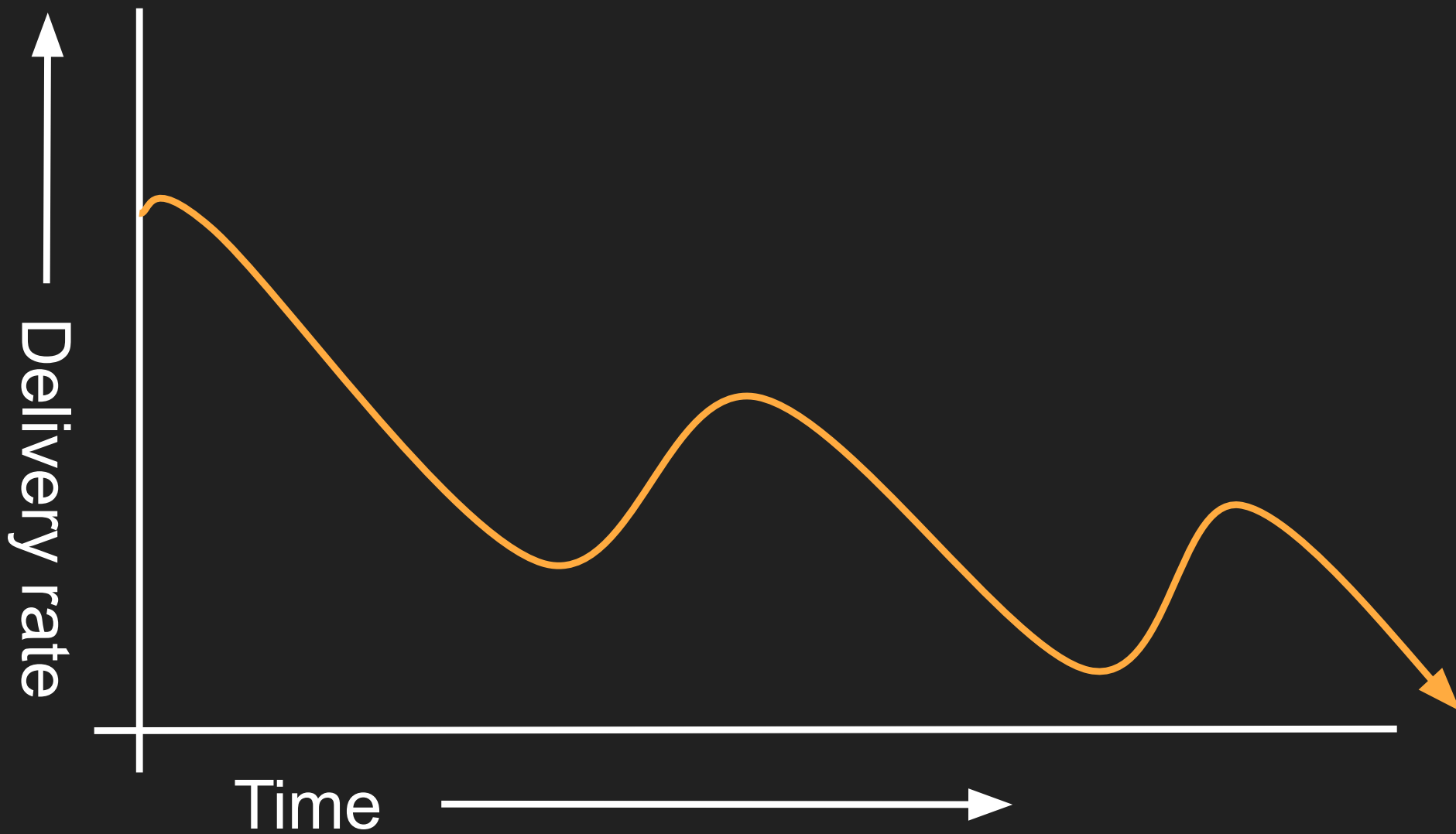
<http://bit.do/devops-summit-2019>



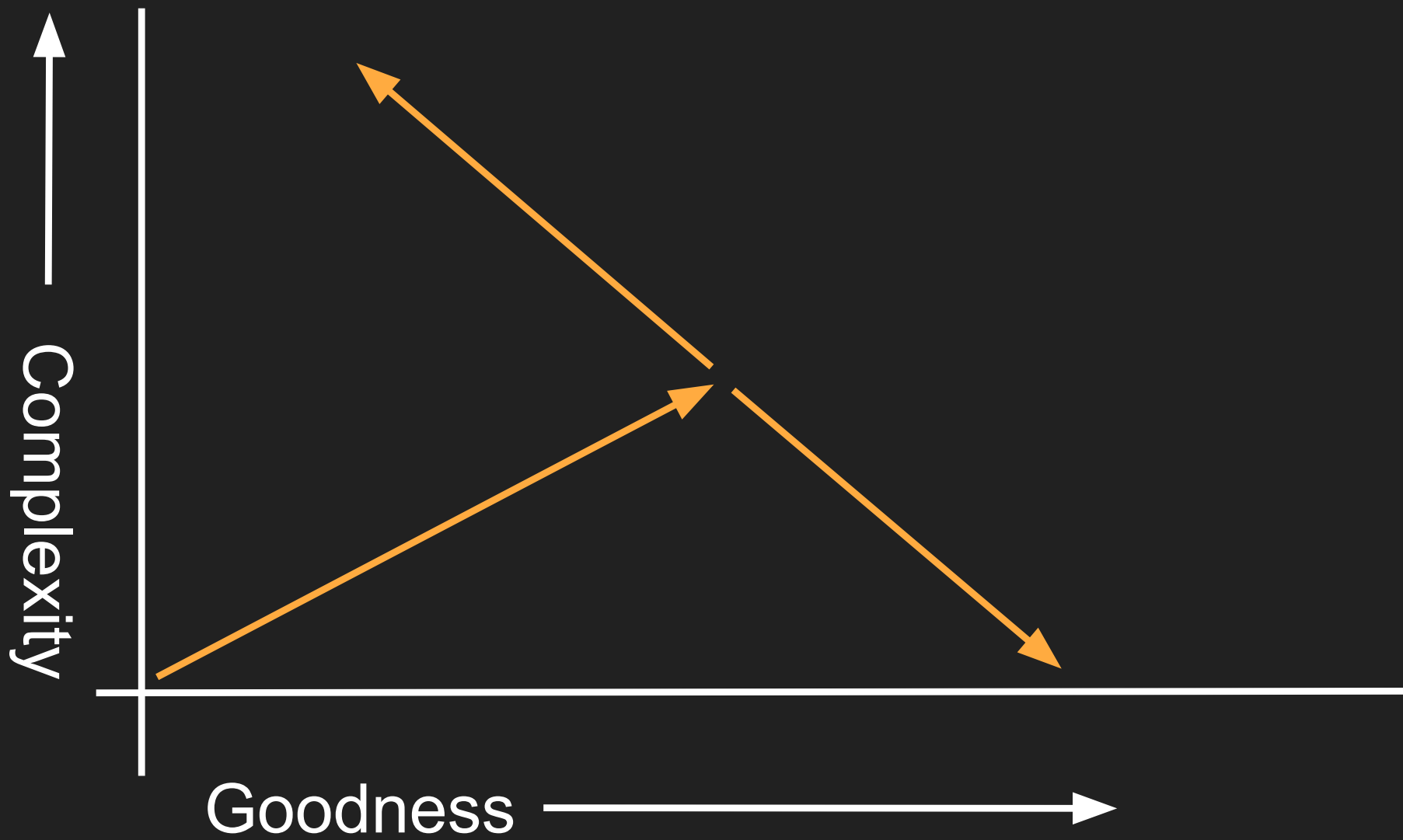
Why don't we  
get faster?



We don't fix  
our problems

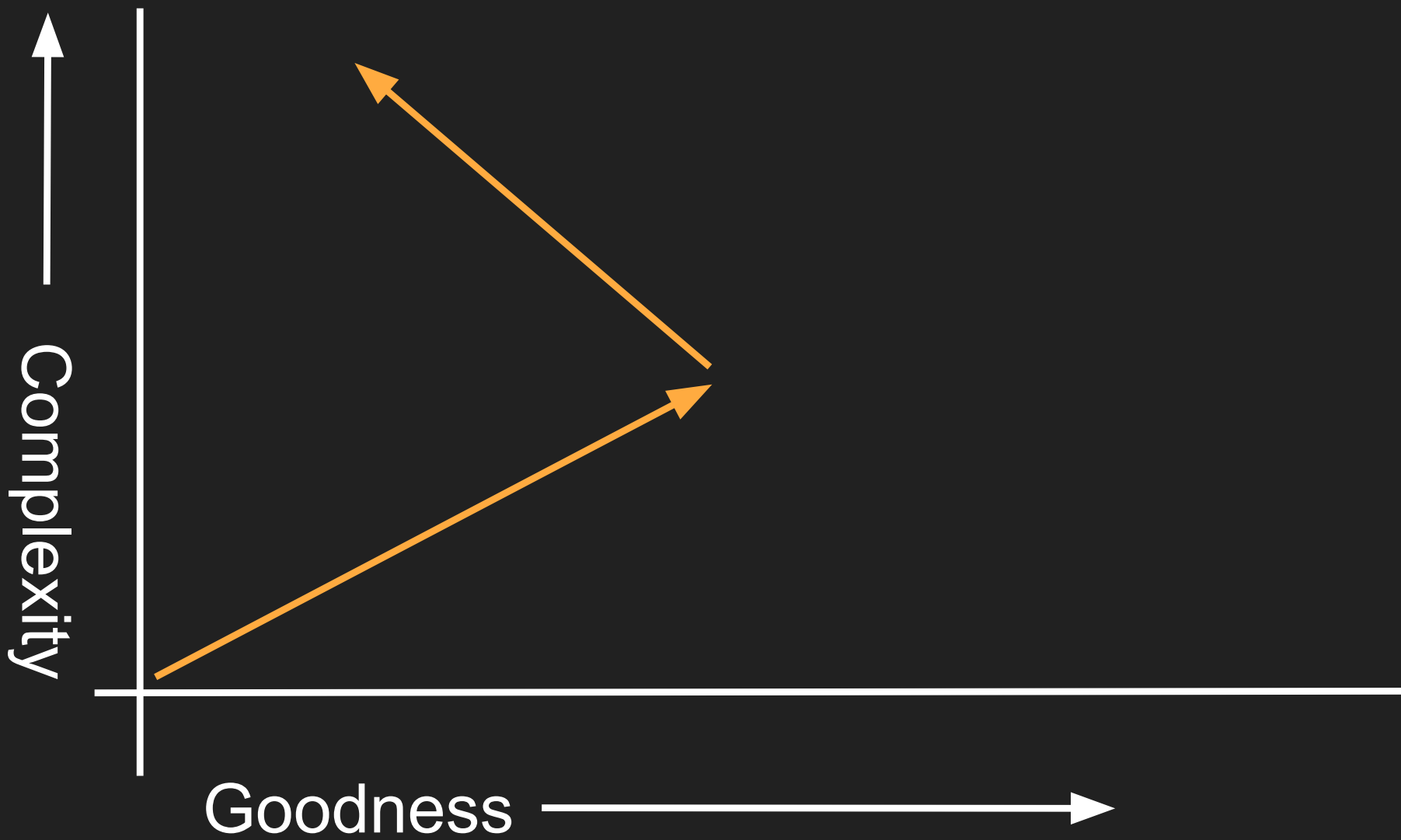


We're addicted to  
complexity



We do what's  
best for us





We're obsessed with  
workarounds

We disagree  
about everything

We feel  
powerless

We were lost

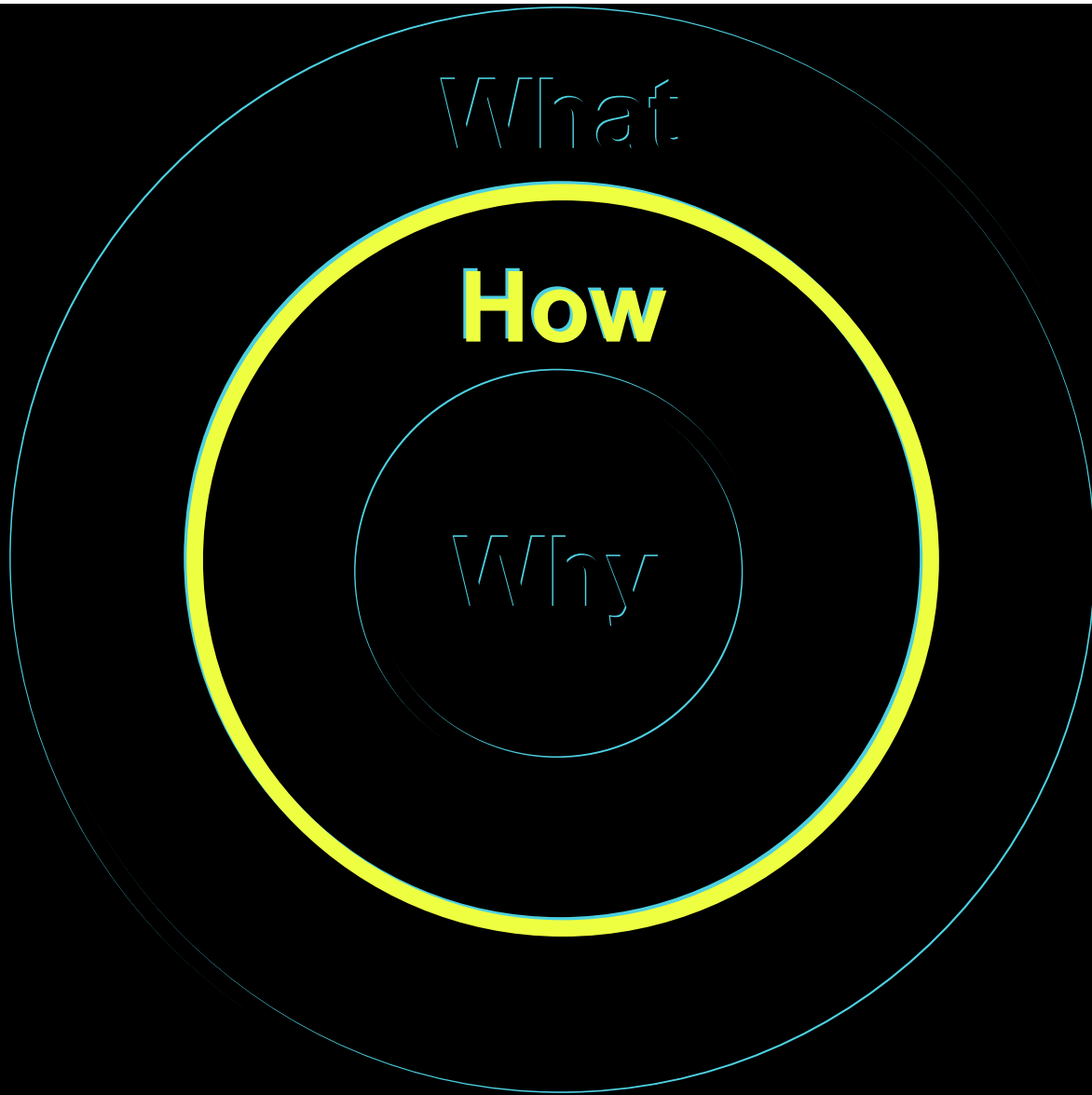
Step 1

Finding our  
True North

What

**How**

Why





What is a True North?



# A long range target of “how”

0 defects  
100% value added  
One piece flow  
Security for people

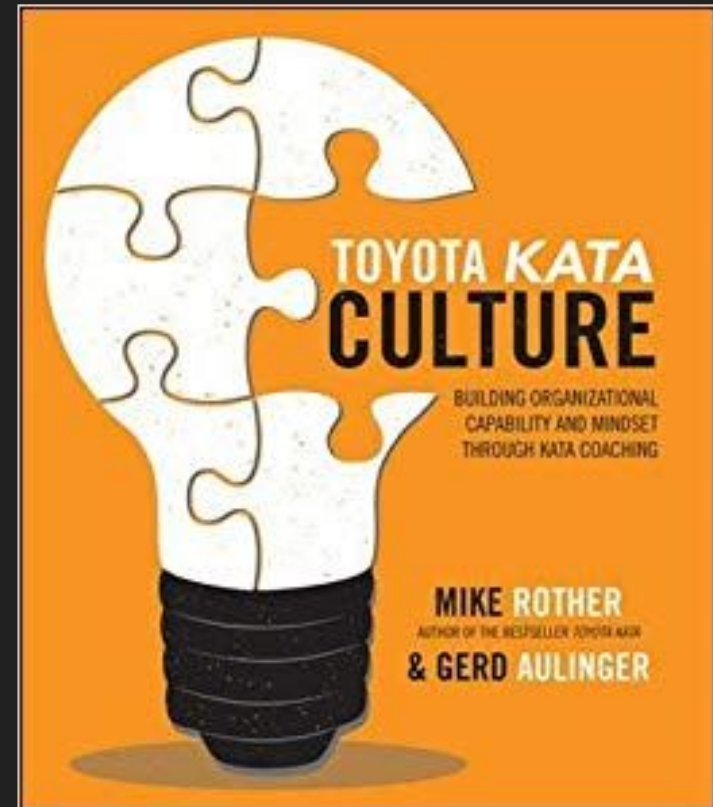
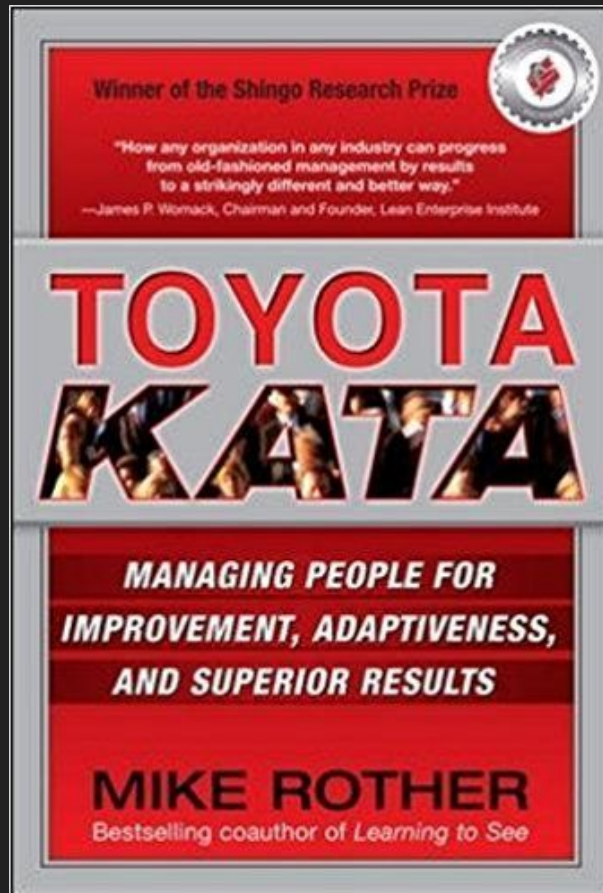
Culture

Automation


**Lean**

Measurement

Sharing





A person is silhouetted against a night sky filled with stars and the Milky Way galaxy. The person is standing on a dark, grassy hill, looking up at the vast expanse of the universe. The Milky Way is a bright, pinkish-purple band of light stretching across the sky. The text is overlaid on the left side of the image.

Our **True North** is  
our long range  
unachievable target  
of **how** we build  
brilliant software

# A tech & product **summit**

9 options, 9 pitches

**Automate  
everything**



**Continuous  
and instant  
deployment**



**A frictionless  
experience  
for all**

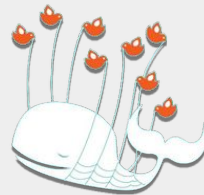




**Zero  
Defects**



**100%  
uptime**



**Monitor, alert  
& visualise  
everything**





**Something  
else?**



**100%  
business  
value**



**Always  
improving,  
always  
experimenting**



# Findmypast's True North

(100% business value)

**Monitor, alert,  
& visualise  
everything**



**A frictionless  
experience for  
all**



**Always  
improving,  
always  
experimenting**



How **not** to support  
change...

We needed time

Step 2

Convincing the  
business

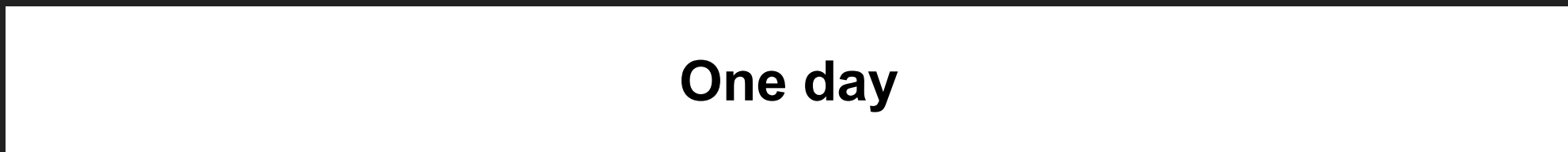


**SHOW ME  
THE MONEY**

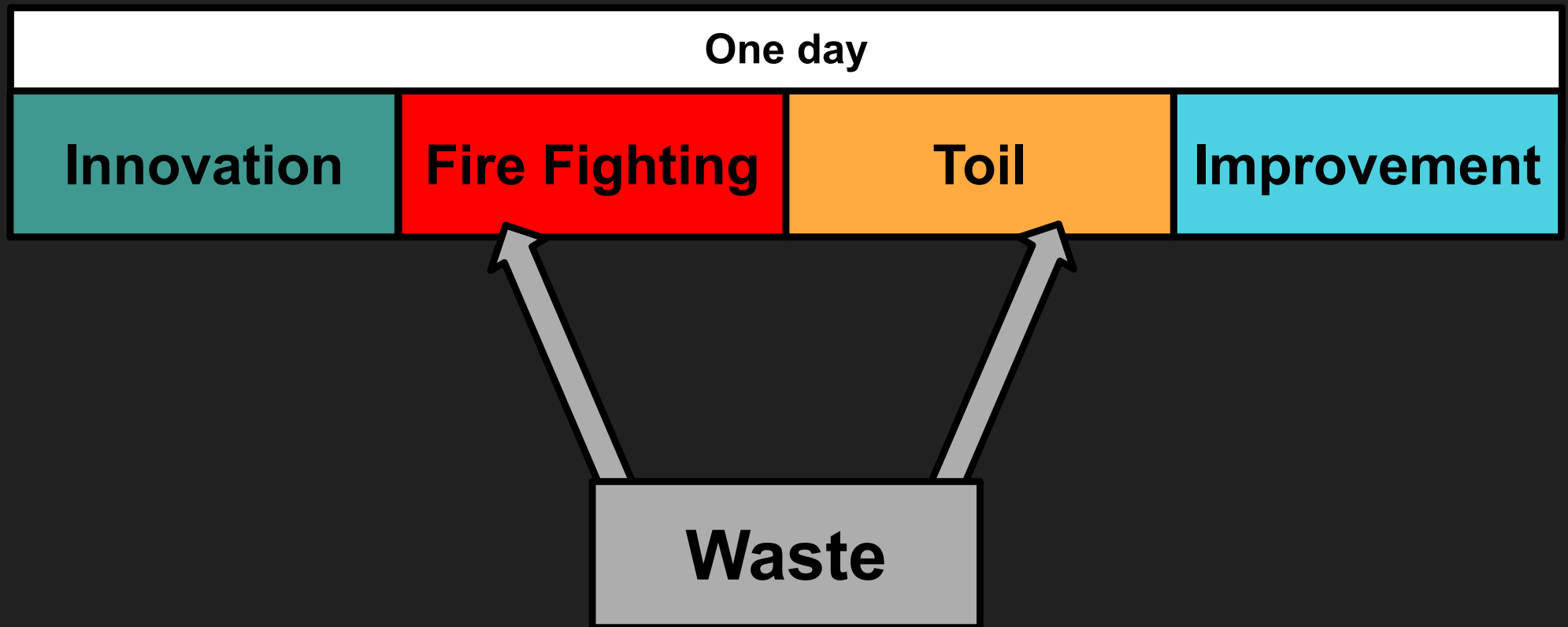
Time



**One day**



# A day is filled with 4 types of work





# But how much of each type?

**Fire Fighting**

**Improvement**

**Toil**

**Innovation**

What we'd like to be true

5%

10%

10%

75%

Reality

10%

5%

65%

20%

One day

Fire Fighting

Improvement

Toil

Innovation

Improvement  
time

```
graph TD; subgraph "One day"; direction LR; FF[Fire Fighting]; I[Improvement]; T[Toil]; In[Innovation]; end; IT[Improvement time]; IT --> I; IT --> T;
```

Constant and deliberate  
**improvement,**  
to reduce  
**toil & firefighting,**  
to make room for more  
**innovation!**


Intuition...

# Compound interest

# No improvement

| Week           | 1  | 2  | 3  |
|----------------|----|----|----|
| Value per week | 10 | 10 | 10 |
| Total          | 10 | 20 | 30 |

# 1% improvement



| Week           | 1 | 2     | 3     |
|----------------|---|-------|-------|
| Value per week | 8 | 8.08  | 8.16  |
| Total          | 8 | 16.08 | 24.24 |

| <b>Value per week</b> | <b>Y1</b> | <b>Y2</b> | <b>Y3</b> | <b>Y4</b> |
|-----------------------|-----------|-----------|-----------|-----------|
| <b>10 value @ 0%</b>  | 520       | 1040      | 1560      | 2080      |
| <b>8 value @ 1%</b>   | 542       | 1497      | 2978      | 5537      |
| <b>Compound Gains</b> | 4%        | 44%       | 91%       | 166%      |







Step 3

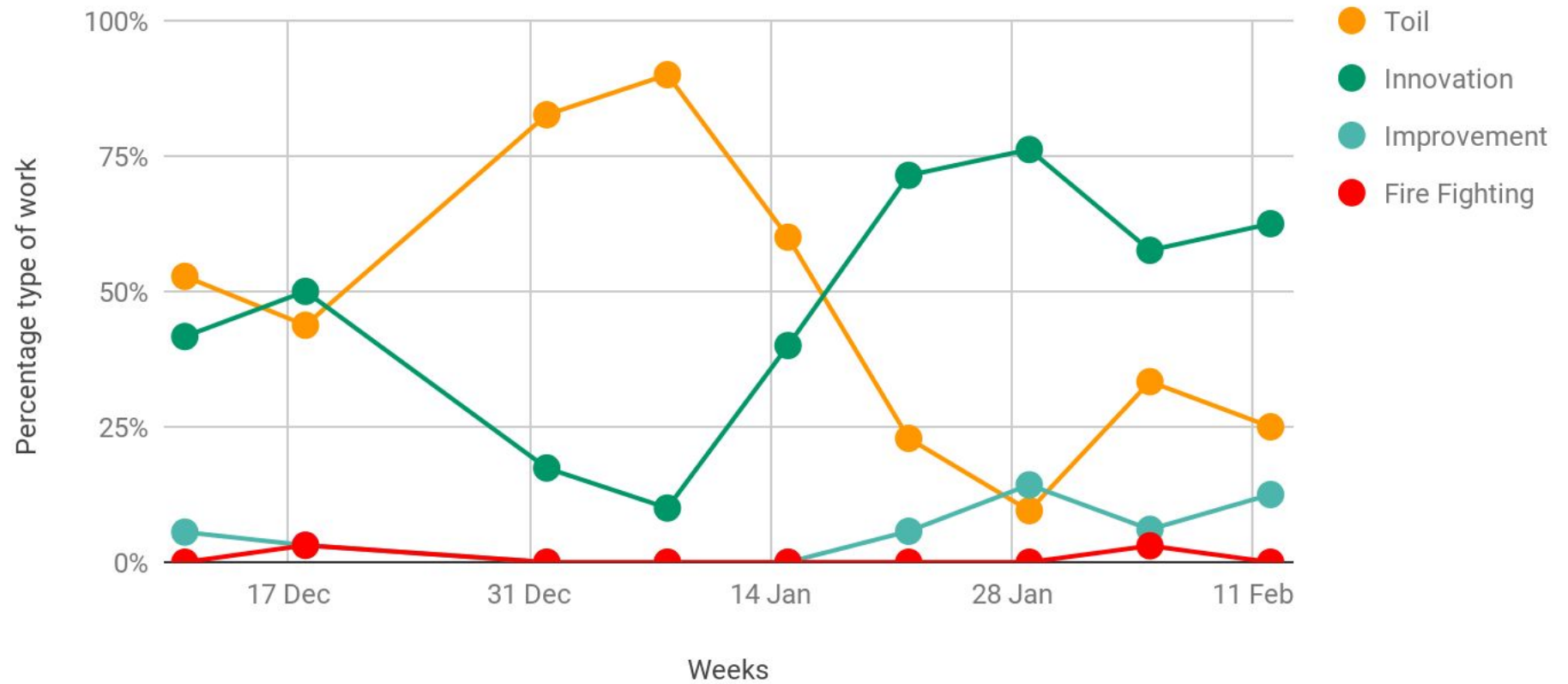
Proving a  
point

Measure it

# Measuring how we spend our time

|  |   |
|--|---|
| <b>Improvement</b><br>  | <b>Toil</b><br>            |
| <b>Innovation</b><br> | <b>Fire fighting</b><br> |

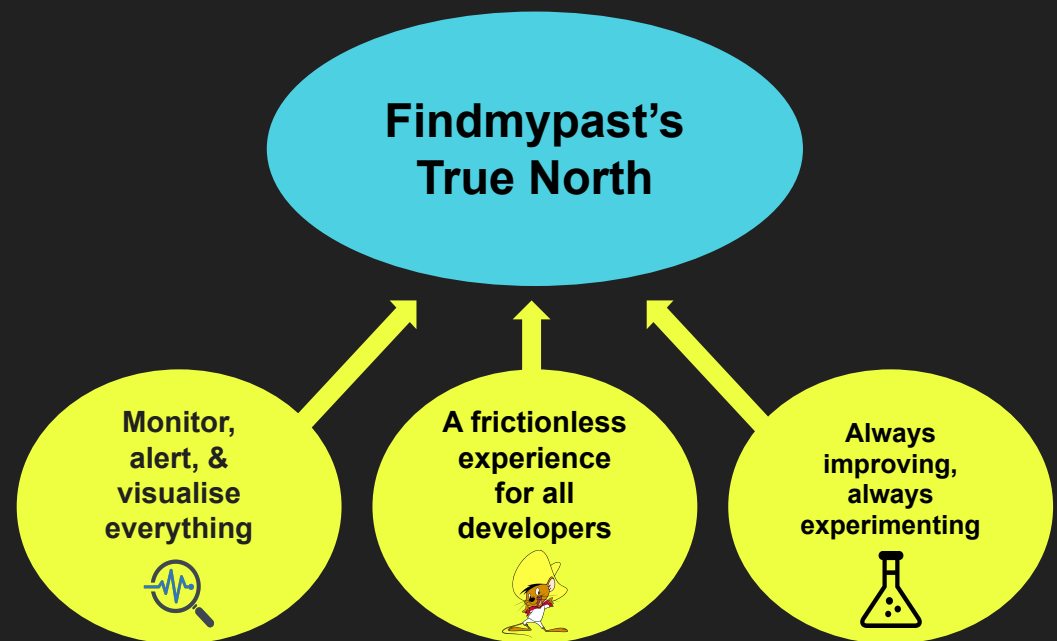
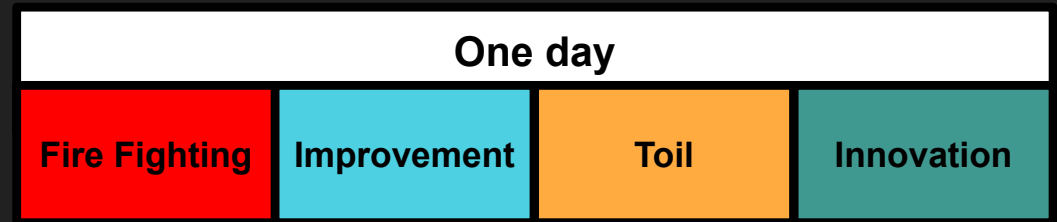
## Types of work, percentage per week



Step 4

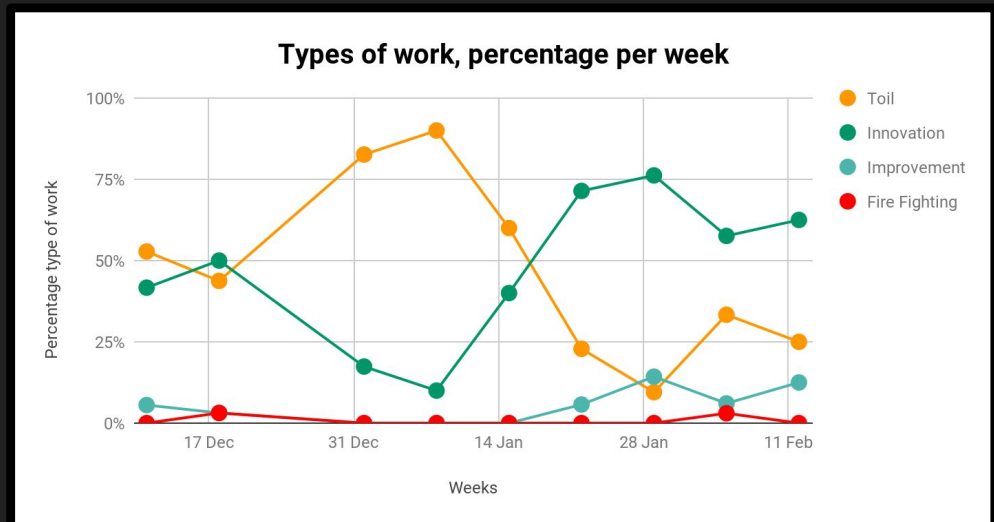
Rolling it out

# Getting the teams on board



# Start measuring

|                    |                         |
|--------------------|-------------------------|
| Improvement<br>I   | Frustration<br>### IIII |
| Innovation<br>IIII | Fire fighting<br>### I  |



Time conflict



True North day

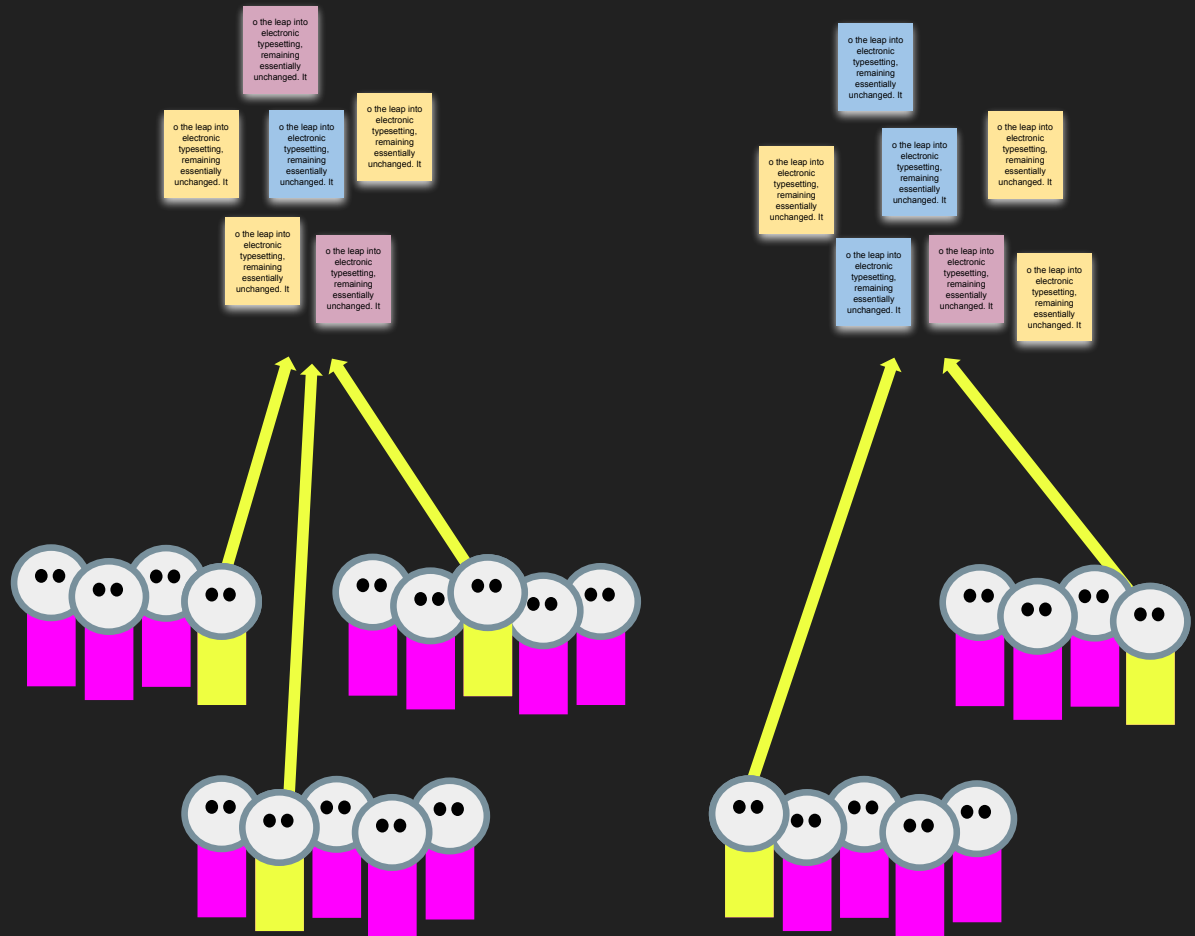
Step 5

Taking it  
further

How good is your  
working memory?

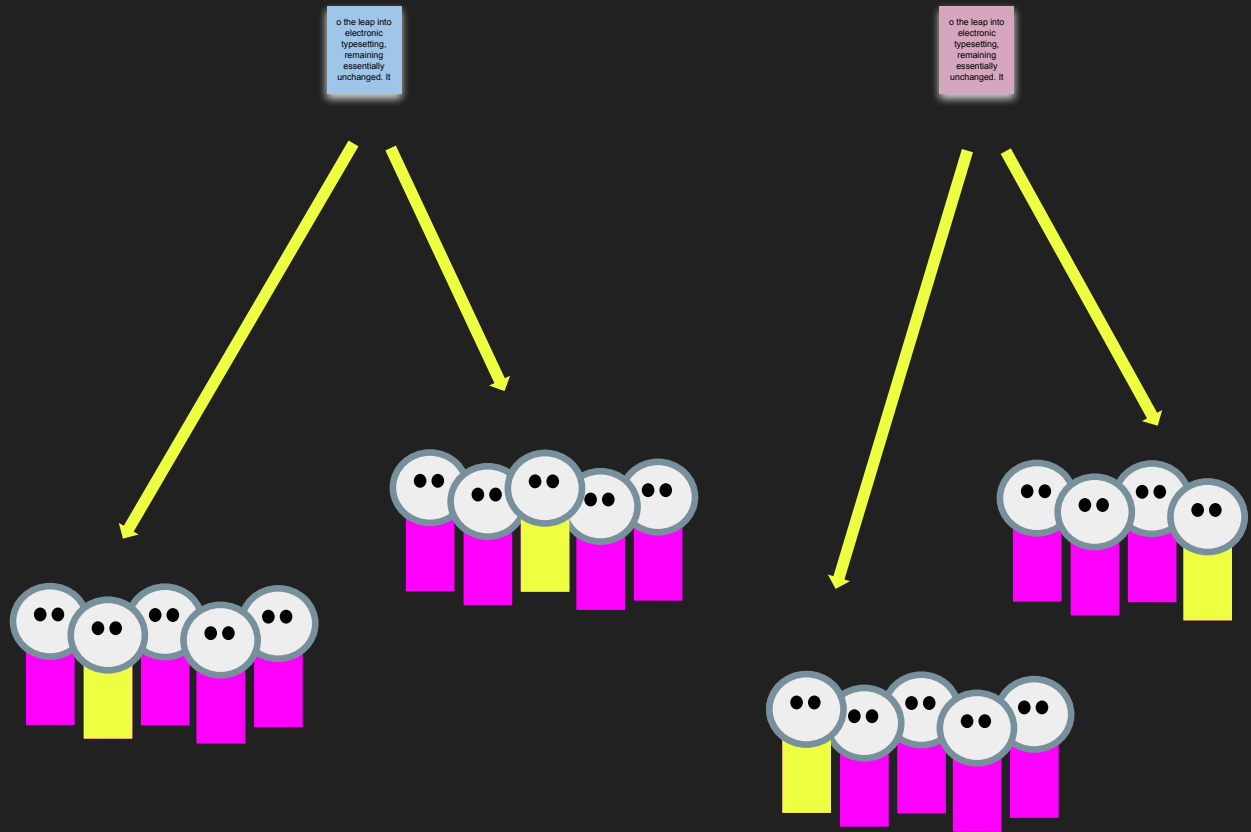
# Surfacing

# Shared problem walls



# Swarming

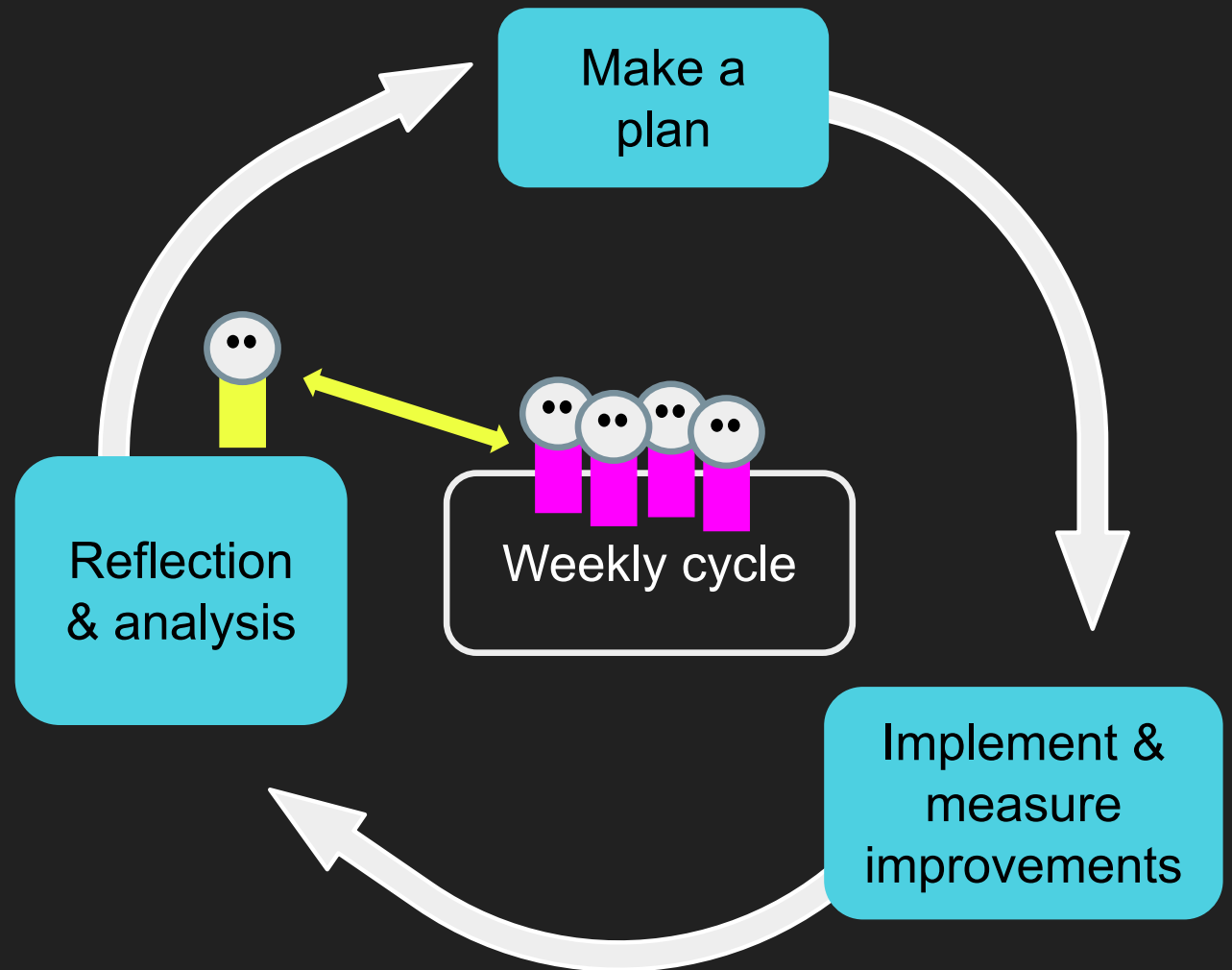
# Problem swarms



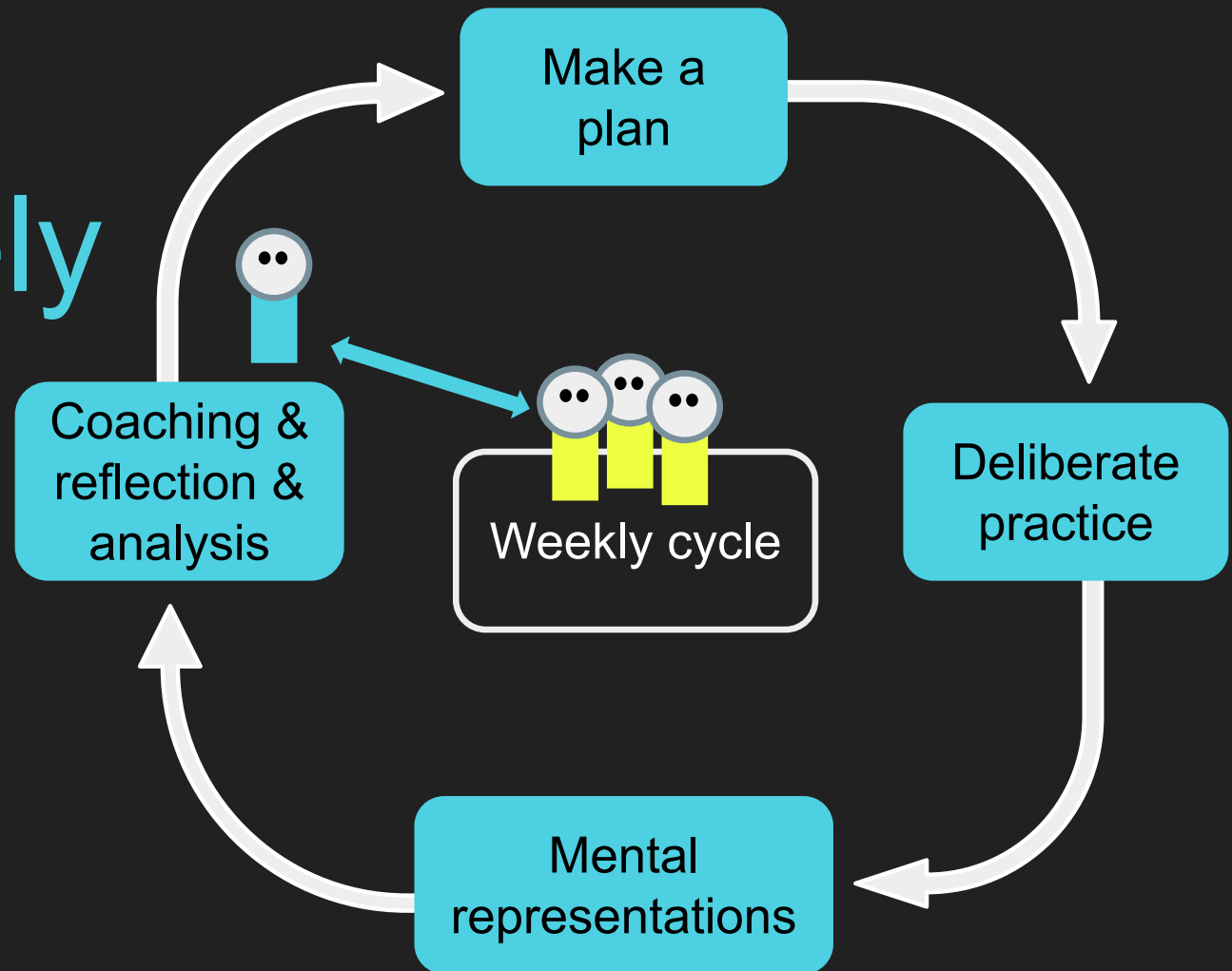
# Coaching and learning



# Surfacing problems in retros



# Deliberately practicing problem solving



What have  
we learned?

What game  
are you playing?

True North

# *Let's go faster!*

Neil Crawford

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<http://bit.do/devops-summit-2019>