

# Progressive Delivery



The Right Thing, For The Right People, At The Right Time

# Where We Started (and why)



A close-up photograph of a white jigsaw puzzle. One piece is missing, revealing a bright red surface underneath. The puzzle pieces are interlocked, and the red surface is visible through the gap.

**Do you feel like  
something is missing**

**in your SDLC?**

**Change is hard**

# Jerk

(technology)

When technology changes faster than users are able to adopt and adapt.

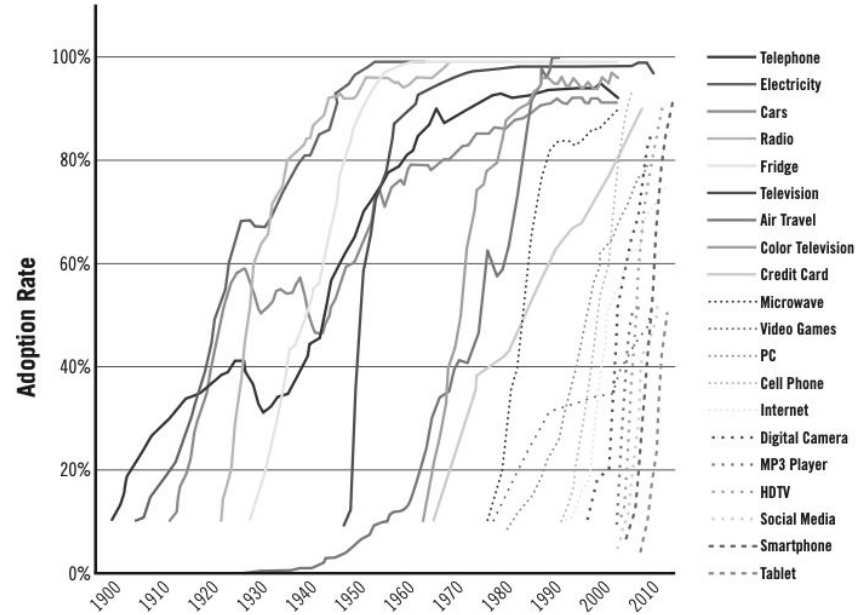


Figure 1.1: Adoption Rate of New Technologies from 1900 to 2012

Source: "The Topic We Should All Be Paying Attention to (in 3 Charts)," BlackRock Blog, December 11, (year missing in document)

**Nothing is going  
to get slower**



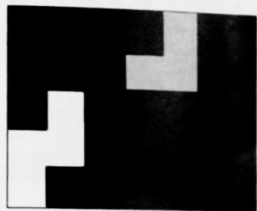


**The solution is  
decoupling  
*change* from  
*experience***

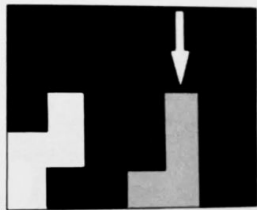
**Provide these  
factors to teams  
making software**



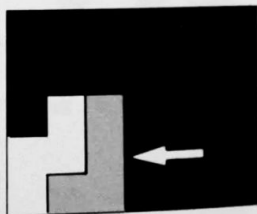
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## ❑ Tetris block names

There are seven total Tetris blocks, and knowing which is which at a glance is essential to mastering the game.



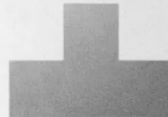
Orange  
Ricky



Hero



Blue  
Ricky



Teewee



Cleveland  
Z



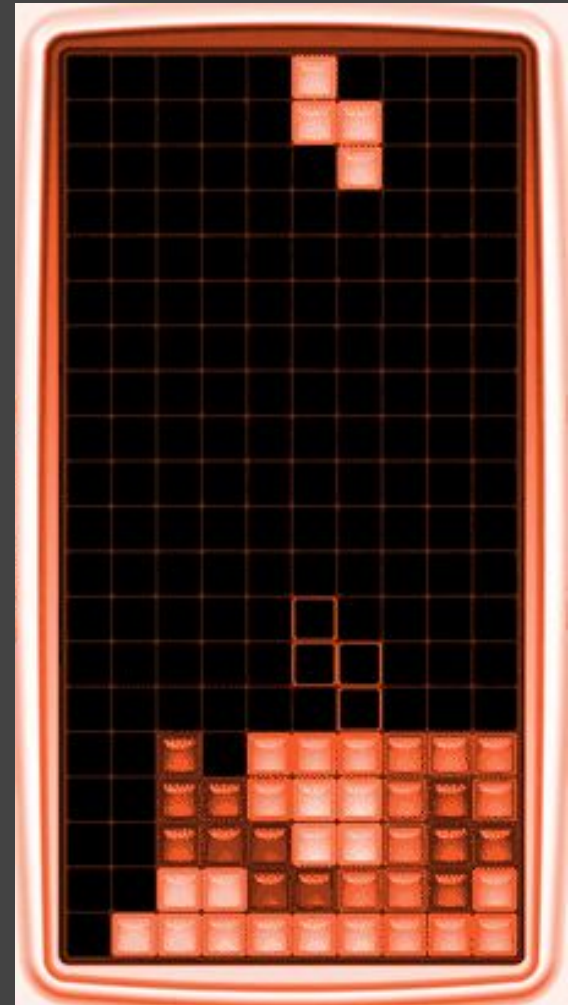
Smashboy



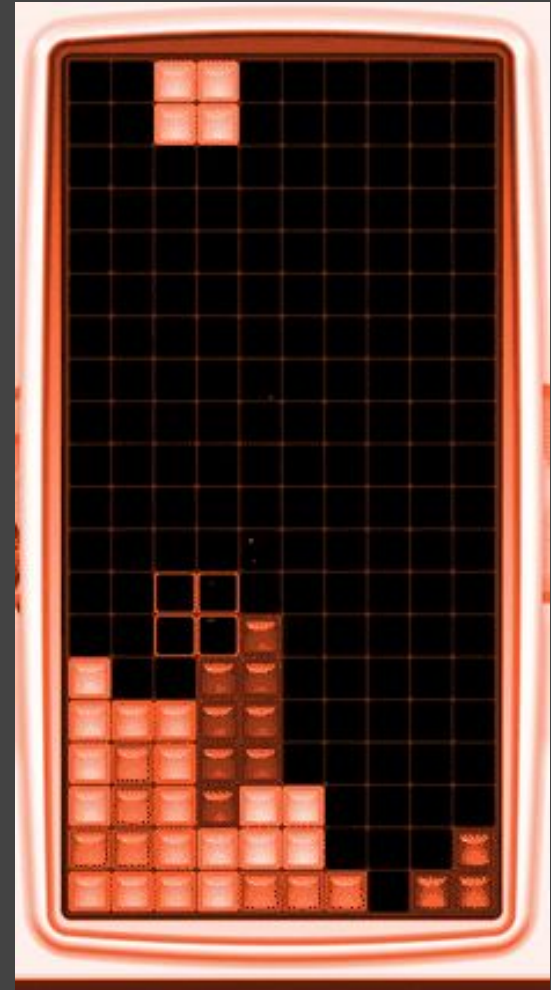
Rhode Island  
Z

# What's needed

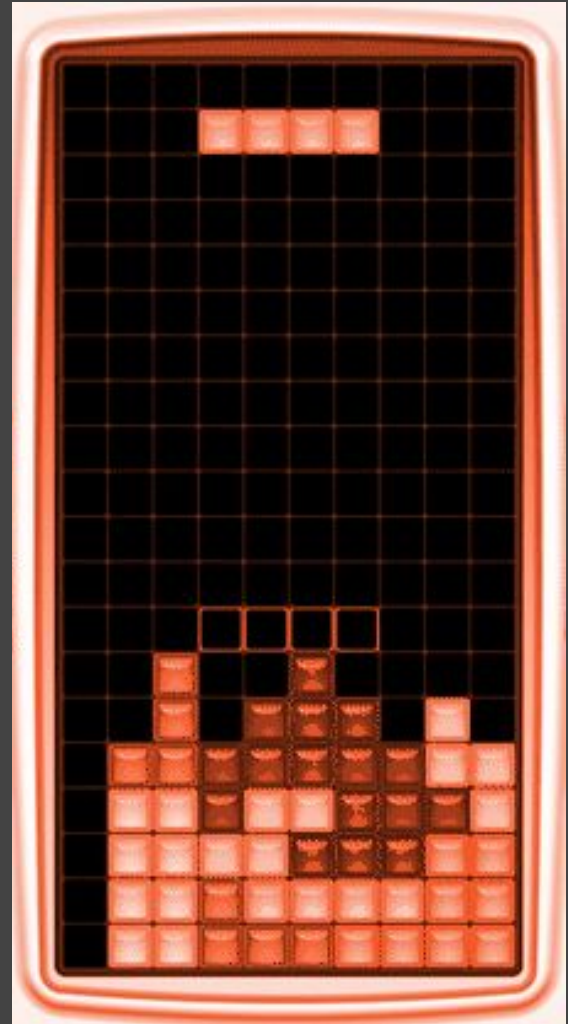
**Enough  
abundance for  
speed**



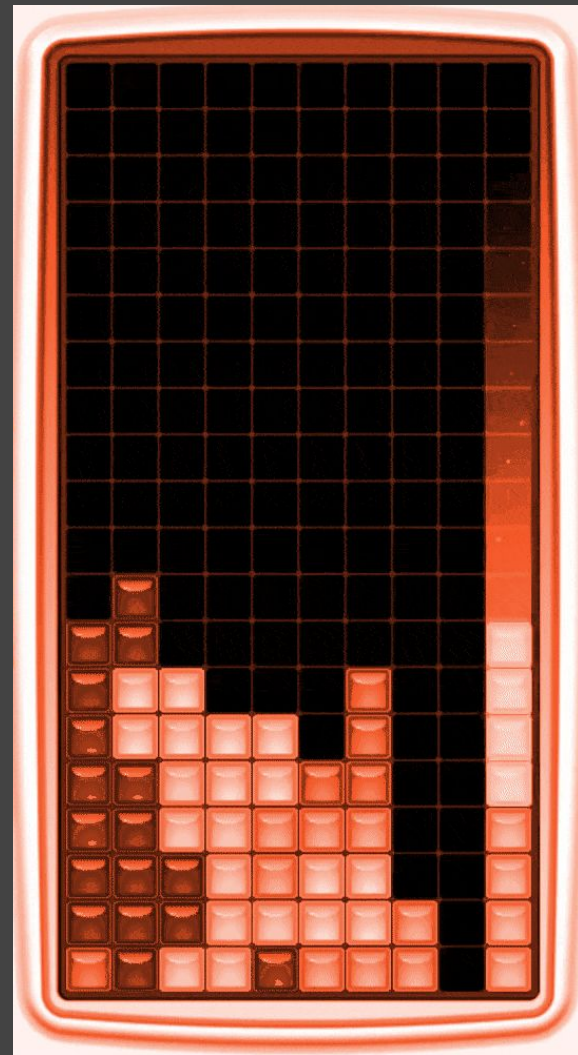
# **Enough autonomy for action and internal reward**



**Enough  
alignment for  
direction**



**Enough  
automation for  
ease and  
efficiency**



**Iterate over and over.**

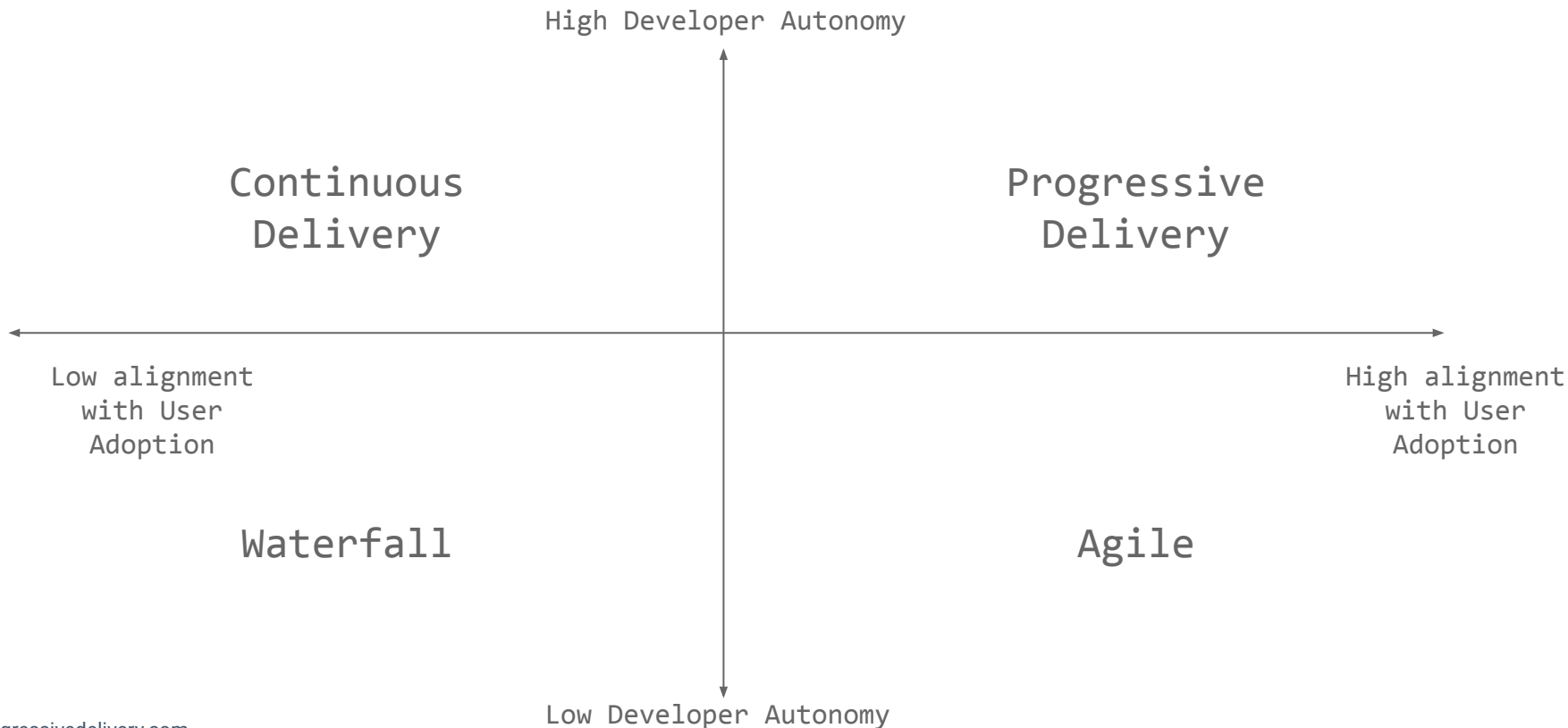
**Shipping is the process.**

**The goal is delivering value  
to users.**

# **Progressive Delivery**



# Developer Autonomy vs. User Adoption



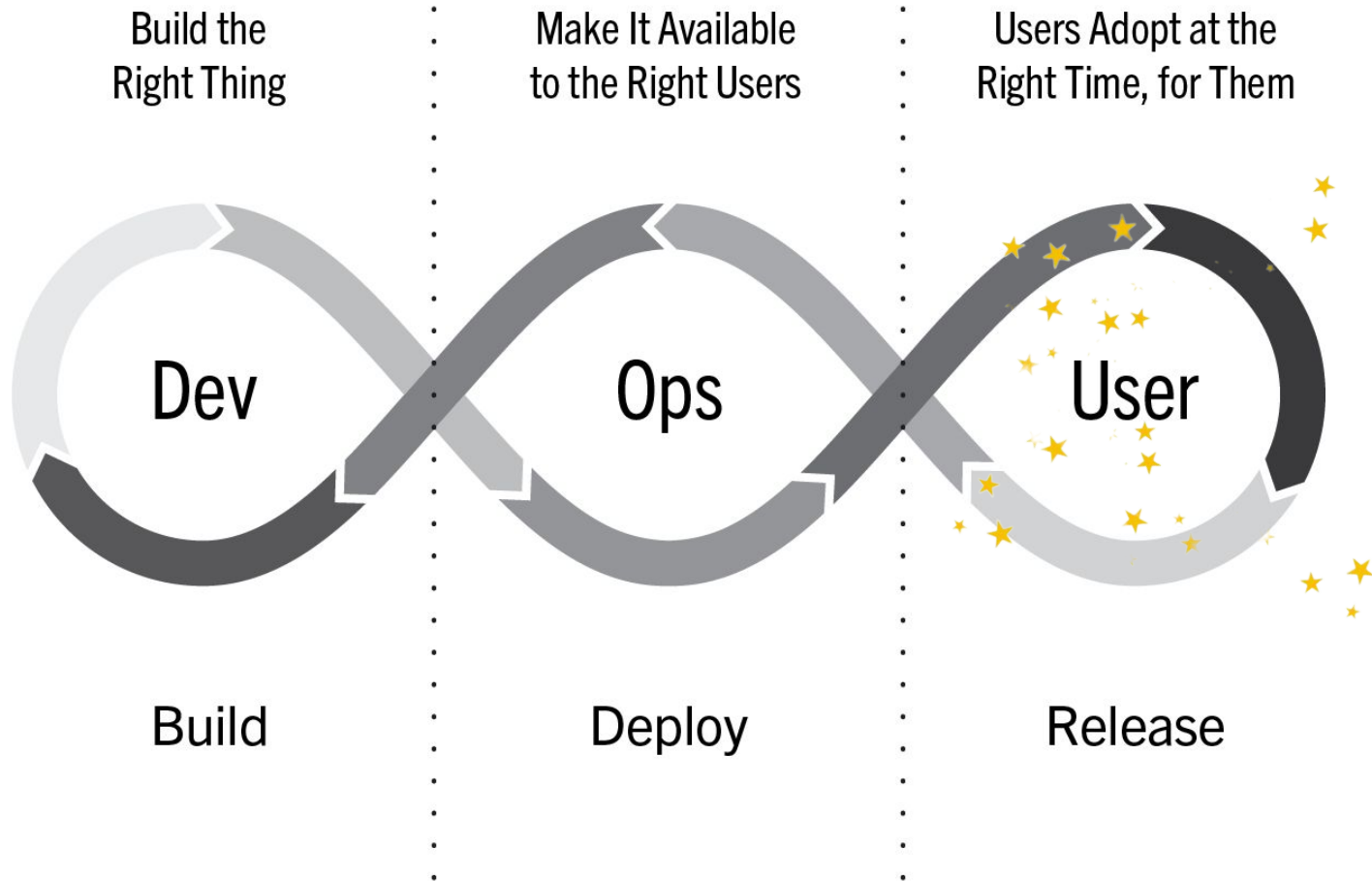
**Build the Right Thing**  
**For the Right People**  
**At the Right Time**



# How You Can Get There

# **Progressive Rollout**

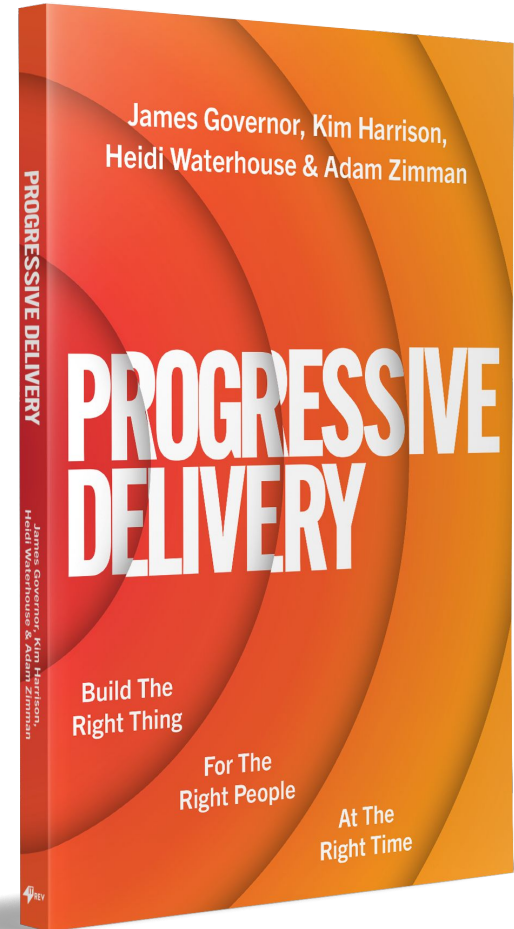
# **Radical Delegation**



# PROGRESSIVE DELIVERY

## Progressive Delivery Book

**Build the Right Product  
For the Right People  
At the Right Time**



# How you can help

- ★ Come to our book signing   (Wednesday 5:20pm!)
- ★ Come to Adam Zimman & Brian Scott's talk on The use of Progressive Delivery (Thursday 1:30pm Royal Ballroom)
- ★ Write a 5 star review 
- ★ Join us on our podcast and tell your story 