Word Cloud

- **What one word would you use to describe the objective of being Agile?**

- Text the number 22333, and type the phrase KYLEDUKES967
- Or Pollev.com/KYLEDUKES967
- Timebox: 5 minutes

Customer Focus

What is the Objective of Being Agile?
- "Our highest priority is to satisfy the customer through early and continuous delivery of valuable software." – Agile Manifesto
- "Even when they don't yet know it, customers want something better, and your desire to delight customers will drive you to invent on their behalf. No customer ever asked Amazon to create the Prime membership program, but it sure turns out they wanted it, and I could give you many such examples." —Jeff Bezos

At your current company, who is your predominant customer?
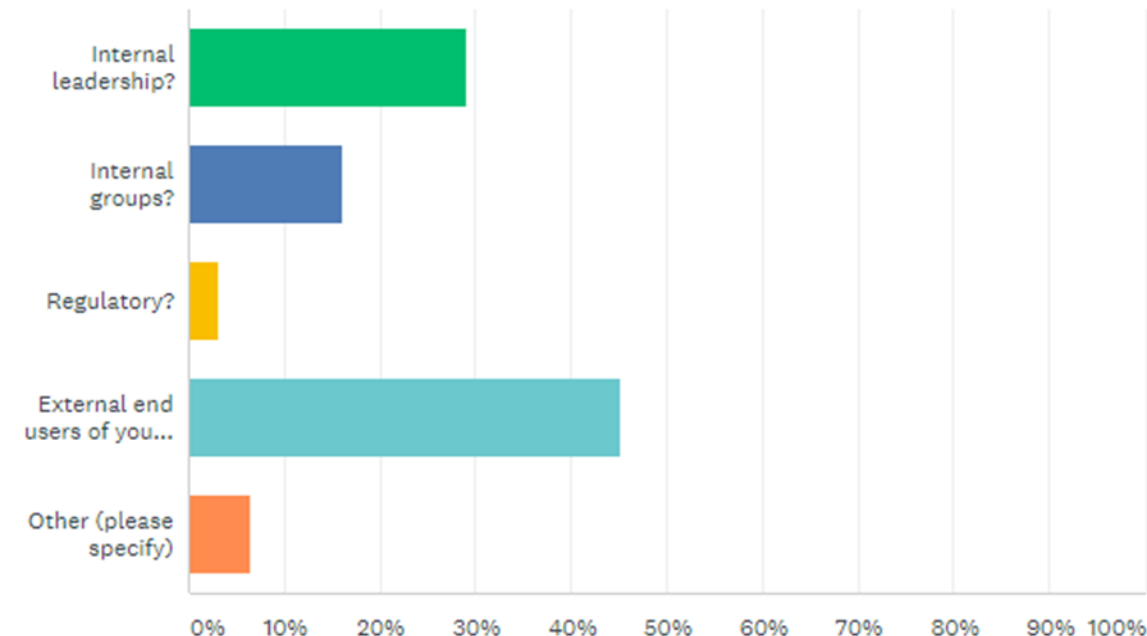
"Customer-centric companies are 60% more profitable compared to companies that are not focused on the customer." CMO by Adobe

Customer Quotes:
1. "Agile is neither top-down nor bottom-up: it is outside-in. The focus is on delivering value to customers. The customer is the boss, not the manager." – **Steve Denning, Forbes**
2. "Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves." ~ **Steve Jobs**
3. "Profit in business comes from repeat customers; customers that boast about your product and service, and that bring friends with them." ~ **W. Edwards Deming**
4. There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else. —**Sam Walton, Walmart founder**

Your Company's Customer Focus

- Self organize into groups, to discuss a job you had, if applicable, where your company wasn't customer focused. Talk about how that impacted you personally.
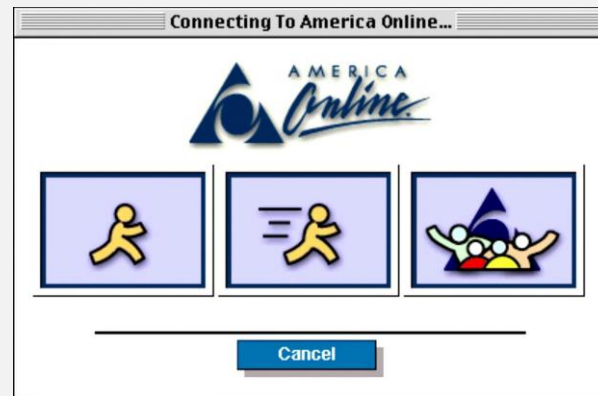- (Timebox: 5 minutes)

Impact of a Lack of Customer Focus

Lack of customer focus, often leads to:
1. Decreased product quality
2. Decreased product innovation
3. Decreased employee talent
4. Decreased morale
5. Increased turnover

Decreased Product Innovation:

Low Morale:

Customer vs. Operations Focus

	Customer Focus	Operations Focus
Empowerment	Boundaries/Vision	Approval/Process
Hiring	Culture/Skills	Skills
Training	Technical/Soft Skills	Technical
Leadership	Servant Leader	Command/Control
People come first	Employees	Process

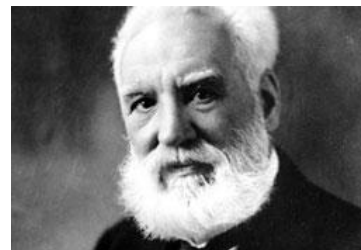"What if we don't change at all ... and something magical just happens?"

"We will never make a 32-bit operating system."

– Bill Gates, 1989

"What use could this company make of an electrical toy?"
- William Orton, president, Western Union Telegraph Company

WHEN HE SAID IT: In 1876, after being offered the chance to buy the patent for the telephone.

Know Thy Customer

1. Social media
2. Ask customers questions
3. Net Promoter Score
4. Customer events
5. Customer Profile ie Personas
6. Keyword research ie Google Ad-words
7. Customer Data ie web analytics, behavioral data
8. Use Voice of the Customer Technique To Make Important Decisions

Cook and T-Mobile CEO John Legere both read–and sometimes respond to–up to a hundred customer emails every day.

"The customer is in the driver's seat." "She is armed with data." "She is moving faster than we are." "We need to put the customer at the center of everything we do." Greg Petro ~ Forbes

"In general, we collect as much information as possible such that we can provide you with the best feedback," said Werner Vogels, Amazon's chief technology officer.

Bezos notoriously uses a similar tactic, forwarding emails from unsatisfied customers to members of his team and demanding a fix within hours.