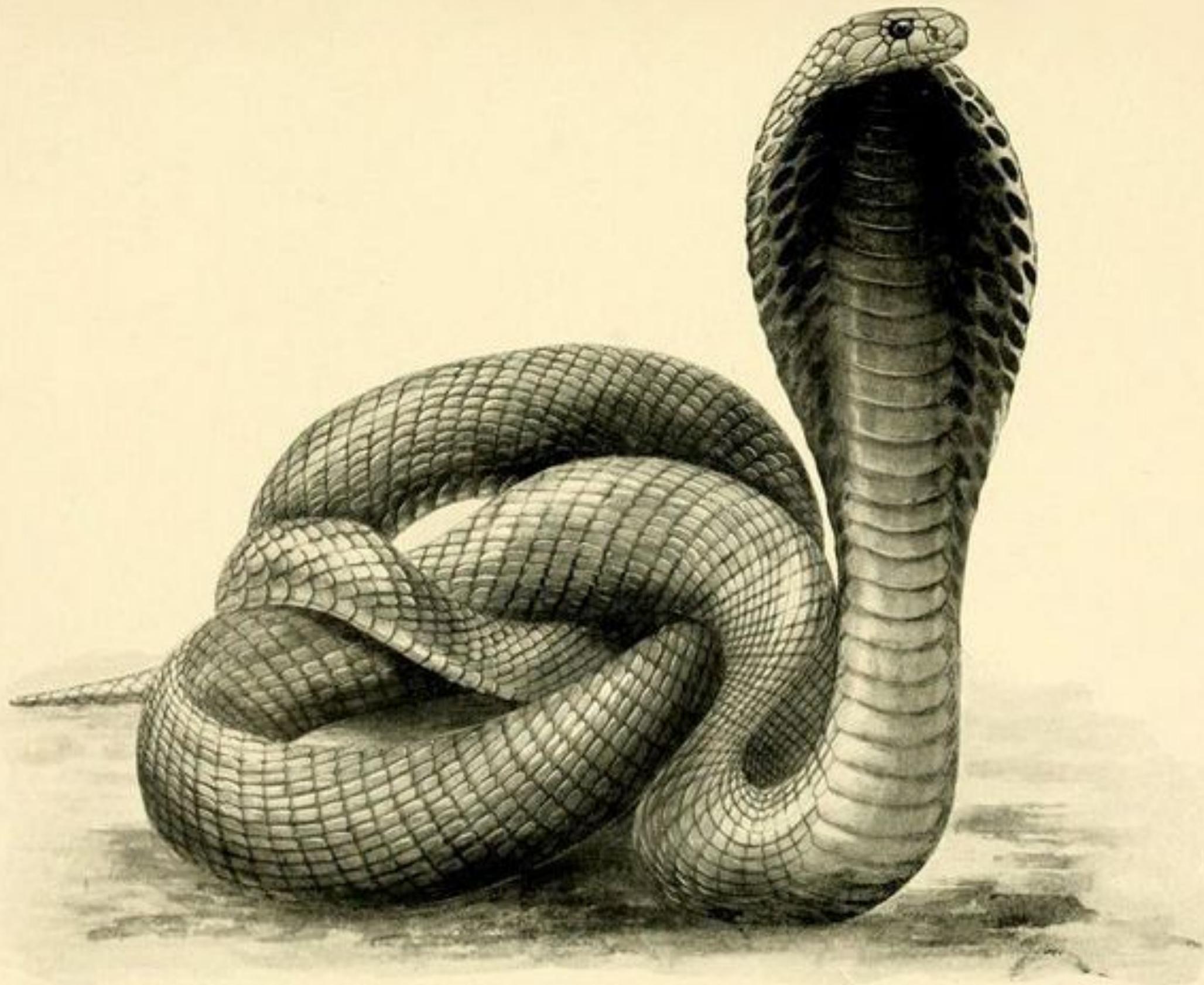


# DOLPHINS. SYSTEMS AND KEY PERFORMANCE INDICATORS

JOE WRIGHT

@JOE\_JAG



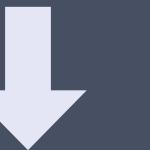
PERVERSE INCENTIVES ARE INCENTIVES  
THAT RESULT IN UNINTENDED NEGATIVE  
CONSEQUENCES DUE TO ACTIONS  
PEOPLE TAKE TO RECEIVE THE  
INCENTIVE

- SUSAN FENNER

PURPOSE



MEASURE



METHOD

PURPOSE



TARGET



METHOD

PEOPLE WITH TARGETS AND JOBS  
DEPENDENT UPON MEETING THEM WILL  
PROBABLY MEET THE TARGETS - EVEN  
IF THEY HAVE TO DESTROY THE  
ENTERPRISE TO DO IT.

- W. EDWARDS DEMING

SOME FUN TARGETS FROM  
REAL ORGANISATIONS

**100% TEST  
COVERAGE**



# LINES OF CODE

# HOW DO YOU MEASURE SCRUM MASTERS AND PROJECT MANAGERS?

# ACTIVITY TARGETS





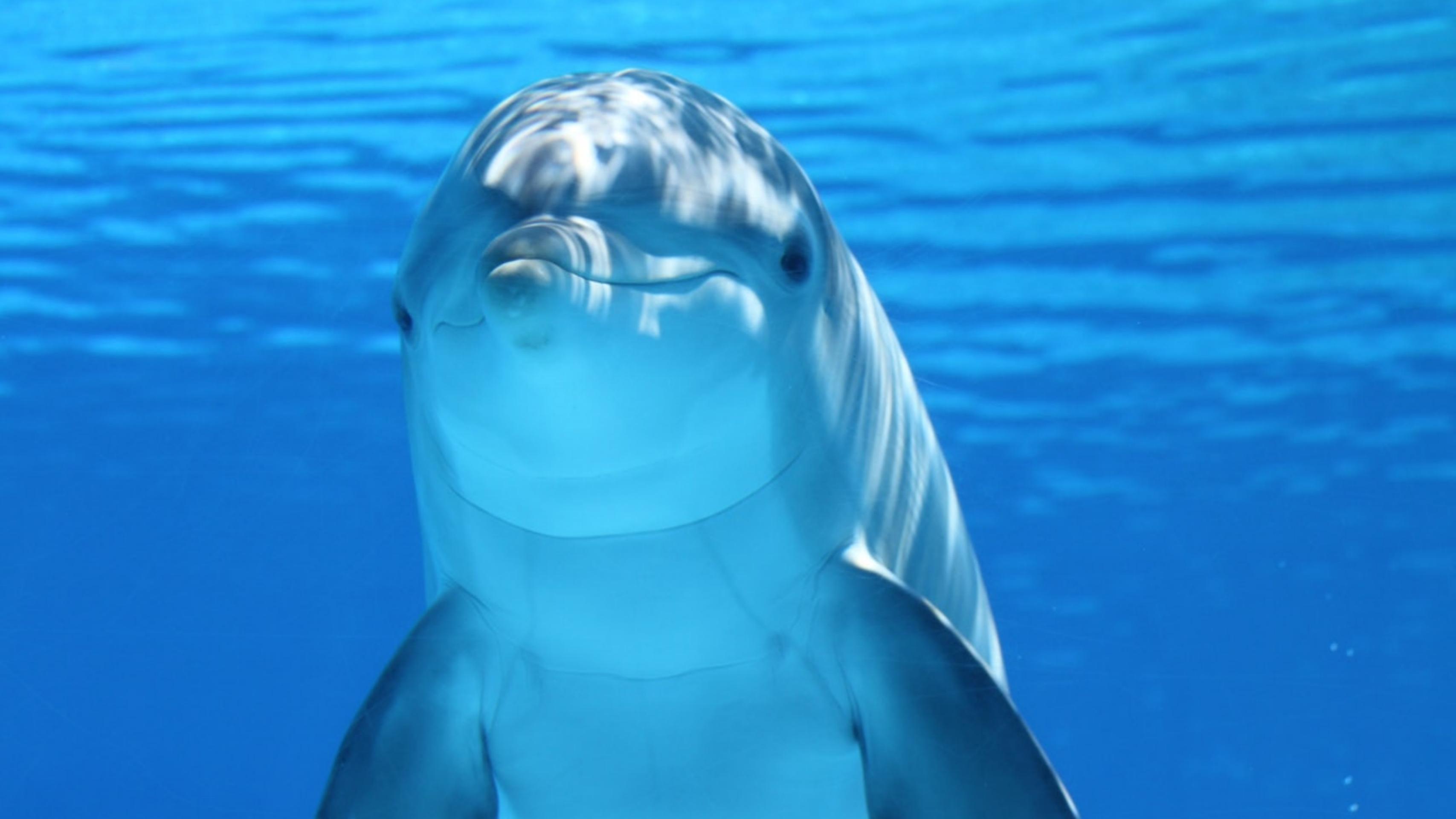
# CYCLE TIME AND STORY COUNT



*Outcome*  

---

*Output*



WHAT ARE YOUR  
QUESTIONS?

@JOE\_JAG - JOE WRIGHT