

DevOps: An Idea of Change for the Future – Part 3

By [Loren Lisk](#) on March 11, 2015

In my blog on the [Way of Flow](#), I showed that thinking of work as a system brings tangible benefits to the enterprise. The second way from the book, [The Phoenix Project](#), talks about creating a feedback loop to enhance communications within the organization.



The Second Way is the Way of Feedback

The Second Way adds a backward-facing channel of communications between Operations and Development. It enforces the idea that we always need to communicate to improve the product. Development continually improves as an organization when it better sees the outcomes of its work. This can be small (inviting the other groups to our meetings, for example) or it can be larger (including Development in the on-call rotation, tools development, architecture planning and/or incident management process). But to truly increase our **Flow** and improve the business value being delivered to the customer, our groups need to know “what happens, when it happens.” When we increase our **Feedback** and create a stable **Feedback** loop, we see the following benefits:

- Tribal knowledge grows and we foster a community of sharing

- With sharing comes trust, and with trust comes greater levels of collaboration, which leads to more stability and better Flow

- We gain a better understanding of all of our customers, such as Operations as a customer, Development as a Business, but especially our end users, to whom we deliver value

- We fix our defects faster and are more aware of what is needed to ensure we do not repeat the same problem again

- We adapt our processes as we learn more about the inner workings of other teams, which increases efficiency, flow and communication

- We increase our delivery speeds and decrease unplanned work

We can see that increased feedback is not only critical to improving communications in the organization, but also for increasing trust and collaboration. In the final installment, I look at [the Third Way, that of continuous learning](#).