

Big Agility



Little 'A' agile

Some call me “Dude”?

DevJam

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Some call me curious



Xiahe

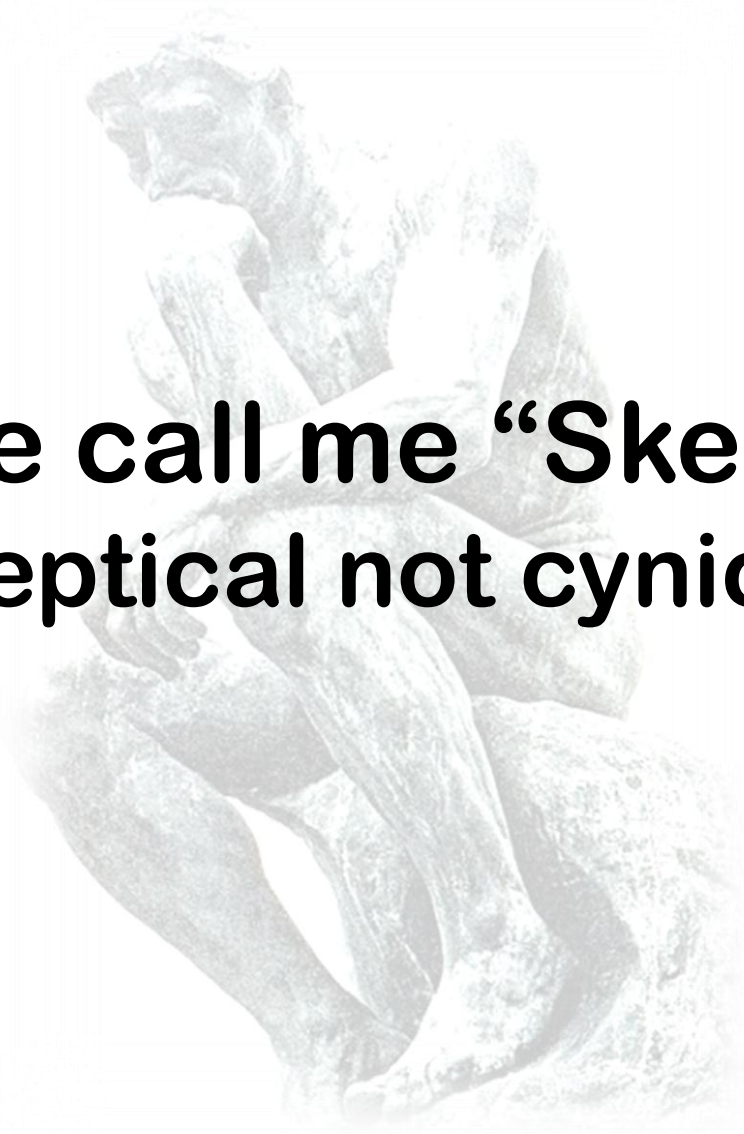


Samatia



Jinghong

**Some call me “Skeptic”
(skeptical not cynical)**



Skeptics Unite



Questioning and Learning

Today people call me “Coach”

“I want big Agile.”



A close-up portrait of a man with a blue turban and a large, ornate earring. He has a mustache and a goatee. The background is a dark red wall with a gold-colored archway. The archway contains the text "AIM RAMA" and "ZOILTA'S MOUT" on the left, and "RELEASED BUT COME" on the right. The word "Why?" is overlaid in white text in the center of the image.

Why?

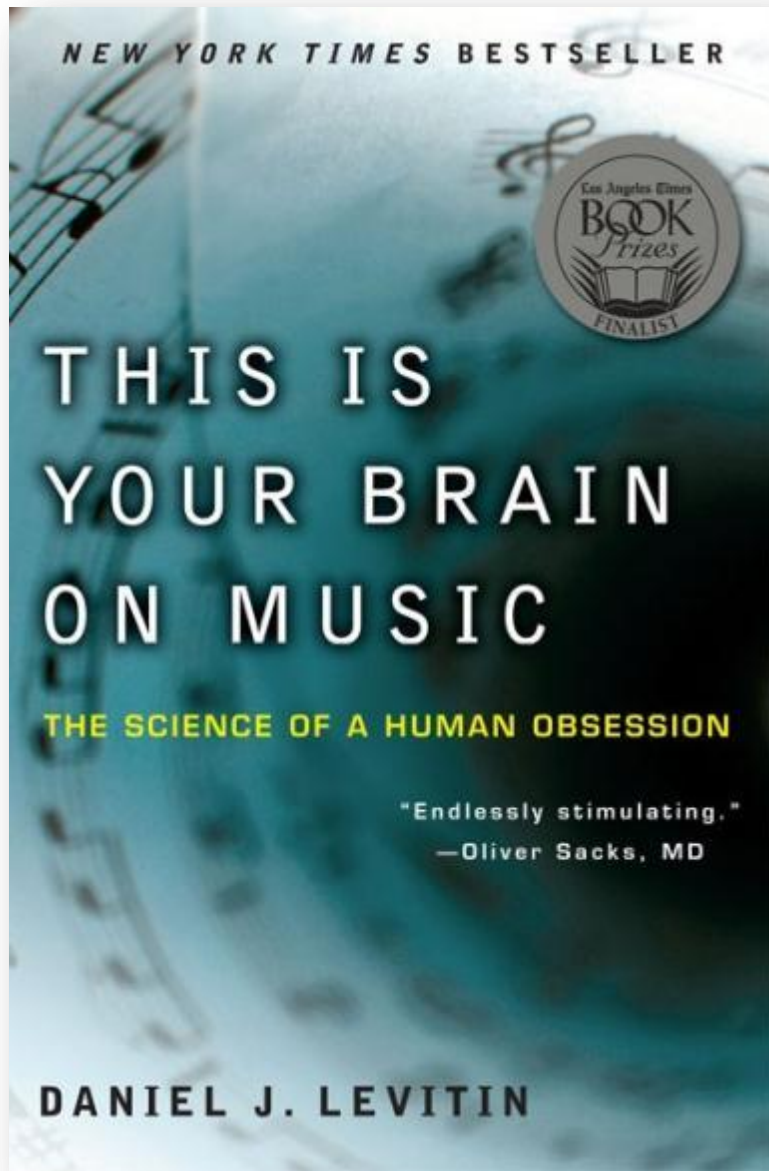
When Is more, better?

(what can “they” teach us?)

Dig This



Tap the Existing Groove



“Groove is that quality
that moves the song
forward”

“When a song has a good
groove, it invites us into
a sonic world that we
don’t want to leave”

How do we create groove?

Within Teams

Across Teams

Outside Teams

DevJam Team Building

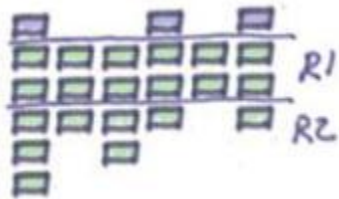


Goals (**why**) with Mechanics (**how**)



Creating Community (Common Vision)

- Form Communities (Chartering)
- Composing Product (Personas - Story maps - Sketching)
- Create an Eco-System (Iteration 0 - Common Workspace)



Discovery (Planning)

- Product Releases (Value - Effort - Dependencies)
- Iterative Delivery (Iterations (cycles) - Kanban (flow))

Delivery (Iterating)

- Staying Connected (Daily Standup - Common Workspace)
- Tracking Progress (Task Walls - Burncharts - Velocity)
- Technical Agility (Continuous Integration - Test Driven)
- Delivering Value (Acceptance Tests - Continuous Deploy)



Learning (Tuning)

- Validating Progress (Iteration Reviews - Users - User Testing)
- Reflect and Improve (Retrospective – Market Feedback)

From ideas ...

Design

Practices and Projects

Questioning and Learning

Planning to Coach

Collaborative Chartering

Pragmatic Personas

Story Mapping

Develop

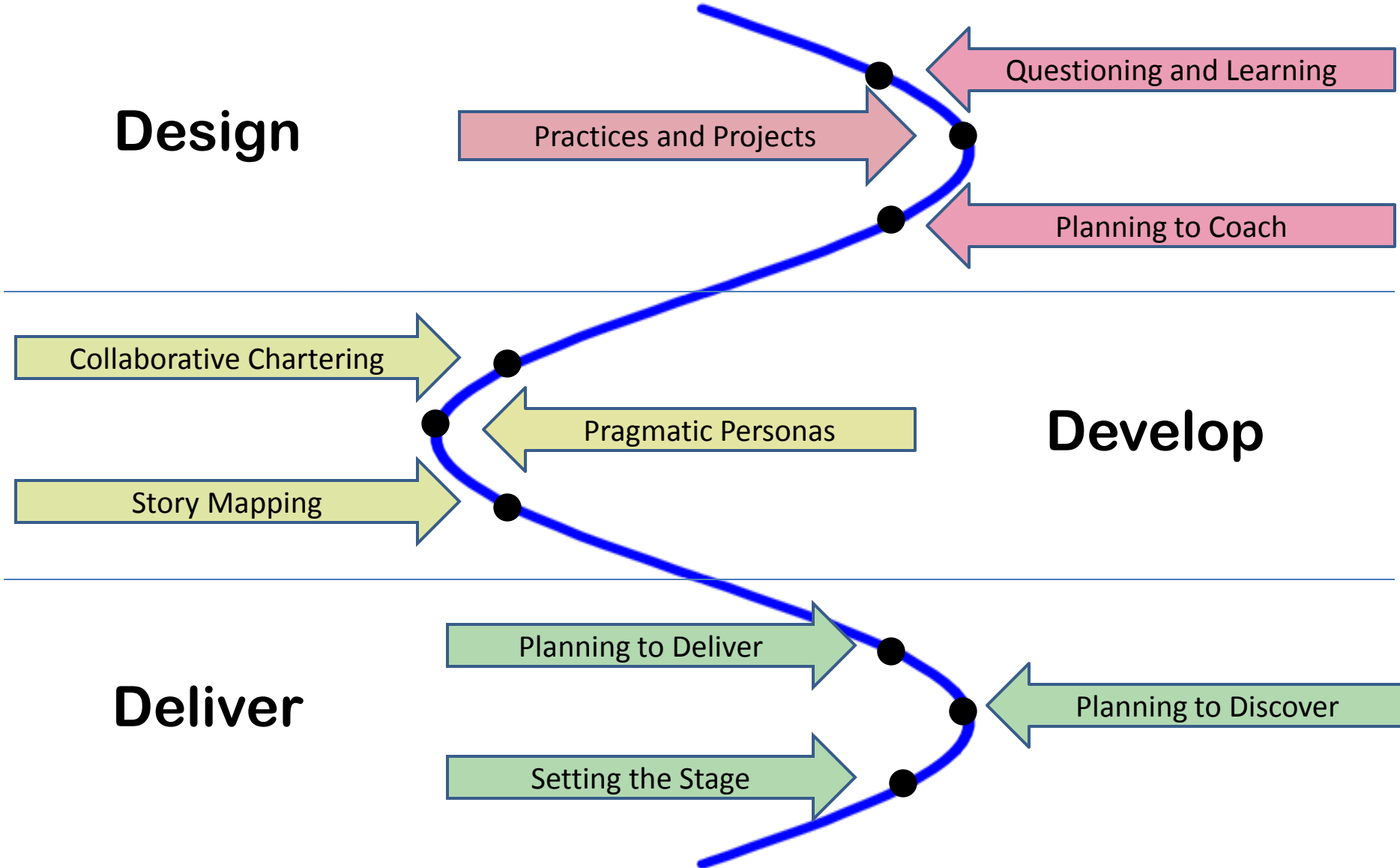
Planning to Deliver

Planning to Discover

Deliver

Setting the Stage

... to iteration



What makes them a team?



What will really help them?

What would you say if asked ...

How do you
build software?

What do you do well?

Where are your challenges?

How do you
build software?

strengths?
——
challenges?

Why change? - Why agile?

What, Where, When?

How do you
build software?

strengths?
/ challenges?

why change?
which teams?
when?

What are the constraints?

What will hinder learning?

How do you
build software?

strengths?

challenges?

why change?
which teams?
when?

what's stopping
you?

How much process is enough?

| Practice | Value | Example | Constraint |
|----------|-------|---------|------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Appropriate Ceremony Sticks

Developing Customers and Product



Personas and Story Maps

Planning to Discover



Planning to Deliver

Within

Across

Outside

Planning to Discover



Skills - Dependencies - Assumptions

Cross Cutting Concerns

Cross Cutting Value

Within

Across

Outside

Who are “they”?

What do they value?

What are you giving them?

This is what “they” tell me

Timing (**when**)

Products (**what**)

Investments (**how much**)

Timely and Trustable Deliveries



Product Thinking

In their heads

Why should we build?

Who's buying(in)?

What do they need?

Where is the value?

In our toolkit

chartering

personas

story mapping

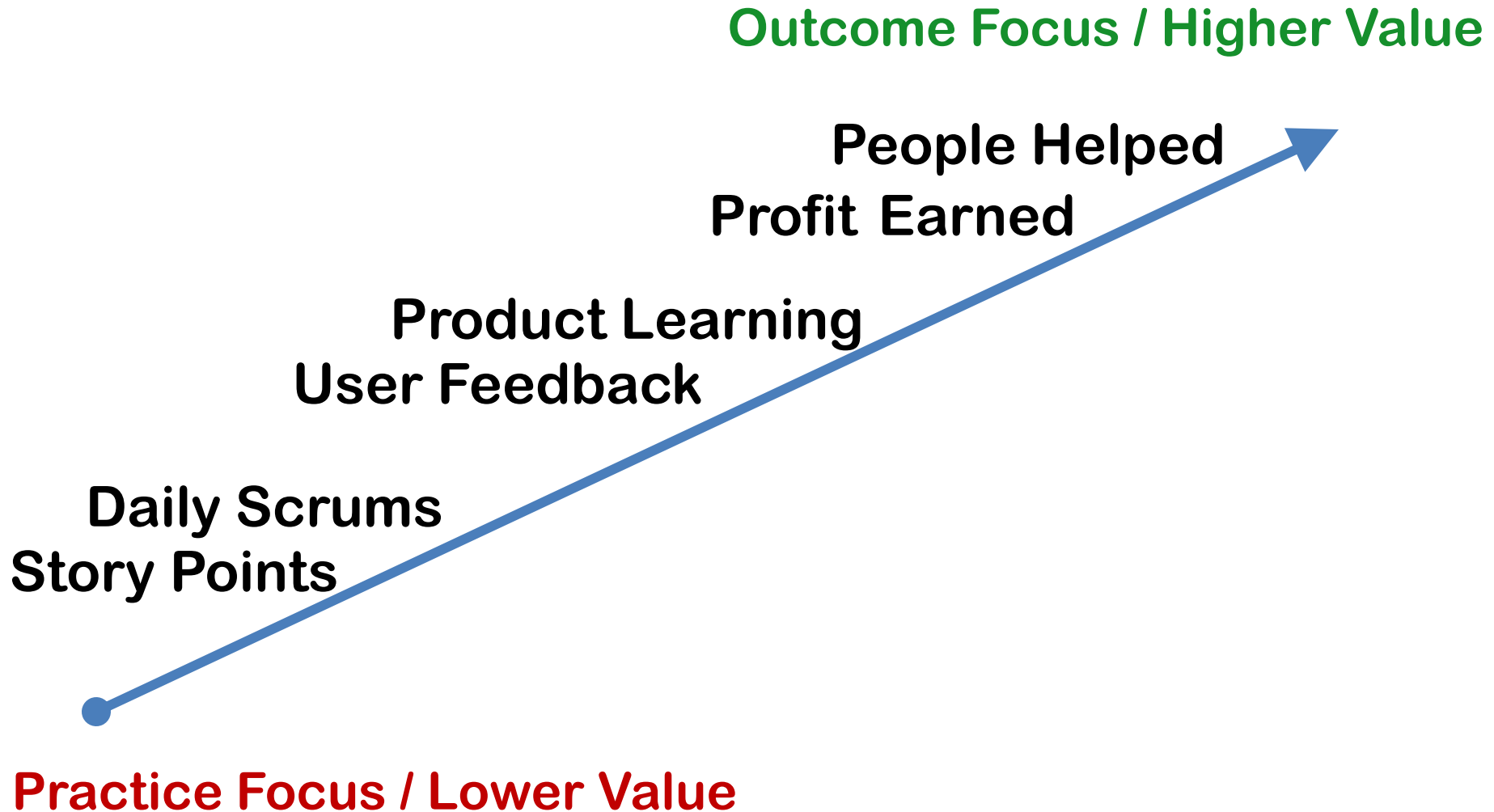
story testing

Product Ownership

Investment Planning

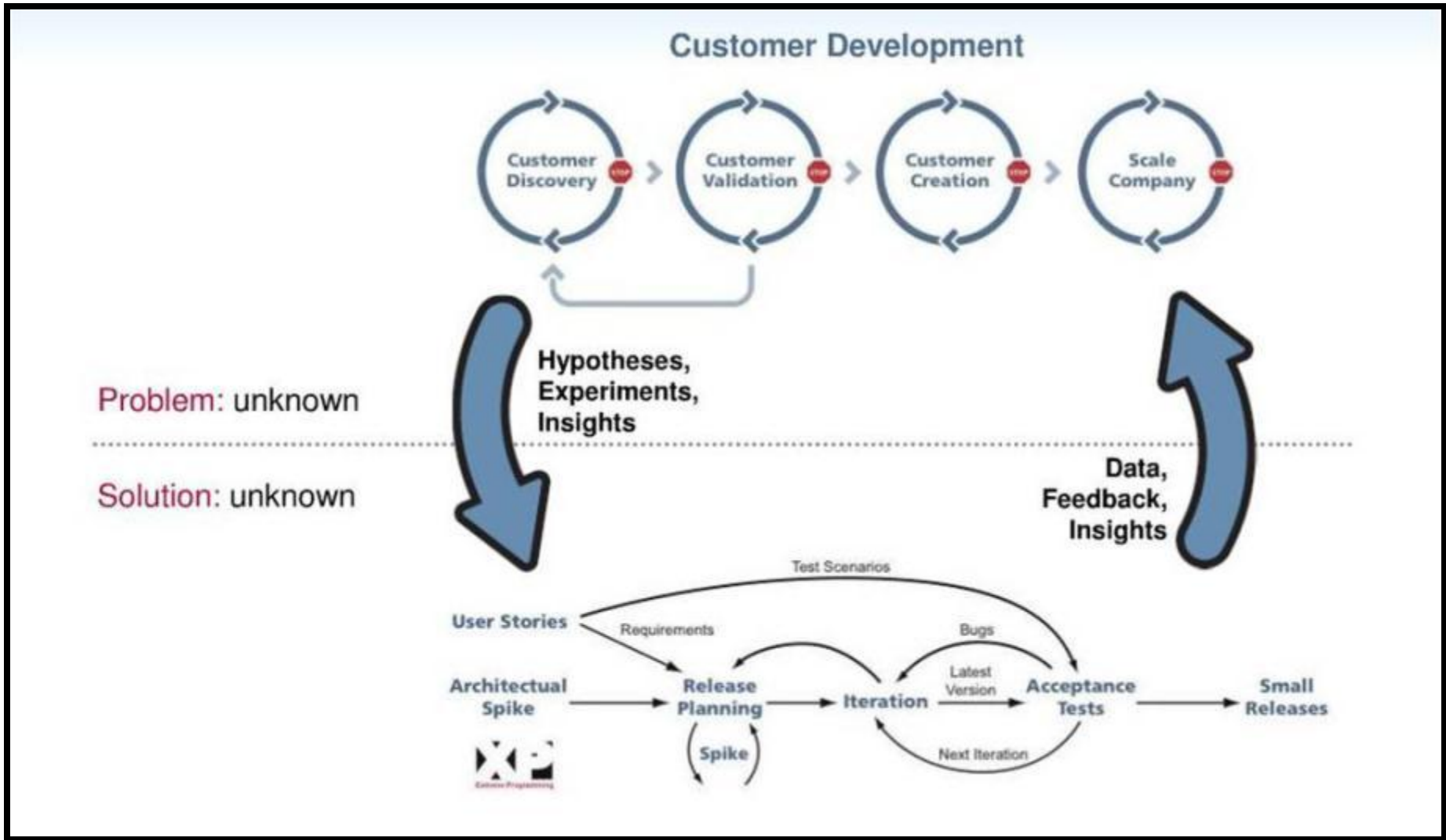
Estimates is Currency

“Their” View of Success



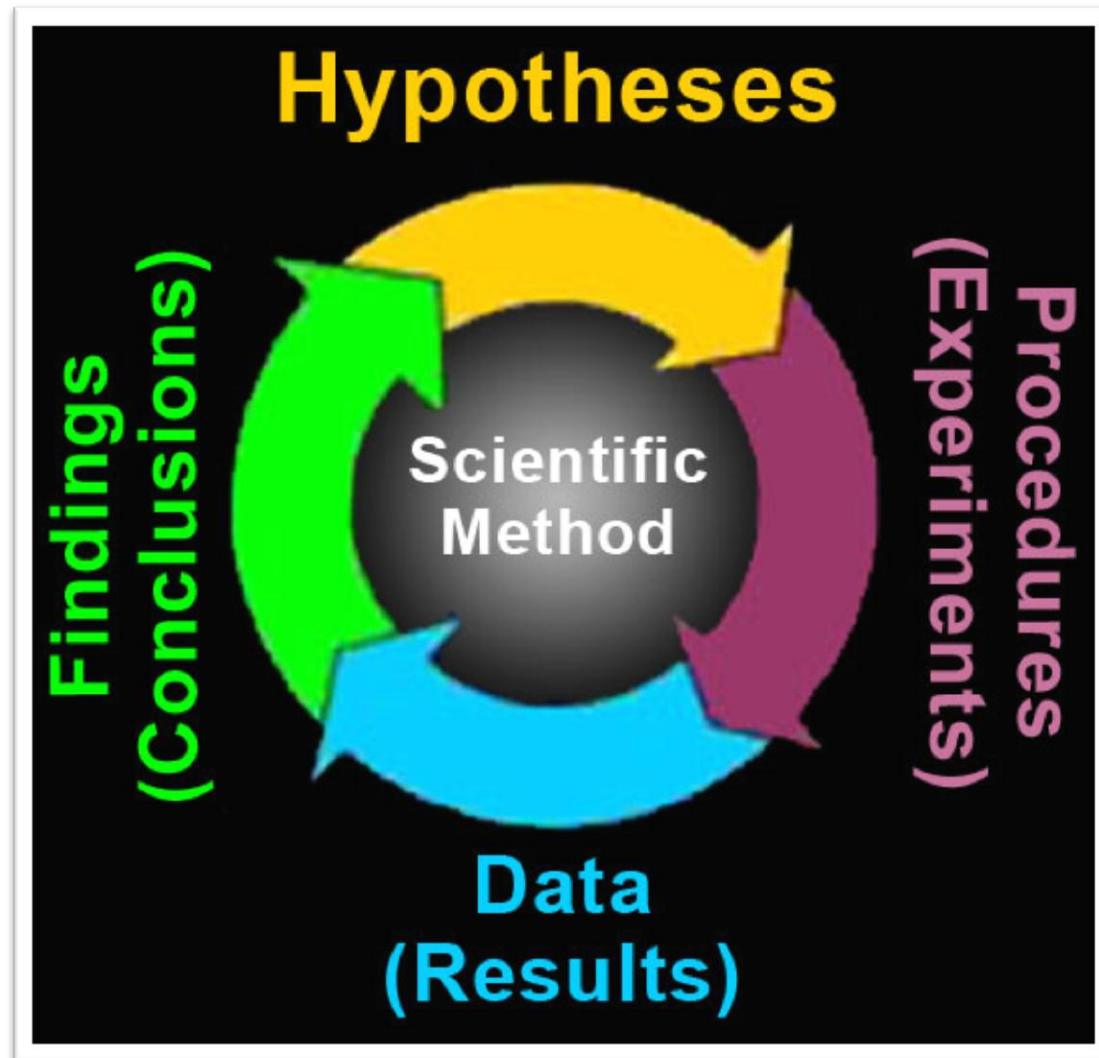
Tools for Growing Big Agility

Big Success – Little Failures

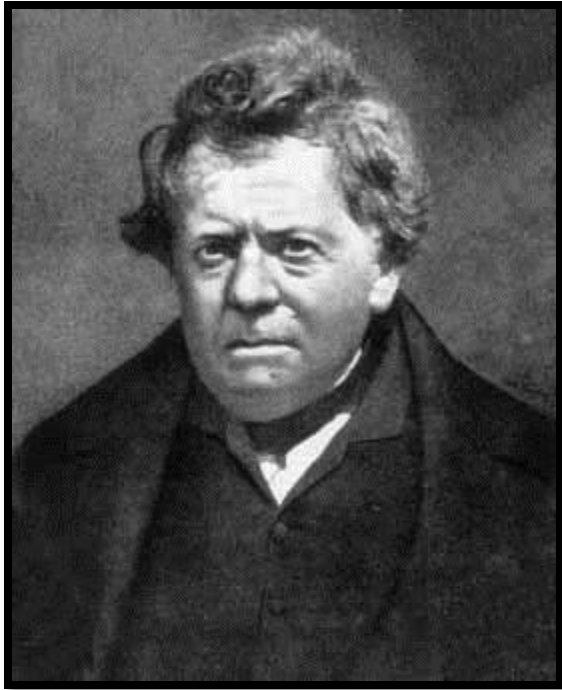


Measure Real Value

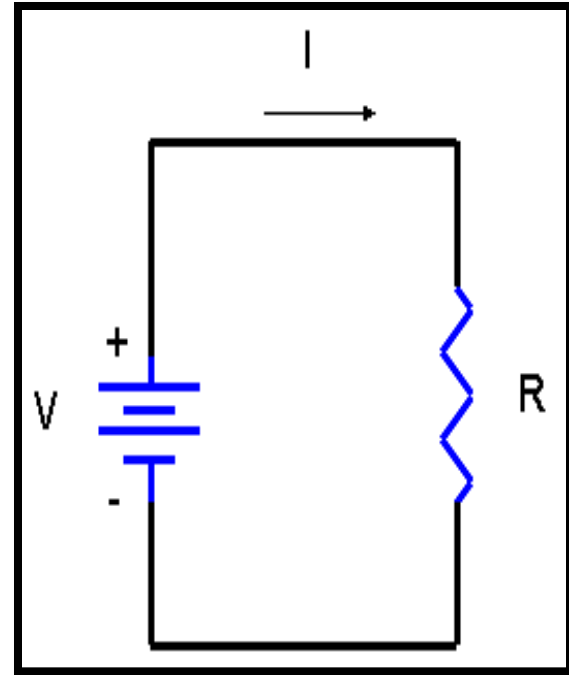
Continuous Learning feeds Big Agility (validate assumptions with evidence)



Stealing from Scientists



George
Ohm



Ohm's
Law

What laws guide us?

Dude's Law

Discussions around "are we **doing Agile**?"

"**Why** are we doing **what** we are doing?"

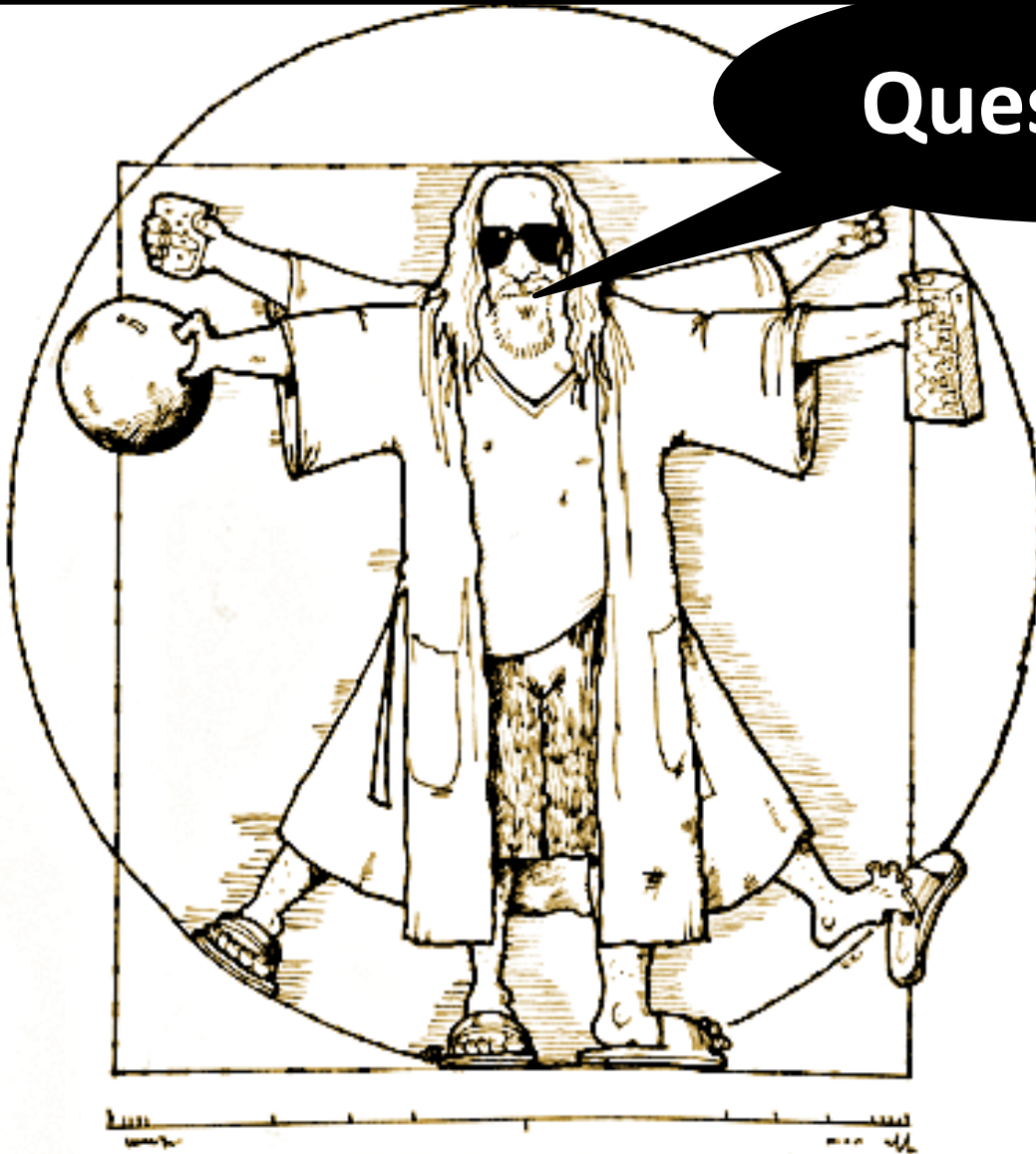
{ **Meaning = Intent / Action** }

{ **Worth = Purpose / Practice** }

Dude's Law: Value = Why / How

Questions?

$$V = \frac{W}{H}$$



$$V = \frac{W}{H}$$

Question, Experiment, Learn

DevJam

Coaching and Developing Agility

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QCon

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