

# Easy to release

*Releasing is simple, safe,  
painless & mostly automated*

*Releasing is risky, painful, lots of  
manual work, and takes forever.*

# **Suitable process**

*Our way of working sucks*

*Our way of working fits us  
perfectly*

# Tech quality

*Our code is a pile of dung, and  
technical debt is raging out of  
control*

*We're proud of the quality of our  
code! It is clean, easy to read,  
and has great test coverage*

# Value

*We deliver great stuff! We're proud of it and our stakeholders are really happy*

*We deliver crap. We feel ashamed to deliver it. Our stakeholders hate us*

# Speed

*Stories keep getting stuck on dependencies We get stuff done really quickly. No waiting.*

*We never seem to get done with anything. We keep getting stuck or interrupted.*

# Mission

*We know exactly why we are here, and we are really excited about it.*

*We have no idea why we are here, there is no high level picture or focus. Our so-called mission is completely unclear and uninspiring.*



# **Fun**

*We love going to work, and have  
great fun working together*

*Booooooring*

# Learning

*We're learning lots of interesting  
stuff all the time*

*We never have time to learn  
anything*