

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*