

6 Things AI Changes about Agile

Interacted
with ChatGPT
3.5

Took a
Training Class

Wrote a Free
Time Finder

Wrote the
Snake Game

Generated
Team
Experiments

Generated
Epics

Generated
User Stories

Had my Son
Build a
Product Forge
Prototype

Secured
Funding and
Launched
Product Forge
in Jan '24

Our Product
Manager Built
Something
Incredible

PRODUCT FORGE

Hi, I'm Rich Theil

- Founder of Product Forge
- Father of 3 young adults
- AI Product Builder, Agile Coach, and Tech Oriented Leader
- Connect on LinkedIn for questions

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6 Areas of Change

**Individual
Roles**

**How Teams
Evolve**

**Product
Development**

User Stories

New Role

**Humans
Relationship
with AI**

Individual Roles

Everyone Levels Up

What Does Leveling Up *Actually* Look Like?

“I Should Be...”

- Capturing pain points from every user conversation
- Looking at site metrics every morning
- Reminding the team of the Goal and Vision twice per Sprint

Offloading Tasks

- Writing ad copy
- Authoring Epics, User Stories, etc
- Crafting an email

Investing Time Thinking

- Brainstorming
- Strategizing
- Brutally difficult

Role Changes

Engineers

Same amount of time coding

~80% of the code is written by AI

~80% of your time spent on the difficult bits

Overall velocity doubles.

Product Managers

~50% less time on tasks:

Writing User Stories, ad copy, etc.

~~Seen~~: Automation to capture pain points or requests from calls

More thorough product strategy

Challenge: Humans don't actually want to change

The Effects on Agile

Brighter
Lights to
Value
Creation

- Easier to understand customer's needs (pain points database, call transcripts, etc)
- More time to strategize

Thinking work still required.
Forcing the time is still difficult.

Shorter
Cycle
Times

- Code takes less time to turn around
- More opportunities to adjust direction

New pace to flow of value (fun).
Faster flow of work (challenging).

Individual Roles

“My skills reach further..”



Front
Engine



Back
End
Engineer

Your
Current
Role

Where
you stretch



Where could
you *really*
stretch?

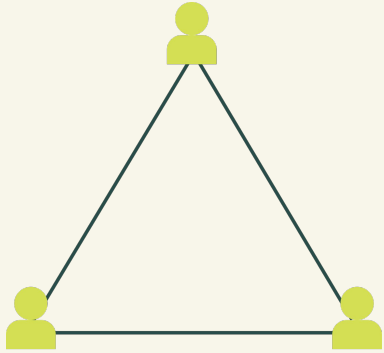
Landscape Changes

**Work Gets
Done Faster**

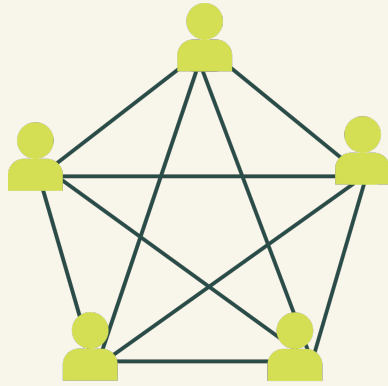
**Can Cover
More Skills**

**Companies
Want to
Increase
Profit**
(as they should)

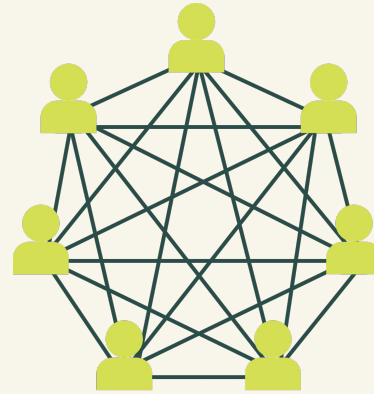
Metcalfe's Law in Organizations



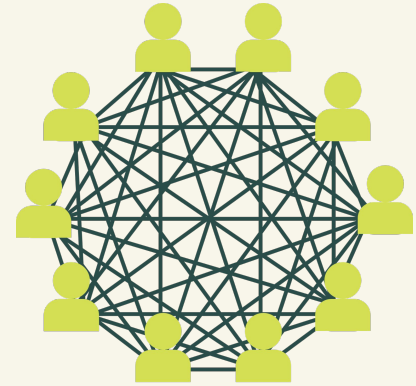
3 Members
3 Lines



5 Members
10 Lines



7 Members
21 Lines



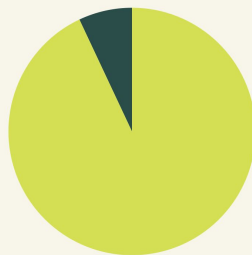
10 Members
45 Lines

Ringelmann Effect

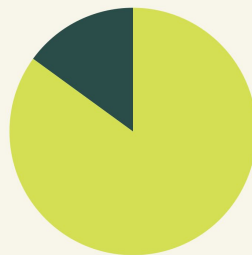
As more people join a task, each person exerts less effort compared to when they work alone.



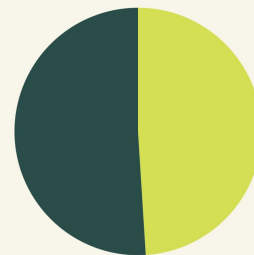
1 person
100% effort



2 people
~93% per person



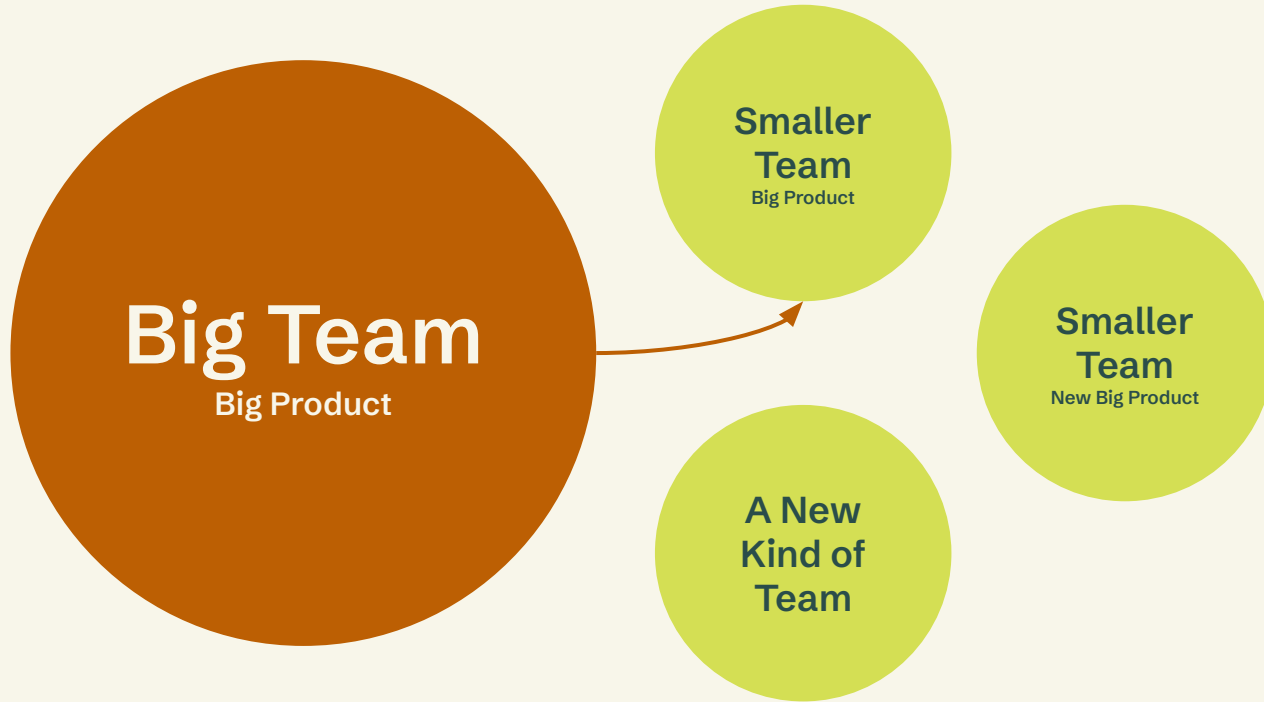
3 people
~85% per person



8 people
~49% per person

Splitting an 8 person team into 2-3 teams increases effort by 73% (technically, 2.66 teams)
Equivalent to increasing your budget from \$1.2M to \$2.076M (assume \$150K FTE)

Smart Managers Will Evolve Their Teams.



Smaller teams can complete the same amount of work.

The Effects on Agile

2x the Number
of Teams?

½ the Number
of People?

It depend on your business strategy.

Is tech an enabler to your business or is it *core* to the business?

Product Development

Gamechanger.

“You did that in how many hours?”

2023

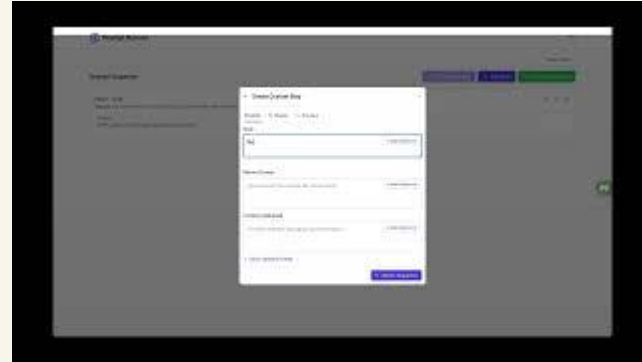
18 months later



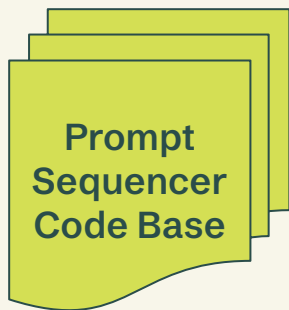
2025

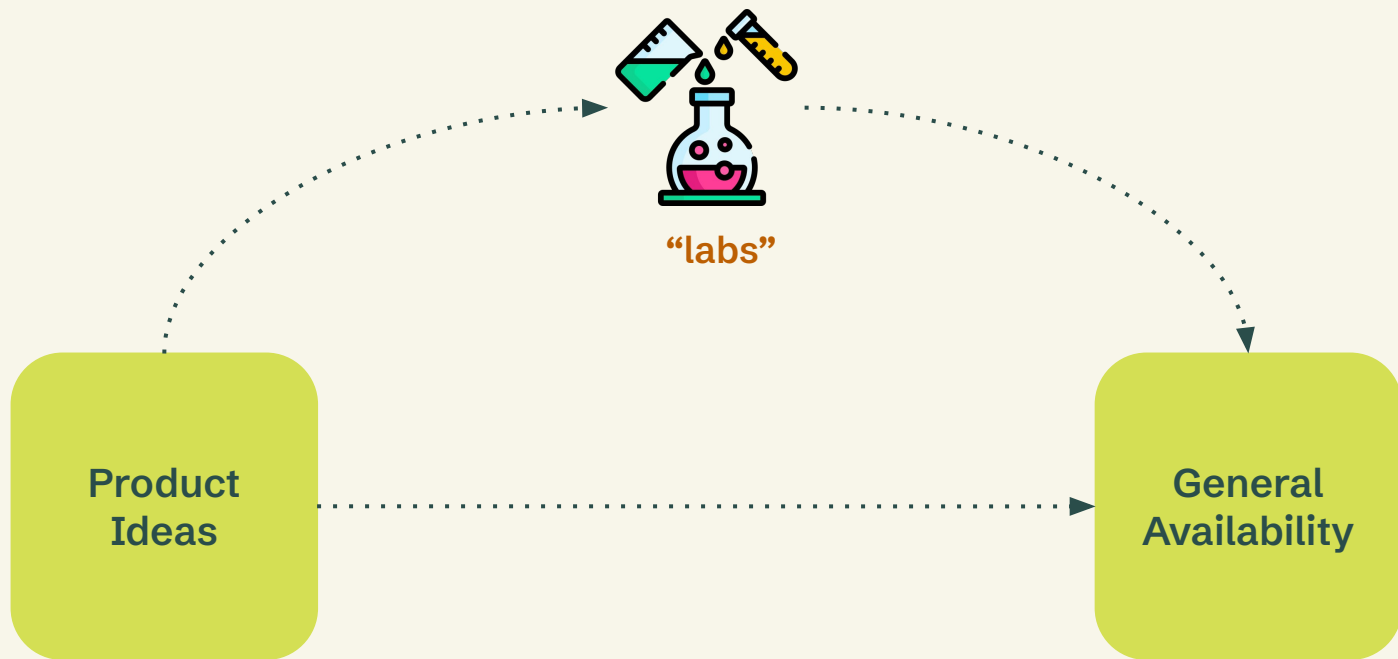


2 hours of conversation with ChatGPT



10 hours of conversation with BOLT





The Effects on Agile

More Product Experiments

- Experiments designed to prove value
- Faster and more parallel feedback loops

Increased Emphasis on Product Management

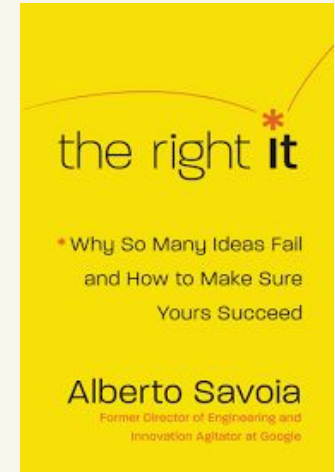
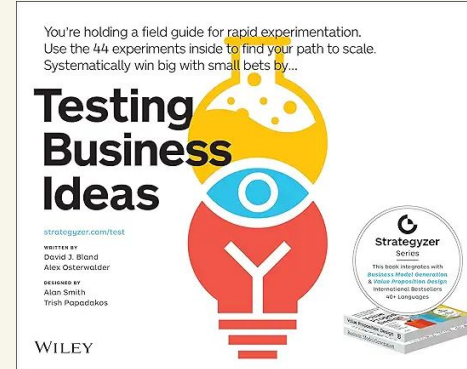
- Building the right thing still very challenging
- Tech becomes “easier” while “business” becomes more challenging

Rise of Product Operations

- Exists to offload work from the Product Manager
- Product Ops takes on Prototyping

Something to Consider

- How experienced are you with product experimentation?
- Who might you learn from?
- How might you help your leadership see these new opportunities?



Want to Experiment?

CodeGen

- [Co-Pilot](#)
- [Cursor](#)
- [Replit](#)
- [V0 by Vercel](#)
- [Bolt by StackBlitz](#)

Product Workflow Tools

- [Prompt Sequencer](#)
by Product Forge
- [Product Forge](#)

PRODUCT FORGE

Stay strategic in the face of constant execution.

Complete your
To-Do List
Before the
Meeting Ends

Focus on
Product
Thinking, Not
Product
Execution

Stay on Top of
Every Product
Detail

PRODUCT FORGE

Meeting IQ

**Crushes your
to-do list**

**Product
Management
Co-Pilot**

**Knows
everything
about your
Product**

**Product
Intelligence
Agent**

**Keeps You
Informed on
Everything**

PRODUCT FORGE

Help Us Learn

linkedin.com/in/richtheil


User Stories

A Prototype is Worth 1000 Acceptance Criteria



**Write Detailed
Stories**



**Build
Prototypes**



**Talk More.
Write Less.**

The Effects on Agile

Less Detailed User Stories

- Detail lives in the Prototype now
- Stories are true “reminders of conversations”

Internal Prototypes into the Workflow

- Start with Prototypes
- Modify Over Time

New Role

Prompt Engineering is Only 5% Engineering


Non- Deterministic Outputs

- Feels uncontrolled
- Difficult to manage

Requires Subtlety of Language

- Details matter
- Nuance matters

The Effects on Agile



Add a Prompt
Person to the
Team

- Their work comes *before* you build anything that uses GenAI.
- Need the ability to test complex prompts
- Move a BA into this role?

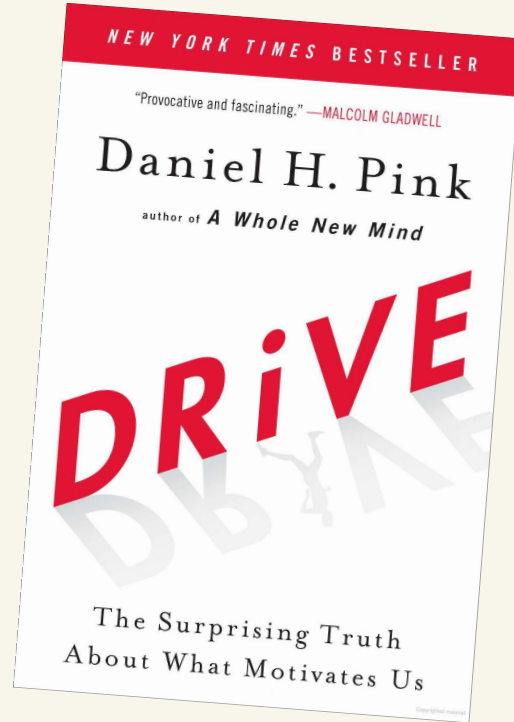
Human Relationships with AI

Preserve the Drive



You're In Charge

Autonomy



Purpose

3. You're in Charge

Stop Saying AI
Produced This

Take
Responsibility
(and credit) for
AI's Output

Make the Bot
Do the Grunt
Work

Taking credit and responsibility bolsters Autonomy and Mastery which leads to more drive for the team.

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