#GameChangingBeliefs
for the Product Developing Organization

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The world is changing

1. DILIGENCE
2. CLIENTS
3. COOPERATION and LEADERSHIP
4. CORPORATE and REPUTATION

Berlingske Business, 03-May-2016

Why?

- What makes a LAW FIRM change the way they reward their partners?

The promise

Game Changing Beliefs – what does it take to develop an effective product development organization?
Morten Elvang, #42STC

How can you create an organization where succeeding with Agile is possible? Are there things you could choose to believe in, that would actually push your luck in a favorable direction?
This interactive talk argues in the favor of this and offers practical examples of what such beliefs could be.

Key points:
- You can work and influence your own work situation
- Agile is far more than about IT delivery …
- There are some basic 'laws' guiding knowledge work
- You need to figure out what will work for you

Is this at all a useful way to think? And, if so, what should you chose to believe in?

Morten Elvang received his MSc and Phd in Computer Science from the Technical University of Denmark.
Morten believes that everyone deserves the freedom to perform and opportunity to contribute. He has helped product and service development teams of all sizes to gain better results with less hassle.
Presently Morten works with Nordea as Chief Project Manager, Agile Transformation

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Could this be you?

All locked in …

… and hammering on the wrong rocks?

Maybe it could!

- Some organizations end up being more against you than really supporting you in your work – instead you are constrained and get a feeling of being hold back.
➔ Your organization might well be like a prison?

- Most ideas are actually bad – and far too many organizations take far too long time to realize that.
➔ You might well be executing on the wrong idea?

#Prison3DotZero (Prison 3.0)

- Your organization feels like a prison

- Not a nice place to be

- Holding you back, rather than supporting you

- ... the key is inside

Victim of your own ideas

- What you are working at right now may never be used by anyone

Source: http://nation.com.pk/entertainment/16-Aug-2012/kim-kardashian-behind-bars

50% of features never used
70% of projects fail
80% of products fail
90% of startups fail

(Source: Google)

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My quest(ion)

- Assuming you work with IT or High-Tech product development …

- How can you best build an organization where having business success is possible?
  - Aka picking the right actions and executing them right

- An organization, where you will experience more 'operational effectiveness' and more 'success' more often?

- Which are the things you should consider?

WHO IS THIS?

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RICHARD

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Richard Branson, Virgin

When it comes to business success, it's all about … ???

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Richard Branson, Virgin

When it comes to business success, it's all about … PEOPLE, PEOPLE, PEOPLE!

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Exercise: Now, if …

… you should create a high-performing organization

Which are the principles you would chose to believe in?

Culture in a company …

… is defined by what you are not talking about

How can you change culture?

Speak no evil, see no evil, hear no evil

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Behavior …

… is a function of a person and the environment surrounding the person

Behavior
= Environment
x Person

How can you change personal behavior?

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Example: Changing people

PERSON ➔ **ENVIRONMENT**

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What culture really is

Schein: 'Culture is a pattern of basic assumptions, invented, discovered, or developed by a given group, as it learns to cope with its problems of external adaptation and internal integration, that has worked well enough to be considered valid and, therefore, is to be taught to new members as the correct way to perceive, think, and feel in relation to those problems.'
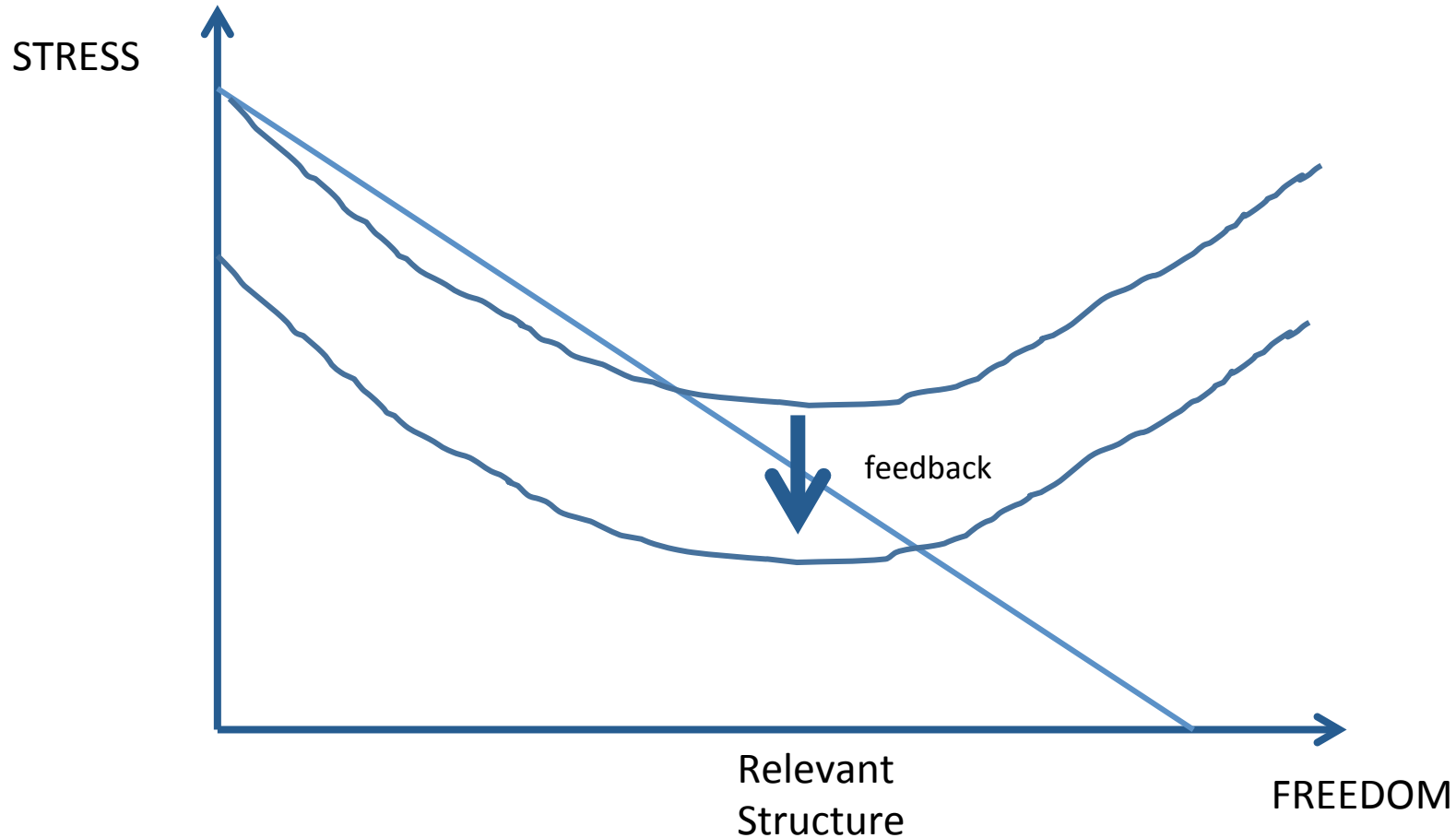
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Freedom through structure

- The right structure – in your environment – can give you more freedom … to perform

- Examples
  - Traffic rules and control
  - … more ?

The sweet spot: freedom to perform
-- EMPOWERMENT 2.0 --

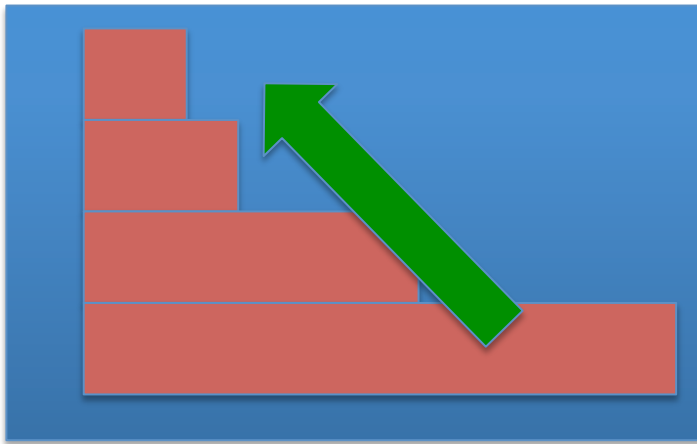Freely adapted from Signe Groth-Brodersen

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Gary Player

"The more I practice, the luckier I get"

Imagine …

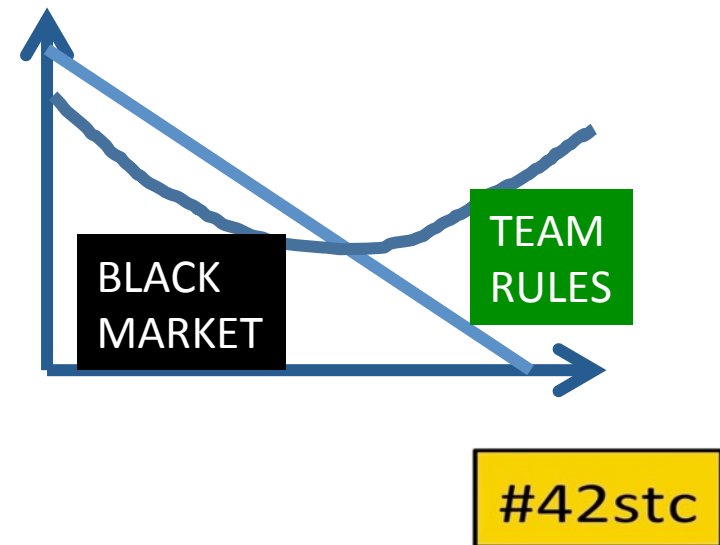…if you could decide to believe in something and then …

… it would help push your luck in the right direction?

If you can dream it …

- … you can do it:

  – Consider the example of a loosely managed team

  – Complaining about a bad boss, lack of structure and no feedback … etc … etc

  – What could this team do? (Self-organize?)

BLACK MARKET

TEAM RULES

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Eleven+1 Game Changing Beliefs

http://gcb.42stc.com/

- The OPPORTUNITY SPACE is huge – never stop searching

- Know and be who you are…be RELENTLESS in what you are aiming for

- PEOPLE make the difference

- Enable everyone to LEARN and ACT INTELLIGENTLY

- Understand what VALUE is and where it comes from

- Optimize the FLOW OF VALUE

- The worst COST is what you can't do, because of what you did

- Accept that MOST IDEAS ARE BAD

- Accept that MOST PROJECTS ARE CHAOTIC

- SMALL, FAST, SIMPLE beat large, slow, complex any day

- ENGAGE with the world – SHARE what you know – STEAL with pride

- Keep ACCOUNTABILITY crystal clear

(Simplified version of http://gcb.42stc.com)

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Game Changing Beliefs

A set of principles you can chose to *believe* in, which have high odds of *changing* your *game* favorably:

No silver bullets

More 'operational effectiveness' and more 'success' … more often!

The trick – of course – is to believe in the right things … and stick to what you believe in !!!

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Take away?

The question is not whether the 'Game Changing Beliefs' are right or wrong.

The question is which principles you yourself chose to believe in to favor your game!

#GameChangingBeliefs

... are beliefs with a game changing impact on your success with high-tech product development!

Imagine if you could chose to believe in something ... and then it would change your luck ... forever!

www.42ndstreetcompany.com/game-changing-beliefs   "Change your luck ... forever!"

You can't control your luck,
but you can change it!

Summary

- Find the most important factors

- The better you understand the true nature of your project, the more likely you are to succeed in pushing luck in your direction

- Anchor your understanding in a set of basic principles to guide you during execution

- This will help you create a structure enabling agile at scale by driving the right behaviors

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Morten's top 3 #GameChangingBeliefs

- Without support of your organization everything gets more difficult – and not fun in the first place!

- Without the right people – ready, willing and able for task at hand – things just get too complicated!

- Nothing can prevent smart people from doing what they want. Create an environment where everyone has the freedom to perform and opportunity to contribute!

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