

# BUSINESS AGILITY

VALUE BASED PLANNING  
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## WHAT WE'LL DISCUSS

- Why We're Here
- Tell Us About You
- What's Agile Anyway
- Value Based Planning
- Use What You've Learned
- Ask the "Experts"

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TELL US ABOUT YOU

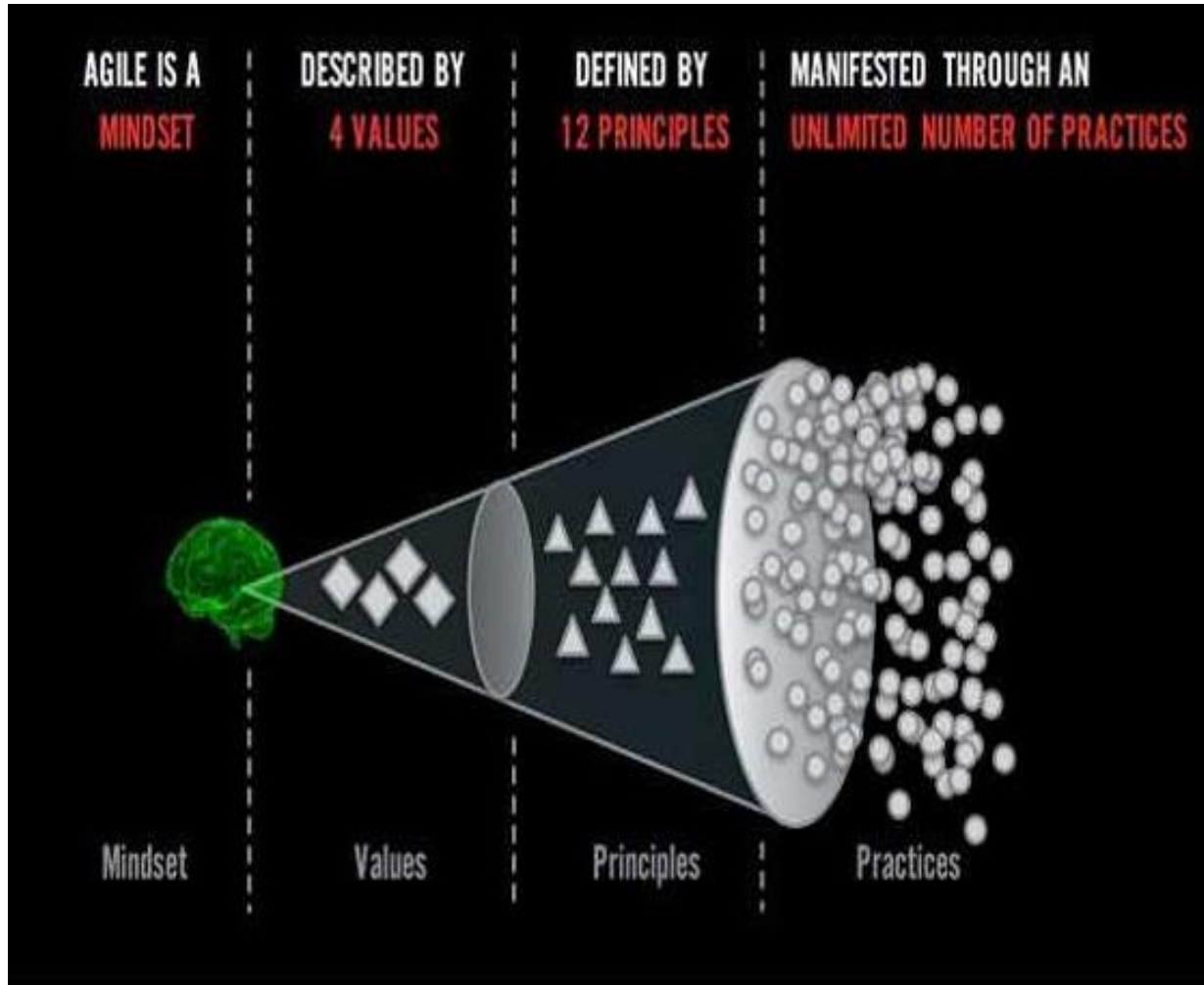
How many years experience do you have with agile?

What do you hope to get out of today's session?



**AGILE FOCUS'S ON DELIVERING VALUE INSTEAD OF  
KEEPING PEOPLE BUSY**

# WHAT DO YOU MEAN BY AGILE?



We can't be agile because...

You aren't agile because you are not...

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Working Solutions  
Over  
Comprehensive  
Documentation

Interactions &  
Individuals  
Over  
Process & Tools

Responding to Change  
Over  
Following a Plan

Customer  
Collaboration  
Over  
Contract Negotiation

AGILE MANIFESTO

# 8 PRINCIPLES OF AGILE ORGANIZATIONS

Customer Delight  
over Shareholder  
Profit

**Embracing  
Complexity over  
Predicting and  
Controlling**

Engagement and  
Adaptability over  
Efficiency

**Autonomous  
Teams over  
Directed Groups**

Human Systems  
over Rigid  
Hierarchies

**Radical  
Transparency  
over Structured  
Communications**

Simple Rules over  
Complicated  
Processes

Transformational  
Leadership over  
Heroic Leadership

# KEY CONCEPTS IN AGILE



- Eliminate waste by doing JIT planning
- Demonstrate value at the end of every increment to the customer
- Inspect and Adapt often
- Smallest possible pieces
- Ruthless prioritization





**VALUE BASED PLANNING**

# WHAT ARE THE GOALS AND THE VALUE OF THE EFFORT

## Values

Understand and align on goals of this initiative

## Epics

Define Critical Success Factors (CSFs)

- These becomes the *Epics* – they align to the values, but are too big to be considered individual pieces of work

## Stories

Take what would be typical line items from your project plan

- Tactical level execution items
- These are the *stories*

# VALUE BASED PLANNING - THE STEPS

## Step 1

Choose 2 - 4 value statements

## Step 2

Break them down into epics

- Define Epics
- Assign scores based on value
- Prioritize

## Step 3

Define Stories

# VALUE: GETTING BACK TIME

- Project: Separation of Duties
- Background:
  - Ongoing Acquisitions and Integrations
  - Opportunity for time savings
- Value Statements:
  - Get the time back for engineering to focus on new development initiatives
  - Find the right expertise for the work
- What did we do?
  - Defined the items that needed to be reassigned
  - Gathered details on how much time each was taking
  - Prioritized the items that would get us the most time soonest




# VALUE: INCREASE THE VALUE OF EMAILS SENT

- Project: Email Marketing Improvements
- Background:
  - Emails for products were taking 6 weeks to be sent
  - Creative department had more than 50 projects in flight at any time
- Values
  - Deliver an email in under 2 weeks
  - Get more click throughs
  - Turn clicks into orders
- Value/Mission Statement
  - We want to send emails that have meaning to our customers so that they have a more successful business that drives repeat business to our organization.



**WORKSHOPS**

**USE WHAT YOU LEARNED**

- 
- Agile Implementation
  - Integrating and Acquired Company
  - Reorganizing a Department

SAMPLE PROJECTS





SHARE



SHARE



SHARE





Q & A