

Designing Business Outcomes

A #noprojects primer

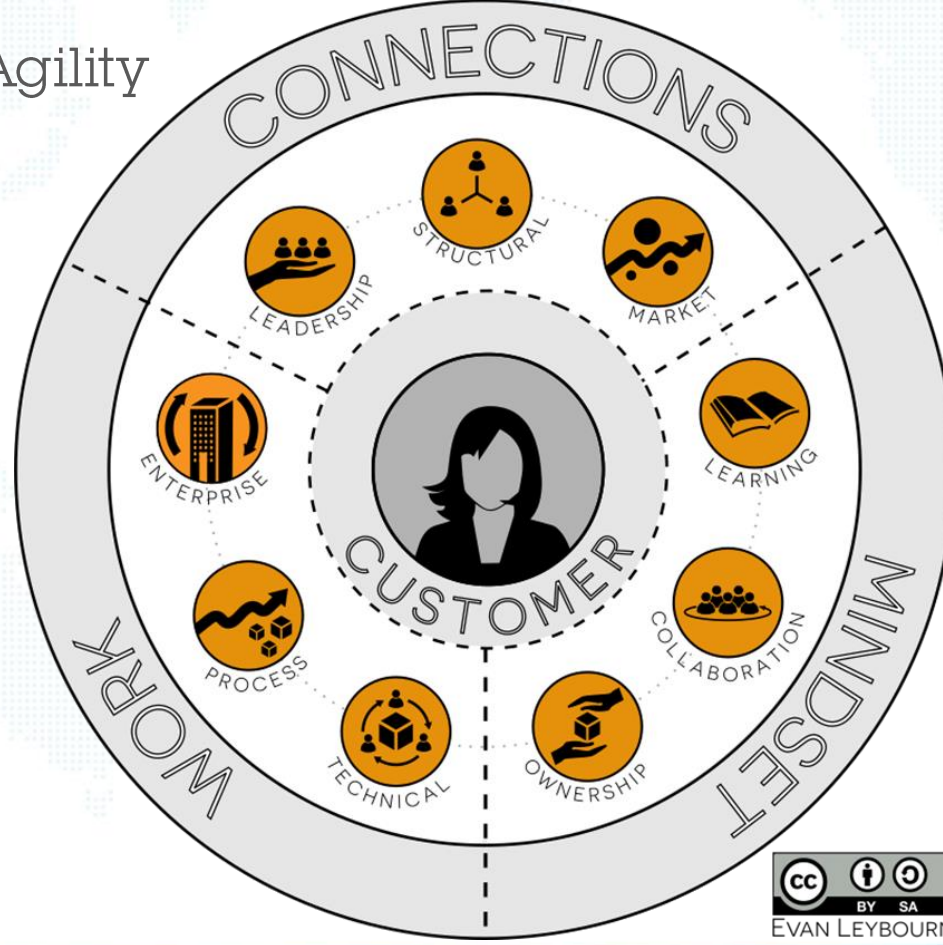
Evan Leybourn

Agile India, 2017

What is #nopprojects?

The alignment of activities to outcomes measured by value, constrained by guiding principles and supported by continuous delivery technologies

Domains of Business Agility



CC BY SA
EVAN LEYBOURN

The continuous culture

Continuous delivery,
deployment,
monitoring,
strategy,
planning,
design,
marketing,
feedback,
business,
finance

Funding #noprojects

Change the question – not “how much will this cost?”, but rather “how much is it worth?”

Outcomes over outputs

Outcomes are valuable, planned, slowly changing and define a common direction for all work

Outcome profiles

Outcome Title:		
Description:	Measure:	
	Baseline:	
	Target:	
	Cadence:	
	Lag/Lead Time:	
	Dependencies:	
Owner:		Budget:

Outcome profiles

Outcome Title: Active subscribers	
Subscribers who have logged into the CN app more than once and have completed 80% of their user profile	Measure: # of active subscribers
	Baseline: 0 (pre-launch)
	Target: 100,000 in 3 months
	Cadence: Weekly
	Lag/Lead Time: 1 Week Lag
	Dependencies: None
	Budget: \$6,750,000
Owner: Modern Major General	

Outcome profiles

Outcome Title: Staff Satisfaction		
Happy staff are productive staff. Unhappy staff are expensive staff.	Measure:	1. Retention 2. NPS
	Baseline:	1. 94% 2. 6+
	Target:	1. 98% 2. 8+
	Cadence:	1. Monthly 2. Bi-Monthly
	Lag/Lead Time:	1. 6 Week Lag 2. 1 Week Lag
	Dependencies:	None
	Owner: Grand High Poohbah	Budget: \$1,550,000

Outcome profiles

Outcome Title:		
Description:	Measure:	
	Baseline:	
	Target:	
	Cadence:	
	Lag/Lead Time:	
	Dependencies:	
Owner:		Budget:

Common, agreed, and prioritised constraints that shape all activities

(e.g. quality, communication, staff engagement, security, or branding)



BUSINESS AGILITY 2018 CONFERENCE
NEW YORK, MARCH 14-15

PRESENTED BY THE BUSINESS AGILITY INSTITUTE





Evan Leybourn

IBM GBS



leybourn@sg.ibm.com



[@eleybourn](https://twitter.com/eleybourn)



slideshare.net/eleybourn



sg.linkedin.com/in/evanleybourn