AGILE 2018
SAN DIEGO
AUGUST 6-10
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Delivering Value and Defeating the Cobra Effect
What we plan to do

- Introductions
- The Cobra Catcher simulation
- Retrospective
What is the cobra effect?
A formal Definition

“Unanticipated consequences or unforeseen consequences are outcomes that are not the outcomes intended by a purposeful action.”

Robert K. Merton, sociologist
For example –

The Streisand Effect – 2003
Legal action to stop a picture being shared caused 420,000 people share the picture.

Cost: $155,567 in legal fees and lots of bad press

One More
Airbus made the A380 too quite in 2008.
Passengers heard other passengers in the bathroom, outside conversations and crying babies.
http://www.thedailyparker.com/post/2008/12/04/423cb12e-5b28-4f16-9fba-0e5e85b47cc1
The Cobra Catcher Simulation
The Pieces

- One six sided dice per table
- $10,000 in play money.
- 144 plastic snakes
- Cubes which represent eggs.
The Players

- Elect a mayor and give them the $10,000
- The rest of the players at the tables are ordinary folks earning a bounty from Mayor for every snake.
- Each table of players rolls a dice. The result is the number of “snakes” they begin the game. 2 to 7 snakes.
How to Play

• The Judge sets an egg timer to go off every three minutes.
  - When the timer goes off the players do the following
  - Roll the dice on 1, 3, or five each pair of snakes breeds
  - Roll a dice and that is the number of eggs produced
  - If a player has eggs then they hatch and become snakes exchange them.

• The Mayor sets the bounty for how much they will pay for each snake or egg.

• The game lasts ten turns or until we run out of snakes whichever comes first.

• The table with the most money from the mayor “wins.”
One more thing...

Players can buy, sell and trade snakes with each other. Players may also buy, sell and trade eggs with each other.

Players want to make money, reducing the snake population is not a major concern.
What did we learn

Quick retrospective
Thank you

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