

The background of the image is a photograph of a city street. A train is blurred as it moves across the frame, creating a sense of motion. A tall palm tree stands on the right side of the street. The sky is a clear, bright blue. The overall color palette is warm, with a mix of blues, oranges, and yellows.

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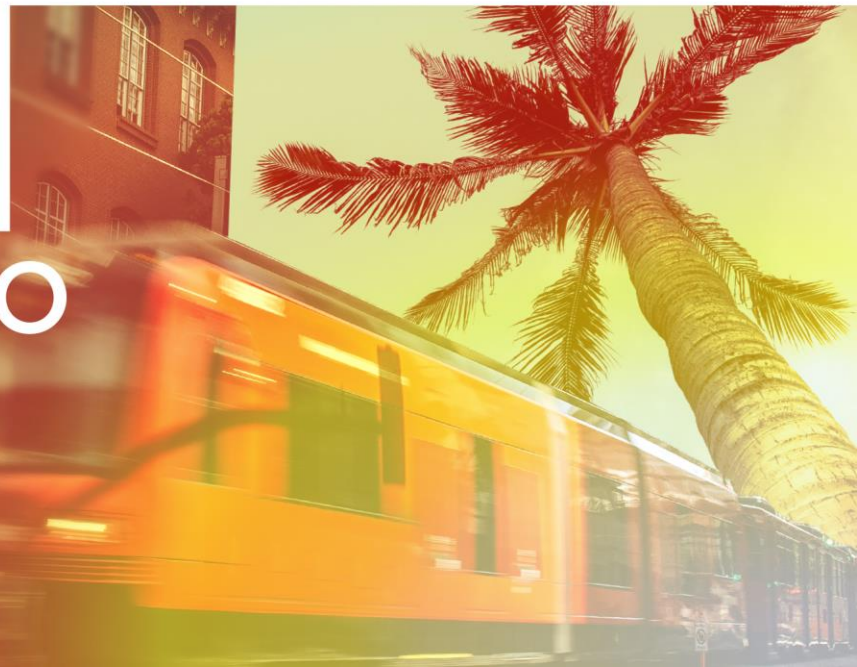
Agile
Alliance



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Delivering Value and Defeating the Cobra Effect

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What we plan to do

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- Introductions
- The Cobra Catcher simulation
- Retrospective



What is the cobra effect?

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A formal Definition

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"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

<https://www.economist.com/blogs/economist-explains/2013/04/economist-explains-what-streisand-effect>



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

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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

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Quick retrospective

Thank you

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