John Hughes

Agile FTW! Competitive Advantage and Happiness Through Business Agility
Hello
my name is

John Hughes
Organizational Agility Coach
Sevatec’s Agile Practice
Agile – Created by Software People
4 Values - Software Words

- Individuals and Interactions
- Working Software
- Responding to Change
- Customer Collaboration

Over

Process and Tools
Comprehensive Documentation
Following a Plan
Contract Negotiation
12 Principles – More Software Words

1. Satisfy the **customer**
2. Welcome **change**
3. Deliver **frequently**
4. Work **together**
5. Trust and **support**
6. Face-to-face **conversation**
7. Working **software**
8. Sustainable **development**
9. Continuous **attention**
10. Maintain **simplicity**
11. Self-organizing **teams**
12. Reflect and **adjust**

Be Agile? Agile Mindset?
Practices? Tools?
Stop Thinking Agile is Just for Software
Bring It To The Business

Anyone do this already?

Examples of how?
Even Your Home!

…but let’s just focus on the business for this session
Crossing That Bridge

• A value-driven, data-driven focus
• Frequent touchpoints and collaboration
• Visibility, transparency, and awareness
• Cross-functional mission-aligned teams
• Agile roles to enable the right behaviors
• Fast feedback and continuous improvement
• Agile Mindset
• Corporate DevOps
Top Down Champions – BACon 2017
Shaping Ideas Into Value-aligned Initiatives

Impact Map

**GOAL**
- Super-fans with mobile devices
- Concert Organisers
- Artist Agents and Promoters

**ACTOR**
- Come back more frequently
- Stay longer
- View more ads

**IMPACT**
- Push updates
- Special offers
- Forums
- Chats
- Better pagination

**DELIVERABLE**
- Story 1
- Story 2

As a <user role>
I want <goal>
so that <benefit>.

Product backlog items
Strategic Planning Offsite
Execute on the Strategic Plan

- Goals, Initiatives, Activities in Jira
- Ordered Strategic Backlog
- Strategic Roadmap showing 3 years
- Strategic Plan Scrum board
- Scrum-like Agile practice using Iterations
  - Planning
  - Standups/Touchpoints
  - Burndowns
  - Review
  - Retrospective
Benefits and Struggles

“Let’s go completely Agile!”

Cross-Functional Touchpoints

Ops Mesh

BD Mesh

Contract Retros

Resistance

Scaling Challenges

Partial Backslides

Modern Leadership

Agile Quality Management
Value-driven Acceleration
All work can tie back to the highest priority Strategic Goals and Initiatives
Round 2: Customer Intimacy and Psychological Safety
Let’s Talk A Bit More About the Practices and Behaviors Themselves

Seeing Agile from the Business Lens
Value-driven Focus

- Impact maps
- Value stream maps
- Roadmaps
- Backlogs
- Epics/User Stories
- OKRs (Objectives and Key Results) and CFRs (Conversations, Feedback and Recognition)
Frequent Touchpoints and Collaboration

- Roadmap and Backlog Grooming
- Iteration Planning and Review
- Daily Standups
- Program Increment Planning and Reviews
- Scrum of Scrums
- Cross-functional “meshes”
Visibility, Transparency, and Awareness

• Kanban Boards
• ALM tools like Jira or TFS
• Chat tools like Slack or MS Teams
Cross-Functional Mission Aligned Teams

- Functional Silos,
- Lack of Communication,
- Multiple Handoffs

- Cross-Functional Roles,
- High Collaboration,
- Results Oriented
Agile Roles to Enable the Right Behaviors

- Product Owner Team / Value Team
- Product Owners
- ScrumMasters
- Agile Team members
Fast Feedback and Continuous Improvement

• Retrospectives
  • Cross-functional with customers
  • Internal after iterations
  • After business milestones
  • After issues arise

• Surveys

• Conversations
Mindset

- Culture of transparency and awareness
- Openness and Psychological safety
- Empowerment and self-management
- Happy customer and happy employees
- Wholeness
“Corporate DevOps” - Mindset

• All functional areas working from the beginning of an effort
  • e.g. Proposals, Capture, and Recruiting...
• Shared ownership, not “throwing it over the wall”
“Corporate DevOps” – Technology Practices

• Integrate back-office tools to gain efficiencies
• Leaning out processes through automation
• Predictive analytics
• Monitoring and notifications
“Corporate DevOps” - ChatOps

• Tools like Slack and MS Teams bring everything together in a very consumable, centralized way
Business Agility Benefits

• Benefits of applying Agile and DevOps mindset and practices to the business
  • Revenue and growth accelerate
  • Corporate processes lean out
  • Employees are more capable
  • Real-time awareness and predictive analytics
    • increased effective decision-making and empowerment

• Employees are happier. Customers are happier. The corporate bottom-line reflects this happiness.
Wrapping it Up
Questions? Discussion?

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