Self-organizing competency building and practice sharing with a group of 12 Agile Coaches

Gerrit Lutter - Agile Coach at idealo, Berlin
How do we, as Coaches, work well together?
Background information on idealo

2000: idealo goes live in Germany as a product price comparison page

2012: first Scrum Master joins the company

2016: product & development is split into 10 autonomous units

2018: company: 750 employees, 6 European markets, 34 dev teams

german market: 40m visits / month, 50k partner shops, 2bn offers imported / day (up to 42k / second)
three general lessons

1. Agile Coaches aren’t immune to the effects that we help others work through

2. Be very context sensitive with your solutions (especially for coaches)

3. Open up your activities to others
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GERRIT LUTTER, idealo Internet GmbH, Germany

This experience report revolves around this question: How do we, as Agilists, work well together? It reflects on how Agile Coaches and similar roles might be unique in terms of constraints and potentials for self-organized competency building. And it describes how a group of a dozen coaches continuously sought answers and what they found.

INTRODUCTION
Gerrit Lutter worked for nine years as a product owner at German telephony provider sipgate. Together with two other product owners and a scrum master, he was part of the scrum team for the “sipgate mac and windows” product range. He worked with our respective scrum masters and product managers to define the goals of the product and to focus on important features. He worked with developers and testers to resolve bottlenecks and other issues and to continuously improve the product. To succeed, he needed to work well with his team and with the product owner and product manager.

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Thank you for your interest in the topic! Looking forward to your feedback and connecting with you:

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