Presenters

Wayne Hetherington
Independent Agile Coach
contracted to RBC

Farahnaz Henley
Scrum Master

David Sabine
Professional Scrum Trainer
Licensed by Scrum.org
Agile Reporting for PM Brain

Live Poll Quiz: Busting Brain Myths

1. Open a browser on any laptop, tablet or smartphone
2. Go to http://etc.ch/AFGj
3. Answer the three questions

https://directpoll.com/r?XDbzPBd3ixYqq85Vqj4vmcNv0ZFuQb9fSuYIAqArn
Introduction

- Thinking Fast and Slow
  Daniel Kahneman

- Predictably Irrational
  Dan Ariely

- Escape Velocity
  Doc Norton

- Measure What Matters
  John Doerr
Basic Cognitive Terms

- **Bias**
  - Confirmation Bias

- **Heuristic**
  - Availability Heuristic

- **Fallacy**
  - Conjunction Fallacy

- **Illusion**
  - Illusion of Transparency

- **Paradox**
  - Cobb’s Paradox
Illusion of Control

Let’s play a game to clarify the concept:

- Pair up with someone – 1 roller & 1 watcher
- You can bet up to $10 against the house but keep the amount secret to yourself
- Roll the die!
- If you roll 6; you both win otherwise you both lose
Good, Bad & Ugly Metrics

Be careful of cognitive bias when picking metrics

90/90 Rule
Parkinson’s Law
Hofstadter’s Law
Vanity Metrics
Observer Effect
(Hawthorne Effect)

Goodhart’s Law

Don’t measure metrics that you’re not willing to improve!
Select your Metrics

A good place to start is a goal-based approach:

**Goal**
Start by asking yourself what **Goal** you would like to achieve.

**Question**
Then come up with the **Questions** you would like to answer.

**Metrics**
You can choose proper **Metrics** based on the answers above.

**OKR**: Objectives & Key Results
Build a Dashboard

Product

Process
Instructions

• Groups of at least 3 people
• Read goal and questions
• Refine goal, add question
• Propose metrics
• Test each metric against these criteria
• Timebox of 10 minutes

• Defend/Explain your choices

https://qoomon.github.io/time-timer-webapp/
What Makes a Good Metric

- Does it fool me into believing something that is not true?
- Does it pacify stakeholders?
- Does it fail to drive right behavior?
- Can it be easily gamed?
- Will managers turn this into a target?
- Are stakeholders unwilling to invest in its improvement?
- What business decision can I make?

Use the personal mini-dashboard to try options or think about other goals. Help yourself to sample metrics.
Thank You

Feel free to ask us your questions.

Feedback is really important. Please leave us feedback. Give feedback online or in the app.

Wayne and David