

Value

Purpose

**Products
over
Process**

Mechanics

Products and People

over

Process and Dogma

DevJam

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Choose a few words to describe your **process**

How do those words help your **product**?

What's your story?

A group of people are sitting around a table in a meeting. The image is slightly blurred and has a semi-transparent grey overlay. In the center, there is a white rectangular box with a black border containing the text "Share, Compare, Learn". The people are engaged in conversation, and there are papers and cans on the table.

Share, Compare, Learn

**Learning
by
Comparing**

THE BLACK SWAN



The Impact of the
HIGHLY IMPROBABLE

Nassim Nicholas Taleb

FREAKONOMICS

**A ROGUE ECONOMIST EXPLORES
THE HIDDEN SIDE OF EVERYTHING**

"Prepare to be dazzled."

— Malcolm Gladwell, author of *The Tipping Point* and *Blink*



NEW YORK
TIMES
BESTSELLER

**STEVEN D. LEVITT AND
STEPHEN J. DUBNER**

blink

By the author of THE TIPPING POINT

Thin-Slicing, Snap Judgments,
and the Power of Thinking
Without Thinking

Malcolm Gladwell

Brown M and Ms

Heart Surgery



Why compare these?

B-17

Rialto Restaurant



Or these?



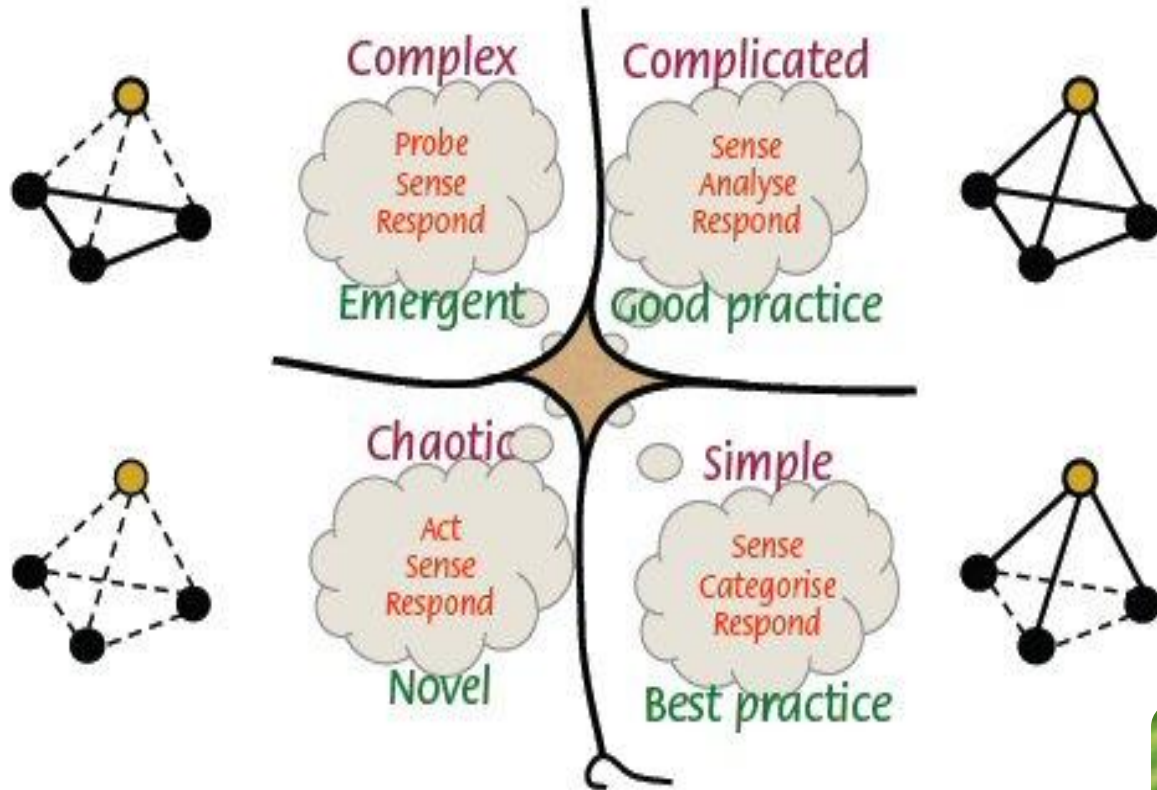
THE **CHECKLIST** MANIFESTO • HOW TO GET THINGS RIGHT

ATUL GAWANDE

BESTSELLING AUTHOR OF
BETTER AND COMPLICATIONS

Simple - Complicated - Complex

Complex Adaptive Systems



Dave Snowden

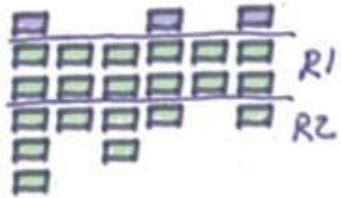
Complexities We Face

Agility and Complexity



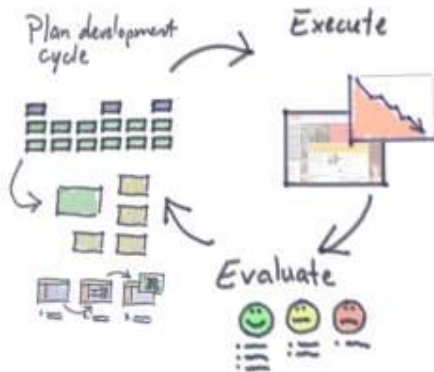
Creating Community (Common Vision)

- Form Communities (Chartering)
- Composing Product (Personas - Story maps - Sketching)
- Create an Eco-System (Iteration 0 - Common Workspace)



Discovery (Planning)

- Product Releases (Value - Effort - Dependencies)
- Iterative Delivery (Iterations (cycles) - Kanban (flow))



Delivery (Iterating)

- Staying Connected (Daily Standup - Common Workspace)
- Tracking Progress (Task Walls - Burncharts - Velocity)
- Technical Agility (Continuous Integration - Test Driven)
- Delivering Value (Acceptance Tests - Continuous Deploy)

Learning (Tuning)

- Validating Progress (Iteration Reviews - Users - User Testing)
- Reflect and Improve (Retrospective - Market Feedback)

Continuous (Product) Learning

Discovery

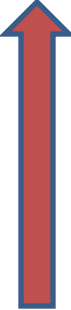
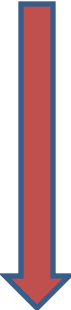
Delivery



What and Why

How and When

“Pivot”



Do You Have a Good Story to Tell?



User Centered Delivery

**When are you ready to iterate?
(an iteration checklist)**

Rethinking Development (product development)

Continuous Deployment
(extremely crazy or extremely powerful?)

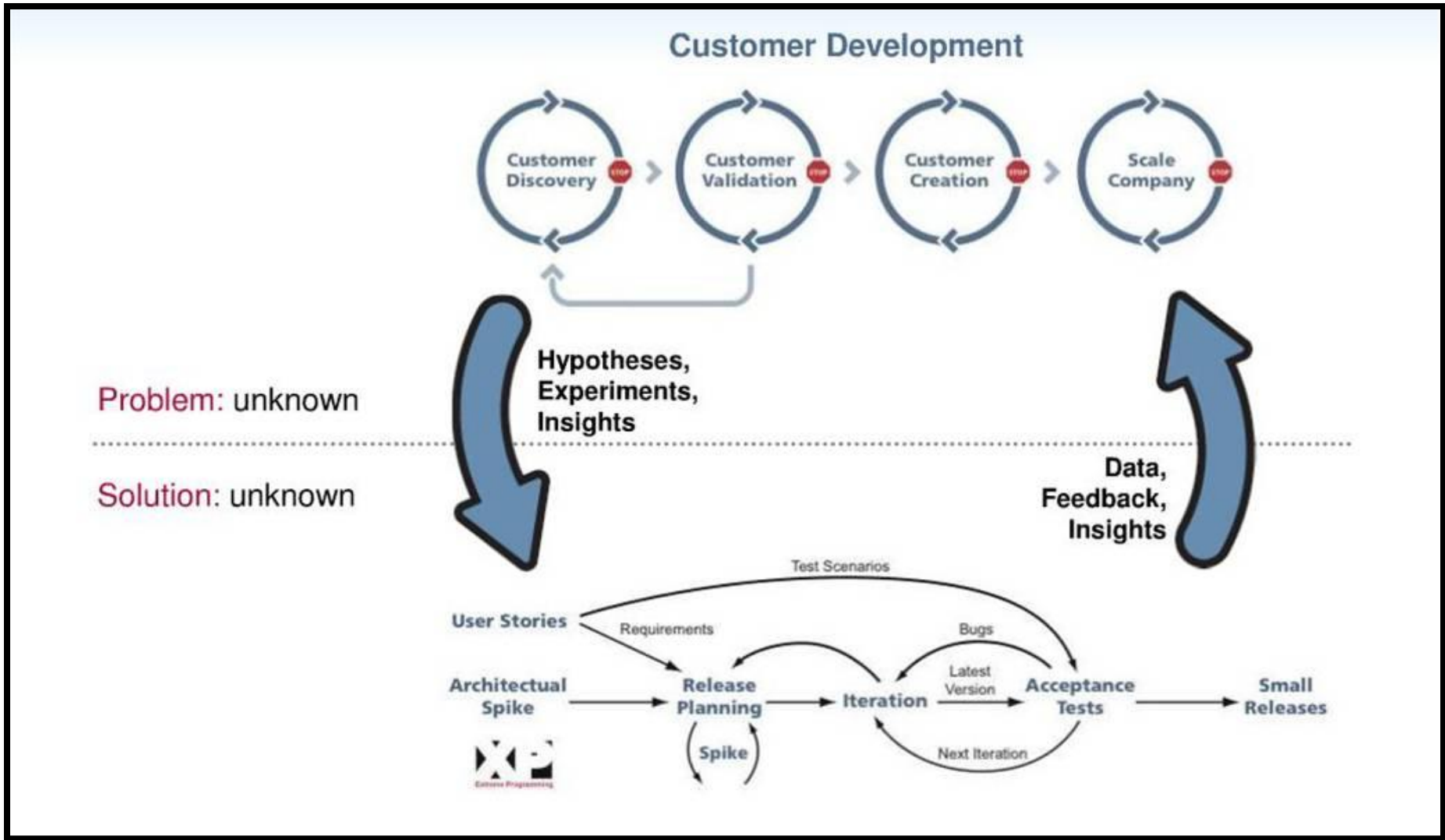
Intentional Investments

Imagine your project is a start up?

How would your approach differ?

Where would you invest your money?
process (**how**) vs. product (**why**)

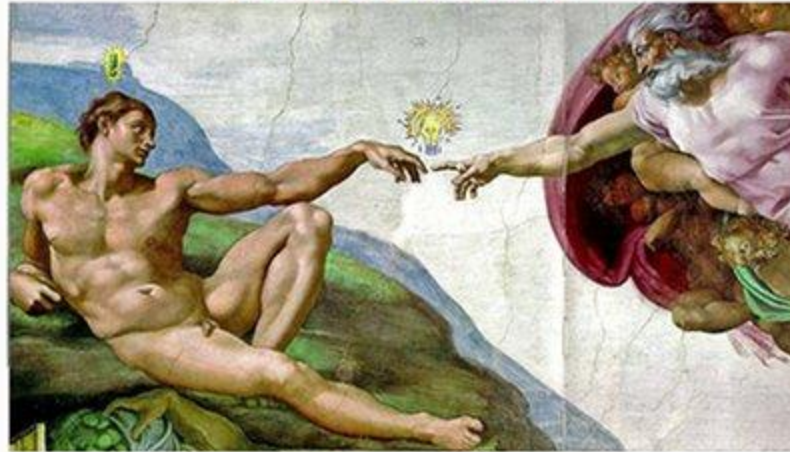
Build – Measure - Learn



Customer Development

The Four Steps to the Epiphany

*Successful Strategies for
Products that Win*



Steven Gary Blank

A “Customer Checklist”

How do you measure progress?

Do you develop customer knowledge?

The Red Threads (so far)

Learning by Comparison

Checklists and Complexity

Product / User Focused Process

Customer Development



So what about brown M & Ms?





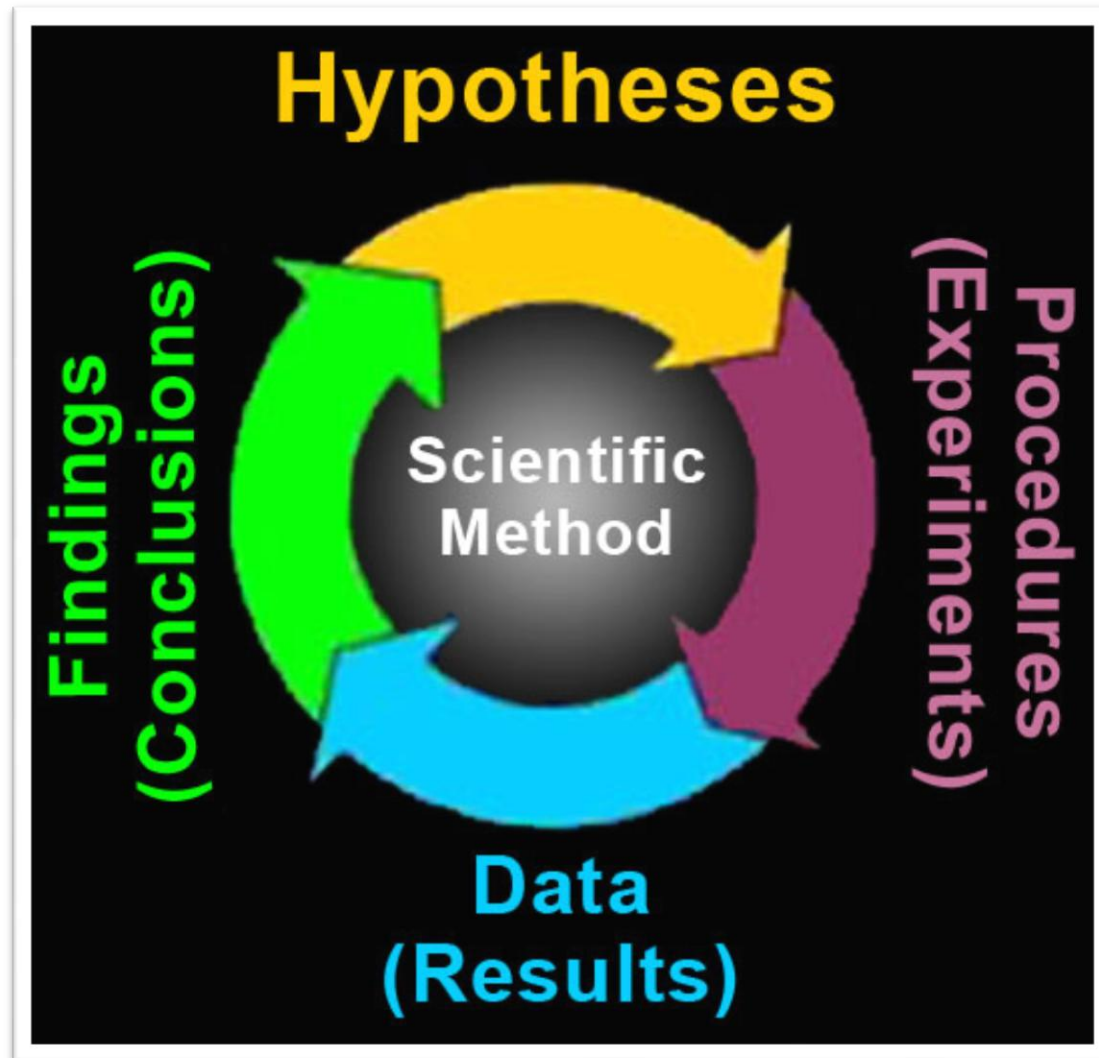
← Atul Gawande

Simple Process / Complex Environments



Learning From Scientists

(validate assumptions with evidence)



Wendy Freedman (on the laws of gravity)



$$V = GT$$

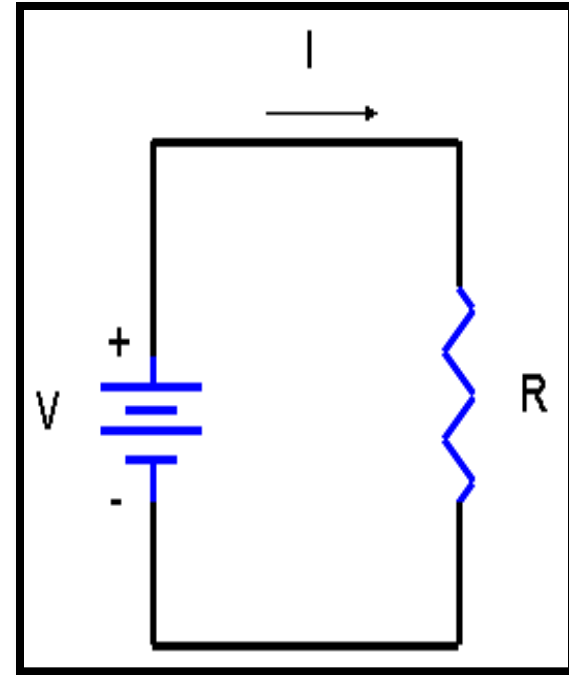
$$F = MG$$

“Gravity is just a theory ... there is always testing.”

Earthly (Common) Laws



**George
Ohm**



**Ohm's
Law**

What are the laws for agility?

What guides our thinking?

Dude's Law

Discussions around "are we **doing Agile?**"

"**Why** are we doing **what** we are doing?"

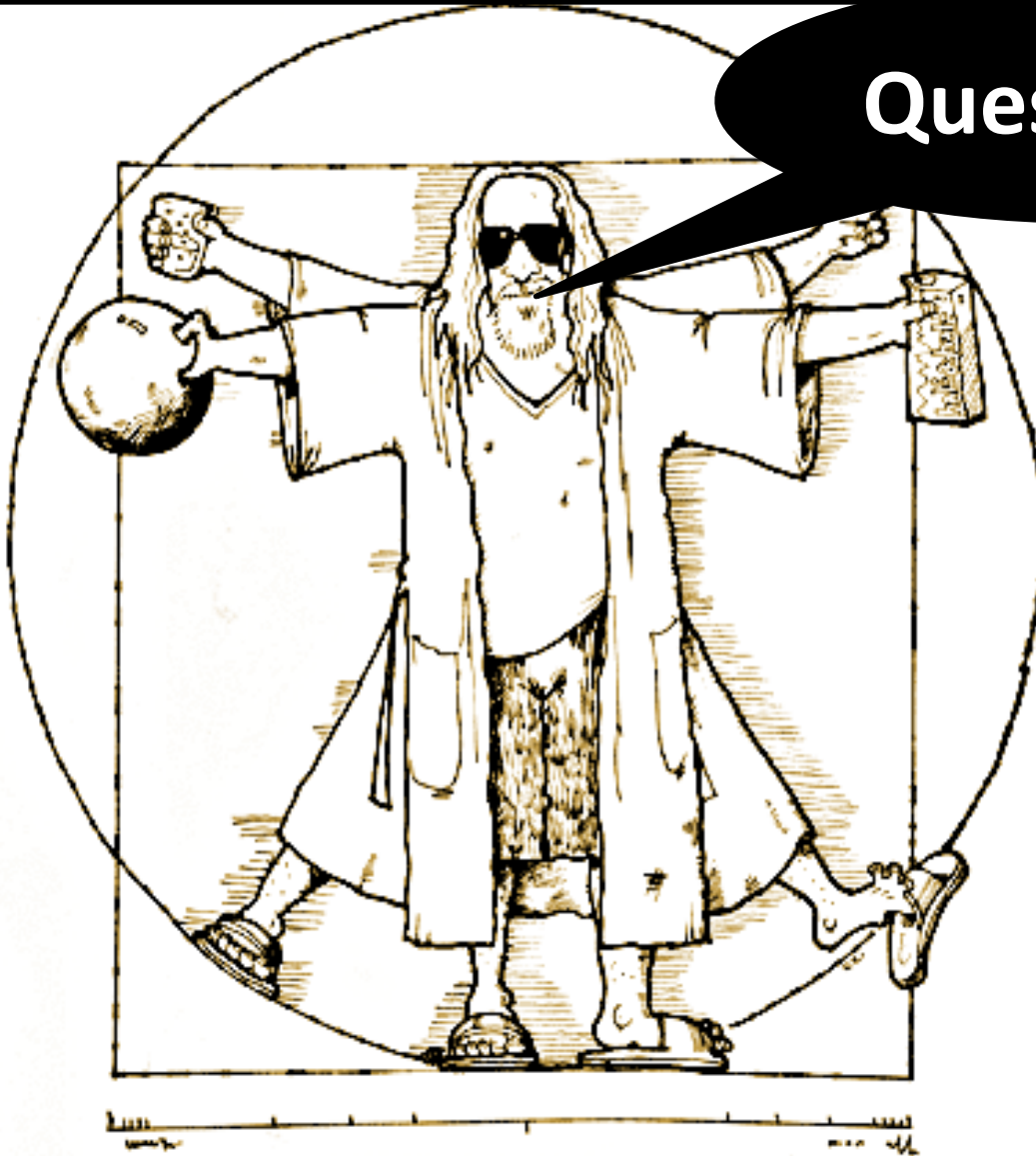
{ **Meaning = Intent / Action** }

{ **Worth = Purpose / Practice** }

Dude's Law: Value = Why / How

Questions?

$$V = \frac{W}{H}$$



$$V = \frac{W}{H}$$

Share, Compare, Learn

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Coaching and Developing Agility

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