

**Value**

**Purpose**

**Products  
over  
Process**

**Mechanics**

# Products and People

over

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# Process and Dogma

**DevJam**

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DAVID HUSSMAN

*Software Anthropologist & Coach*

818 W. 46th Street #201, Minneapolis, MN 55419

*phone (612) 743-4923 e-mail [david.hussman@devjam.com](mailto:david.hussman@devjam.com)*

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

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

**What's your story?**

**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?**



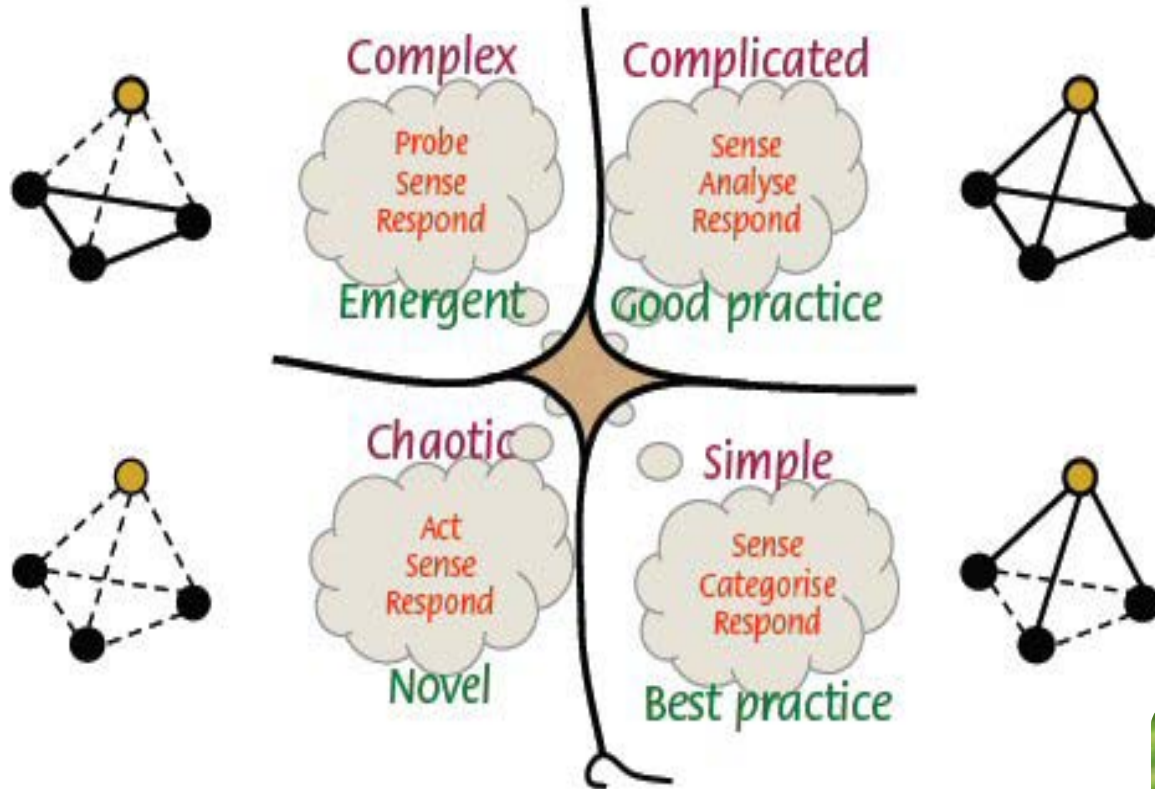
THE **CHECKLIST** MANIFESTO • HOW TO GET THINGS RIGHT

**ATUL GAWANDE**

BESTSELLING AUTHOR OF  
*BETTER AND COMPLICATIONS*

**Simple - Complicated - Complex**

# Complex Adaptive Systems



Dave Snowden

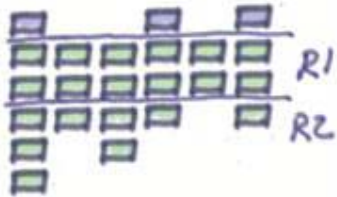
**Complexities We Face**

# Agility and Complexity



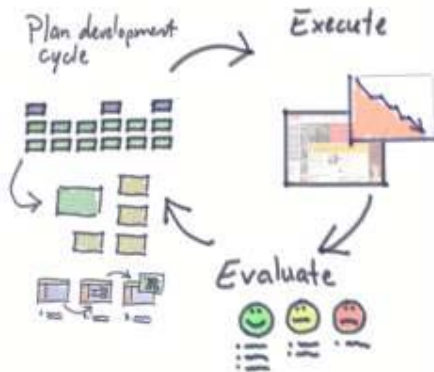
## Creating Community (Common Vision)

- 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 (Reviews - User Testing)
- Reflect and Improve (Retrospective - Market Feedback)

# Continuous Product Learning

Discovery

Delivery



What and Why

How and When

“Pivot”

# How do your processes promote product learning or “pivots”?



# Rethinking Development ( the simplest thing that matters )

**Continuous Deployment**  
(extremely crazy or extremely powerful?)

# Balancing Your Investments

Imagine your project is a start up?

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How would your approach differ?

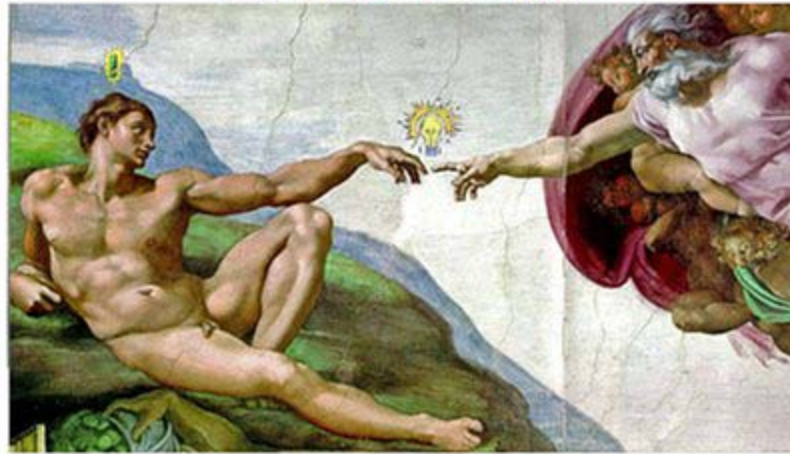
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Where would you invest your money?  
process (**how**) vs. product (**why**)

# The Customer Checklist

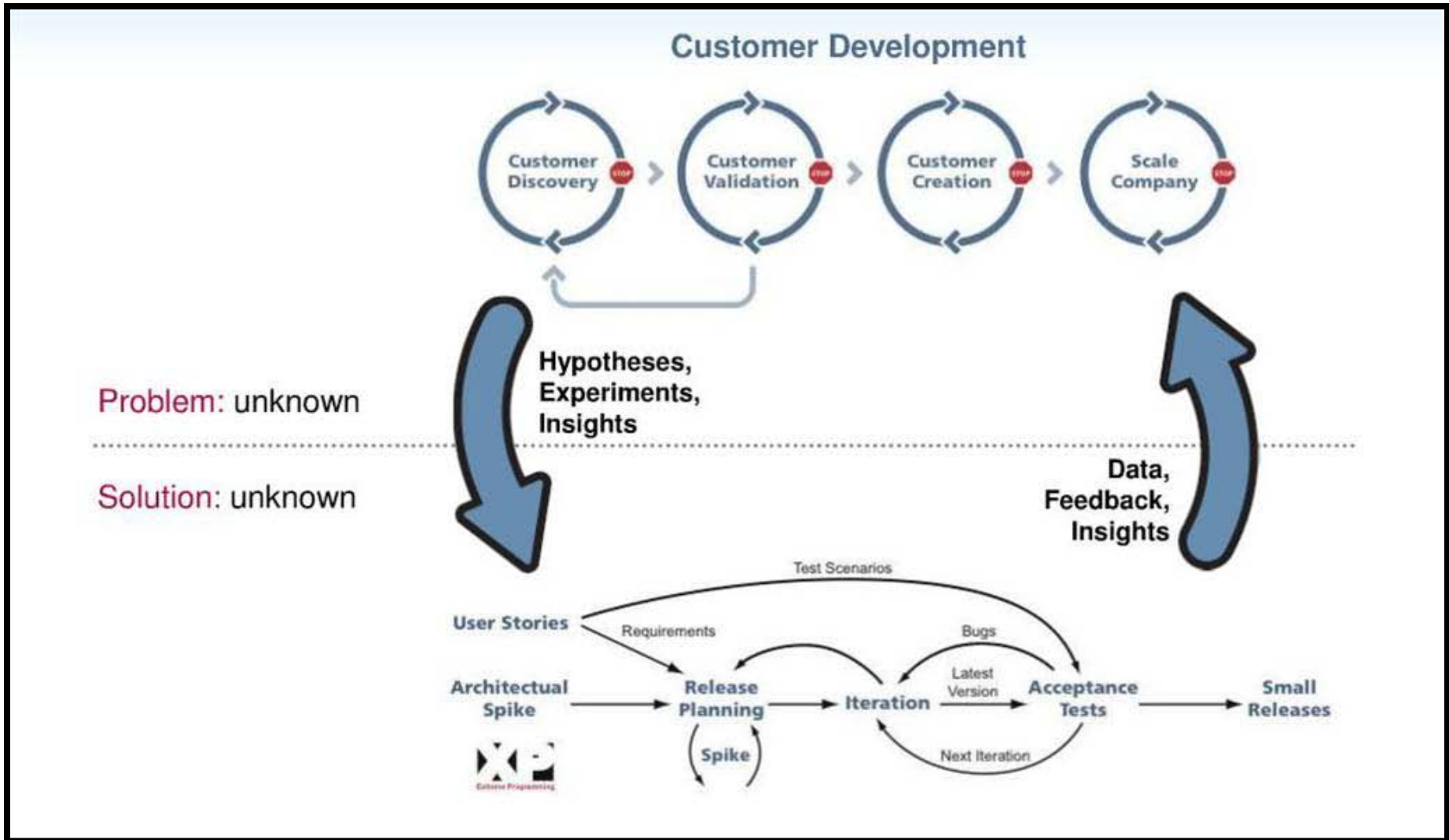
## **The Four Steps to the Epiphany**

*Successful Strategies for  
Products that Win*



**Steven Gary Blank**

# Build – Measure - Learn



**How do you measure product success?**

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**Does it help you “pivot”?**  
**(measure, learn and move towards value)**

# The Red Threads (so far)

Learning by Comparison

Checklists and Complexity

Customer Development

Meaningful Investment



# **The Story of Brown M & Ms** **( complexity calls for simplicity )**

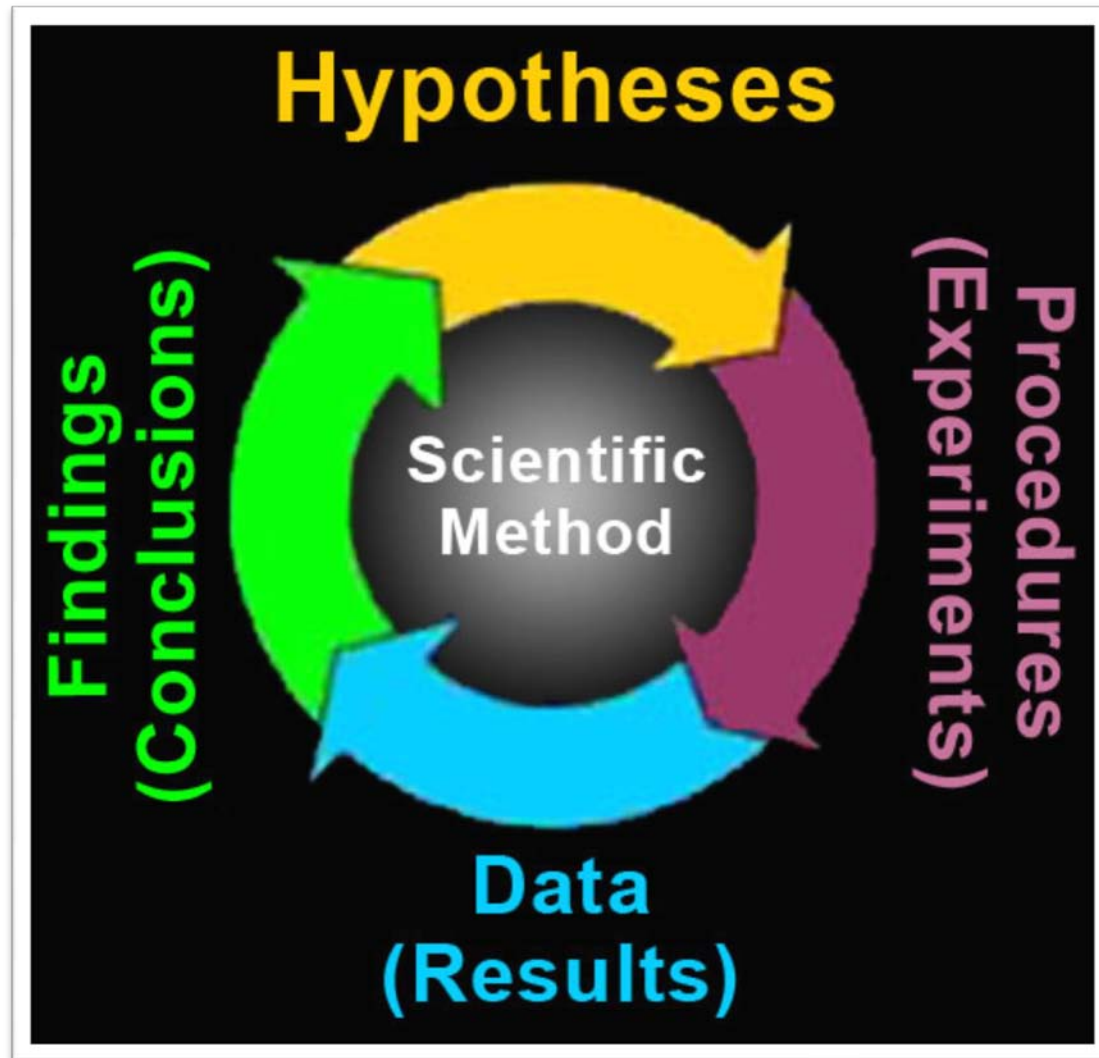
Simple Process /



← Atul Gawande  
Complex Problems



# Scientists Learn by Trying (succeeding and failing)



# Wendy Freedman (on the laws of gravity )



$$V = GT$$

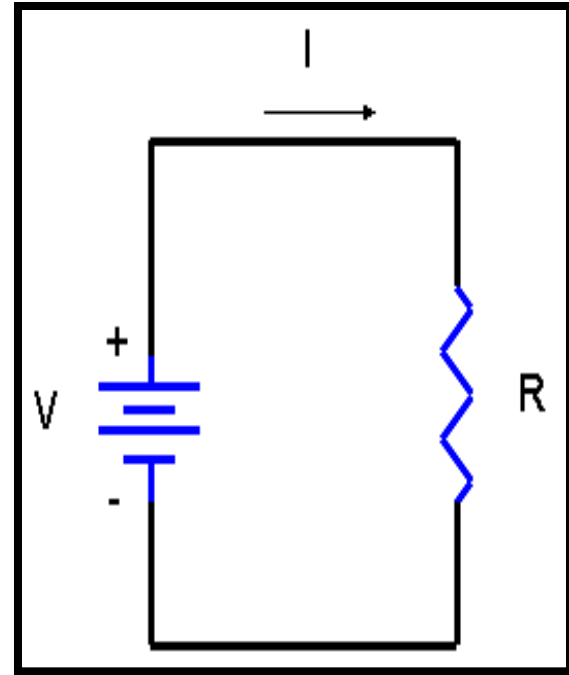
$$F = MG$$

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

# Common Laws in Action



George  
Ohm



Ohm's  
Law

**What are the laws for agility?**

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**What are the best guides?**

# Dude's Law

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

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

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{ **Meaning = Intent / Action** }

{ **Worth = Purpose / Practice** }

# Dude's Law: Value = Why / How

Questions?

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



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

# Share, Compare, Learn

# DevJam

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**Coaching and Developing Agility**

[david.hussman@devjam.com](mailto:david.hussman@devjam.com)

[www.devjam.com](http://www.devjam.com)