Start Your Team on the Path to Success:
A Product Manager’s Role in Liftoffs & Agile Chartering

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Imagine
Liftoffs

Product Manager Role

Drafting Purpose

Managing Risks
Success = High Value Delivery
What the customer values
That creates value for the business
In a timeframe that suits customers’ needs
Easily maintainable and supportable
-produced in a way that leaves team members ready and eager to work on the next deliverable!
Liftoff!
“At PSE, the software development division of Siemens AG Austria, we have realized significant benefits by providing carefully designed facilitated rituals at the beginning and at the end of projects, called kick-off workshops and project retrospectives respectively. The high return-on-investment for the time spent is unchallenged and confirmed by the regular feedback of developers, project leaders, and managers. They attest a positive influence of these rituals on many subjects such as team cooperation, process effectiveness, quality assurance, know-how sharing, reliability of estimations, and so on. This helps to improve the development cycle and increases the financial success of our projects.”

Project Liftoff Activities

Agile Chartering
Kick-Off Workshops
Iteration 0
Boot Camps with Training
Retrospective/FutureSpective
Open Space
Product Manager’s Role
<table>
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<th>Activity</th>
<th>Collaborate with</th>
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<td>Draft the Purpose</td>
<td>Sponsors &amp; Stakeholders</td>
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<td>Assemble the Team</td>
<td>Managers &amp; Coaches</td>
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<td>Plan the Liftoff</td>
<td>Facilitator</td>
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<td>Attend the Liftoff</td>
<td>Team</td>
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<td>Focus on Value</td>
<td>Customers &amp; Sponsor</td>
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<td>Iterate on the Purpose</td>
<td>Team</td>
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<td>Champion the Effort</td>
<td>Everyone who will listen</td>
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<td>Celebrate Success</td>
<td>Team, Sponsor, et al</td>
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Inspiring Collaborative Dynamic Purpose

Collaborative Alignment

Dynamic Context
Purpose
“Raccoon Rescue Website Project” Purpose

**Product Vision**
Raccoon Rescue enables residents, outdoor enthusiasts, and local communities to live in harmony with regional native wildlife and preserves wildlife habitat for future generations. Its website attracts volunteers and donations that sustain this critical work.

**Project Team Mission**
The Raccoon Rescue Website project provides a way to: 1) disseminate information about RR; 2) attract and register volunteers and supporters; and 3) receive donations. We focus on building an attractive site that is highly user friendly to make volunteering and donating as easy as possible.

**Mission Tests** We will deploy the RR website in multiple stages with measures of success at each stage:
- By Q4 2011, the site will have processed 20 troublefree donations.
- By Q1 2012, the pool of volunteers registered through the website increases by 25%.
- By Q1 2012 RR brochure requests increase by 50%, either through mailing triggered by website registrations or reports that website influenced the request.
Scalable
“Team X” Purpose

Product Vision
IT security has a solid enterprise solution for identity management, including standardized access controls, consistent processes, and centralized security of accounts. [Our company] has a streamlined, simplified process for on-boarding all new employees.

Project Team Mission
We provide automated account provisioning which integrates smoothly with critical organizational systems. We champion the identity management tools we support. We build and maintain a centralized, flexible reporting and certification process.

Mission Tests
• By end of 2011 self-service ID management access expands to 25% more employees & contractors.
• Six automated integrations are successfully implemented every year.
• By end of 2012 role-based access for financial systems is in place.
• By end of Q2 2011, we have held at least two brown-bag sessions with applications stakeholders.
FutureWorks Consulting Purpose

Services Vision
FutureWorks Consulting LLC contributes to the growth of workplaces where people say, “I love my work. This is the best job ever!”

Team Mission
We serve professional creatives practicing knowledge and leadership work in the technology, public service, and professional services arenas. We partner to solve the puzzles that emerge in complex adaptive systems between people, technology, practices, processes, and the workplace.

Mission Tests
- Our business generates sufficient revenue to satisfy our monetary goals, measured with semi-annual check-ins.
- Our business provides enough flexibility and support that we can pursue our other individual interests. We measure this at each team meeting.
- We connect with our target audience, measured at least monthly by online analytic tools and other metrics we find useful.
Manage Risk
5 Top Software Project Risks

Waltzing with Bears, DeMarco & Lister 2003

- Inherent Schedule Flaw
- Requirements Inflation
- Employee Turnover
- Specification Breakdown
- Poor Productivity
Selected Additional Resources

Agile Alliance agilealliance.org


Find us on Twitter:  @DianaOfPortland  
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