

Products and People
over
Process and Dogma

DevJam

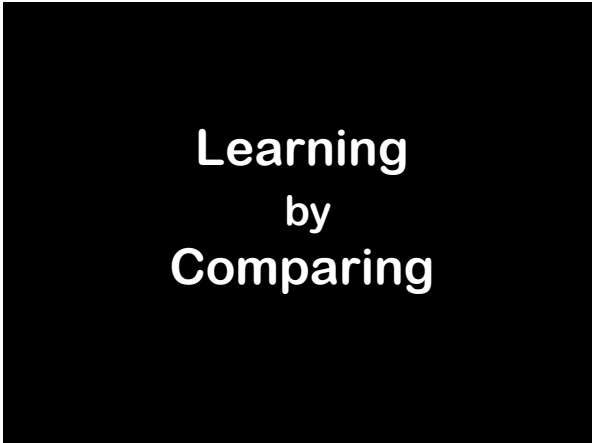
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Choose a few words to describe your **process** How do those words help your **product**?

What's your story?



Share, Compare, Learn

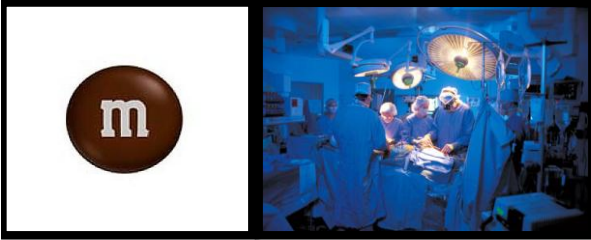


Learning
by
Comparing



Brown M and Ms

Heart Surgery



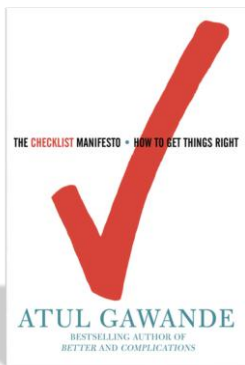
Why compare these?

B-17

Rialto Restaurant

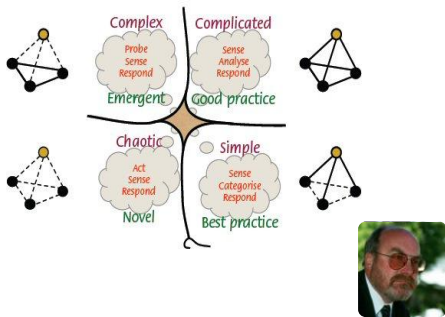


Or these?



Simple - Complicated - Complex

Complex Adaptive Systems



Dave Snowden

Complexities We Face

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

Rethinking Development
(product development)

Continuous Deployment
(extremely crazy or extremely powerful?)

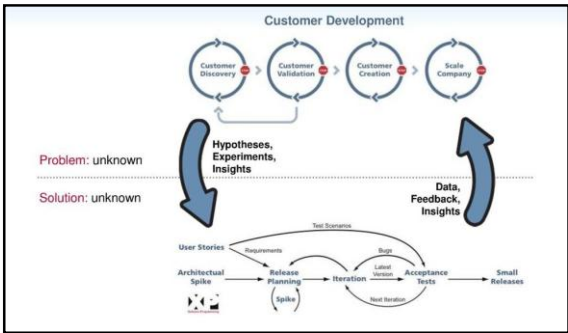
Intentional Investments

Imagine your project is a start up?

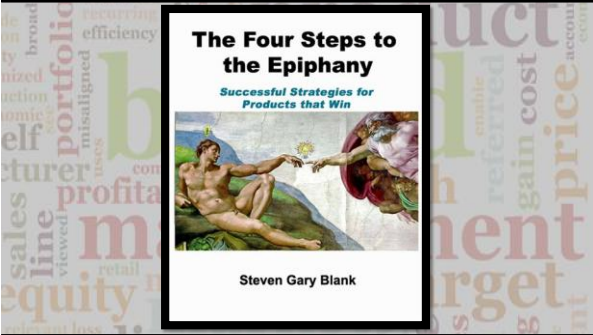
How would your approach differ?

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

Build – Measure - Learn



Customer Development



A "Customer Checklist"

How do you measure progress?

Do you develop customer knowledge?

The Red Threads (so far)

Learning by Comparison

Checklists and Complexity

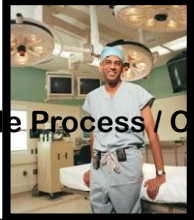
Product / User Focused Process

Customer Development



So what about brown M & Ms?

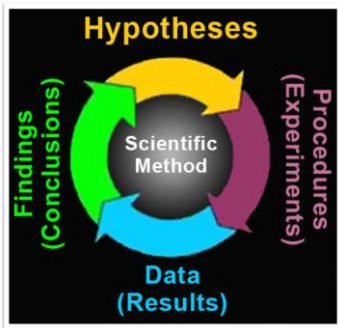




Simple Process / Complex Environments ← Atul Gawande



Learning From Scientists
(validate assumptions with evidence)



Wendy Freedman
(on the laws of gravity)



$V = GT$

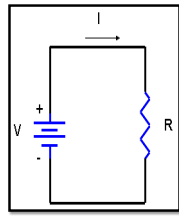
$F = MG$

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

Earthy (Common) Laws



George Ohm



Ohm's Law

What are the laws for agility?

What guides our thinking?

Dude's Law

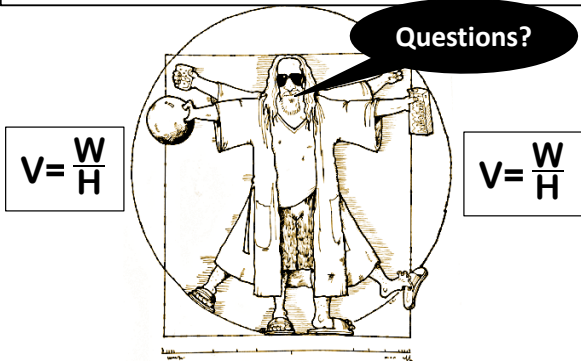
Discussions around "are we **doing Agile?**"

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

{ **Meaning** = Intent / Action }

{ **Worth** = Purpose / Practice }

Dude's Law: Value = Why / How



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Coaching and Developing Agility

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