Mastering Your Software **Delivery: Simple Strategies** to Ensure Business Value



ABOUT US

We help industry-leading organizations boost speed, quality, and predictability of missioncritical software development.

- - Web Development
- **App Development**
- €?
- **Platform Development**
- Product Strategy



Agile Coaching

ASCENDLE

Today's Speakers



Kris Pinto ScrumMaster

Tom Schwendler Product Owner





Luke McConnell **Product Owner**



Today's Overview



Current Challenges





Tracking Progress

Signs of a Healthy Team



Current Challenges Organizations Face

What are the challenges your team(s) are facing today?





What Business Leaders Want

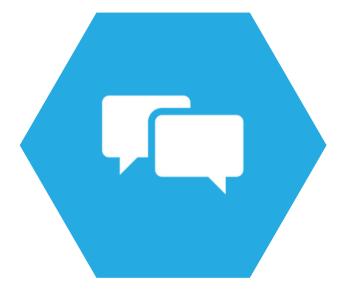


Ability to Adapt to Feedback and Change

Engaged, Happy Teams



Keys to Success

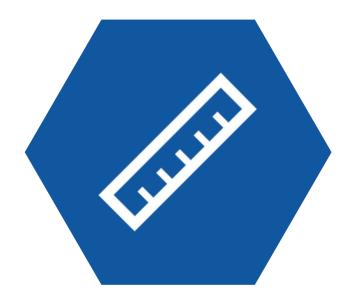




Communicate

Prioritize & Plan





Measure & Adapt



Identify and Share the WHY

- Identify the purpose
- Identify the target market
- Define the value proposition What makes the product/feature different from others?
- Establish Goals
- Write it down
- Share it with stakeholders

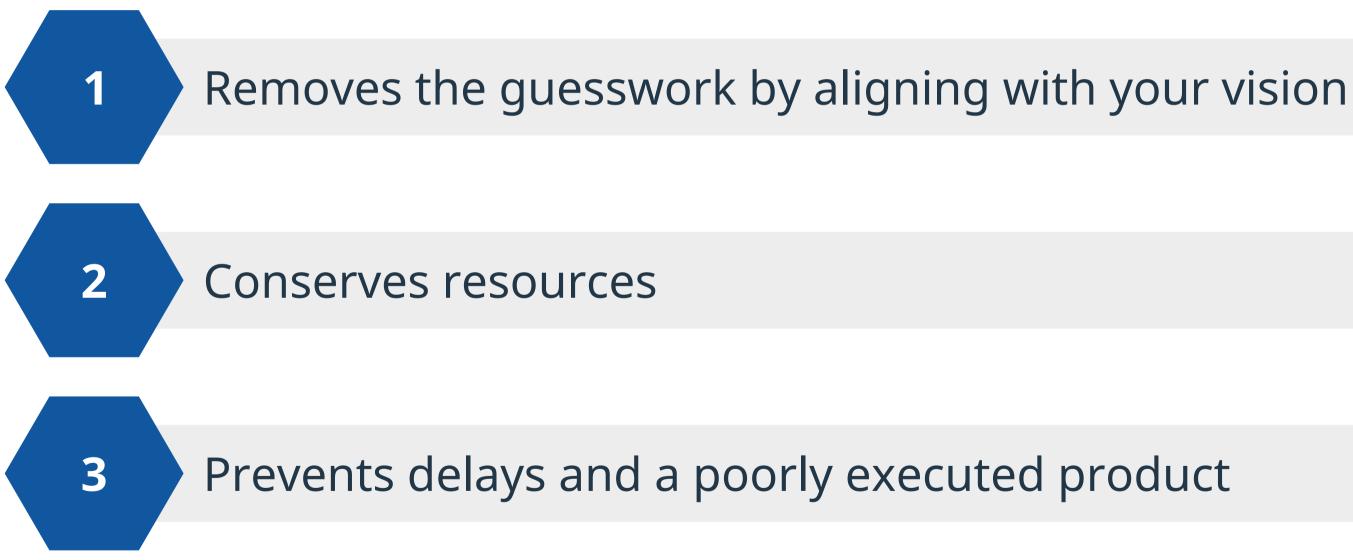


COMMUNICATE



PRIORITI7F

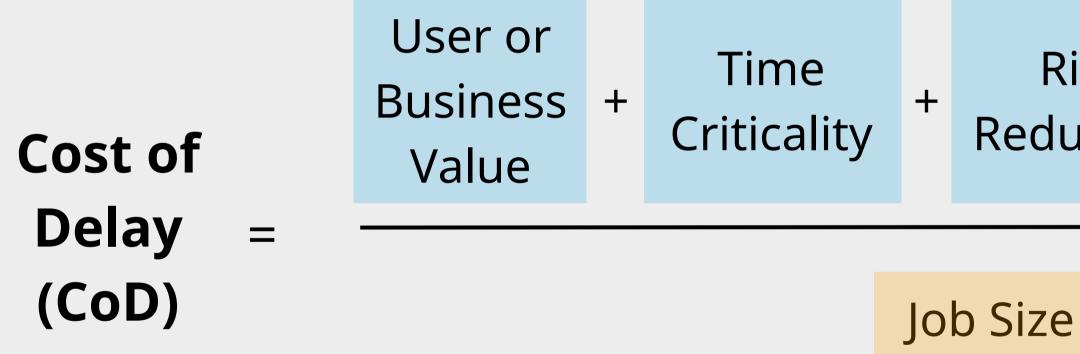
Why Prioritization Matters





PRIORITIZE

WSJF Model





Opportunity Risk OR Enablement Reduction



The Product Roadmap

High-Level Overview of prioritized work including:

- New Features
- Needed Enhancements
- Bugs
- Technical Debt



PLAN

The Roadmap Ties Back to Success

Communication

Prioritization

Alignment

Ability to Adapt



PLAN

Minimum Viable Product Approach





PLAN

Setting Measurable Goals

Product goal

- Increase our Net Promoter Score (NPS) by X% • Initiatives
 - Get customer feedback from a minimum of X of our topperforming users.
 - Obtain at least Z responses to an NPS survey.



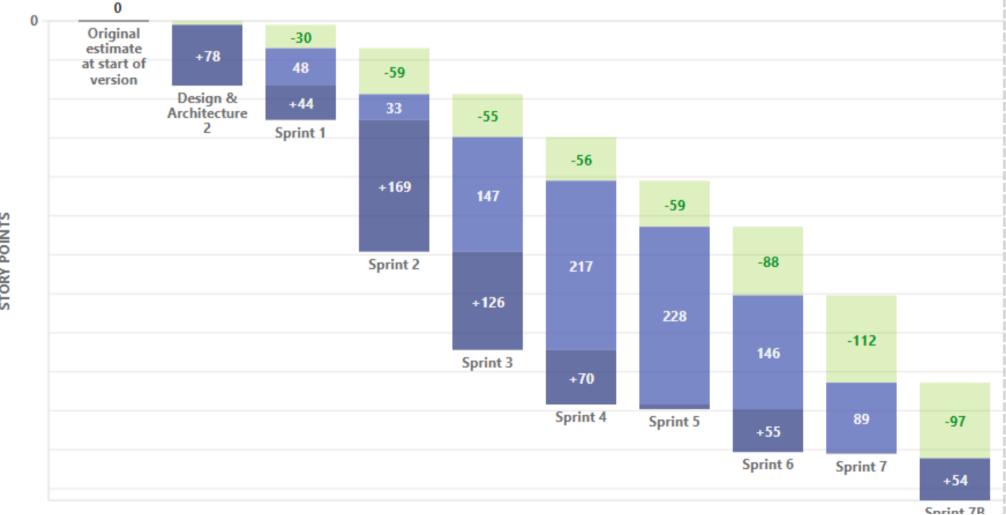
MEASURE & ADAPT

The Sprint Review



The Release Burndov

30% unestimated issues 561 of 615 completed (story points)



STORY POINTS

vn	Rep	ort
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Work added

✓ 1 sprint remaining

Based on your velocity for the last 3 sprints, it will take 1 more sprint to complete this version.

- 99 velocity per sprint
- 54 remaining

Learn more



MEASURE & ADAPT

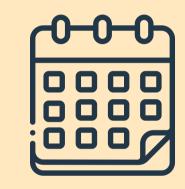
Managing Changes



Have a single source of truth: the product roadmap.



Communicate early and often.



Put less emphasis on dates while discussing milestones.





Use the roadmap as a tool to manage the backlog.

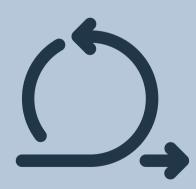


Predicted Timelines, Not Deadlines

There's typically pressure from other departments or stakeholders to get things done on a timeline created in a silo.

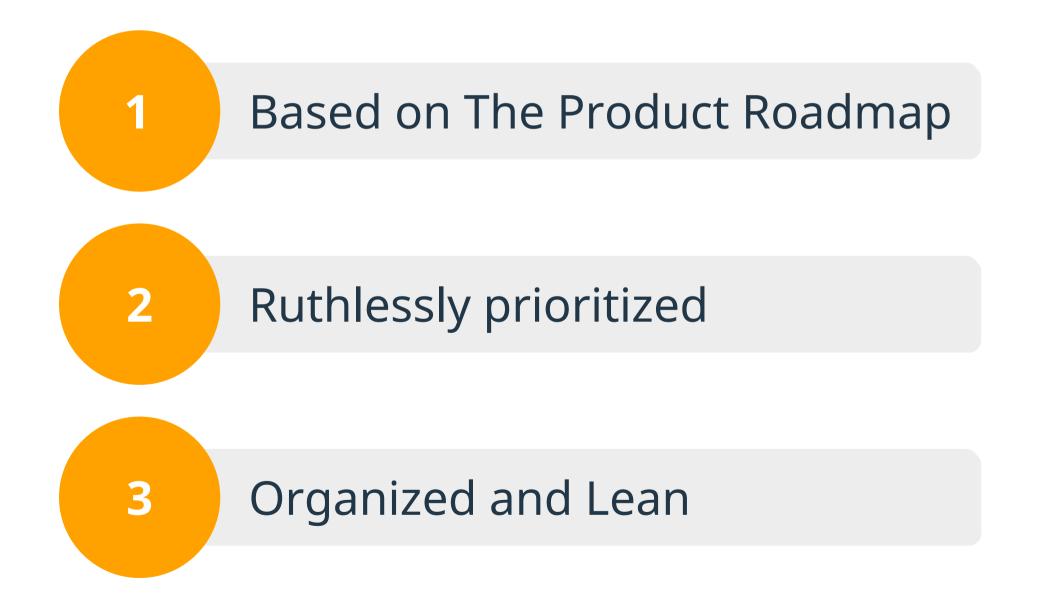


At the same time there are special initiatives the business needs to track and target so Dev teams must work to communicate realistic, predictable timeline.





Managing Your Backlog







Signs of a Healthy Team

- Value delivered
- Predictability
- Behavior



HEALTH CHECK

Value Delivered







HEALTH CHECK





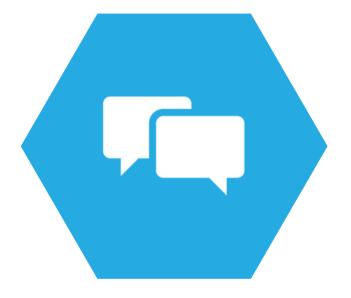
HEALTH CHECK

Behaviors

- The team is engaged and enthusiastic
- The team continues to inspect and adapt
- The team is communicating
- The team has a shared understanding of the overall goal



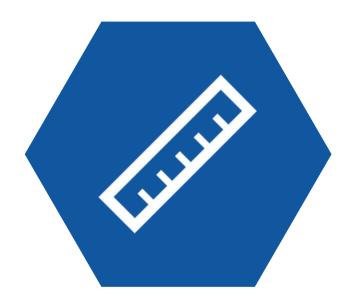
Tying It All Together





Communicate

Prioritize & Plan



Measure & Adapt





Questions?



