# 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**
- €<del>?</del>
- **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

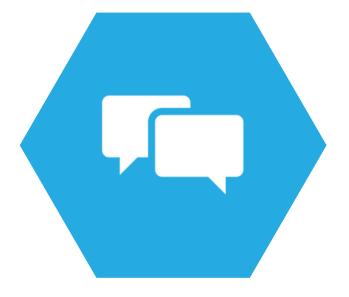


### Ability to Adapt to Feedback and Change

### Engaged, Happy Teams



## **Keys to Success**

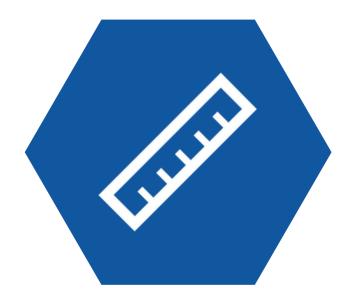




Communicate

**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

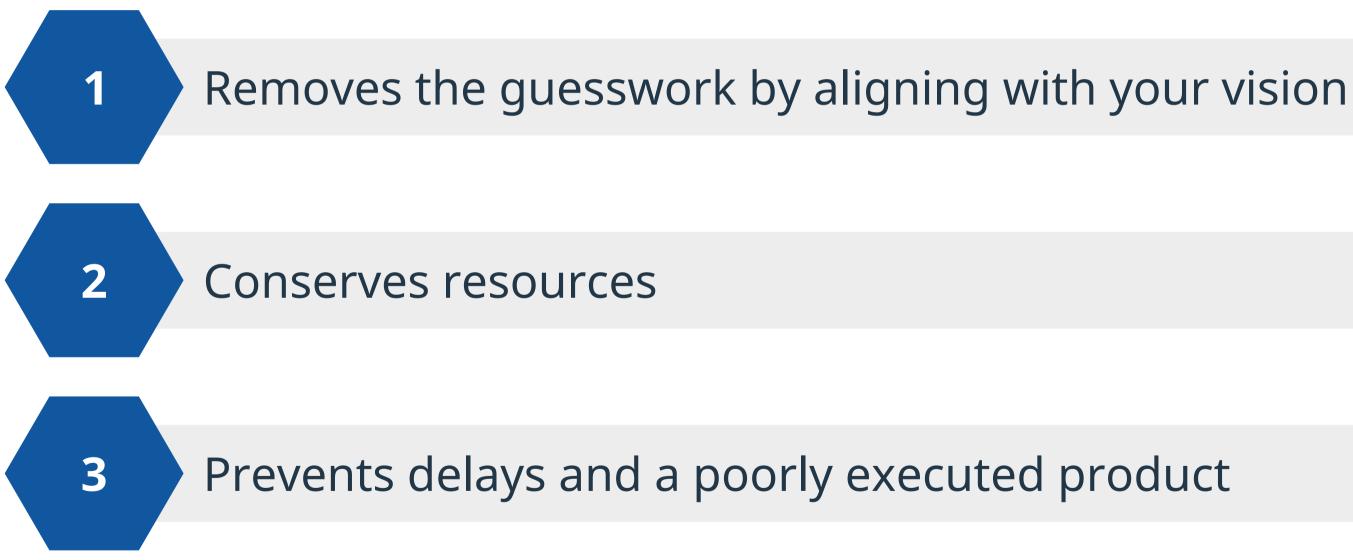


### COMMUNICATE



### **PRIORITI7F**

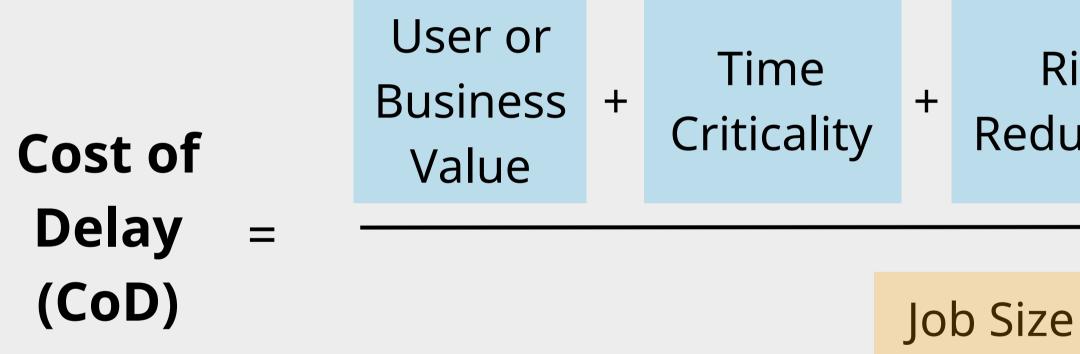
# Why Prioritization Matters





### **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.



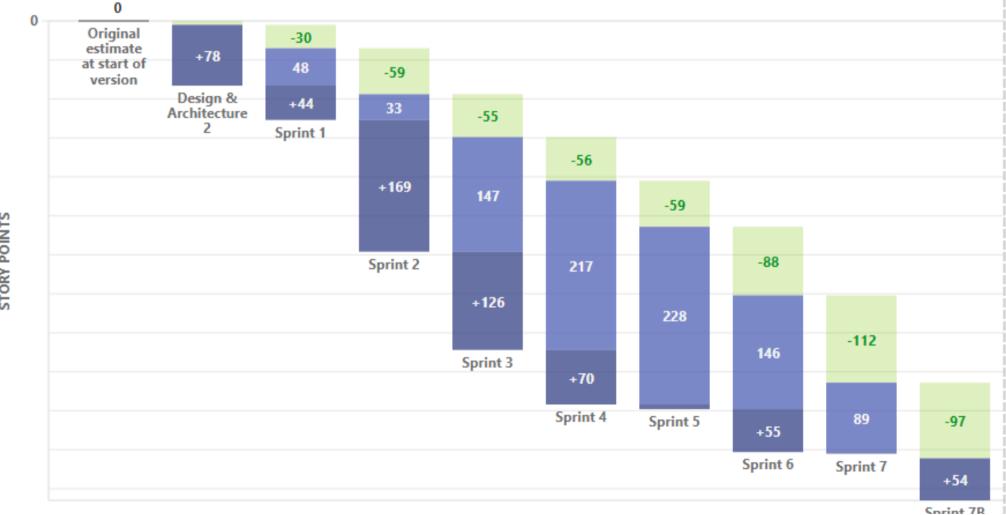
**MEASURE & ADAPT** 

# **The Sprint Review**



## The Release Burndov

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



STORY POINTS

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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.

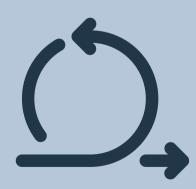


# **Predicted Timelines, Not Deadlines**

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

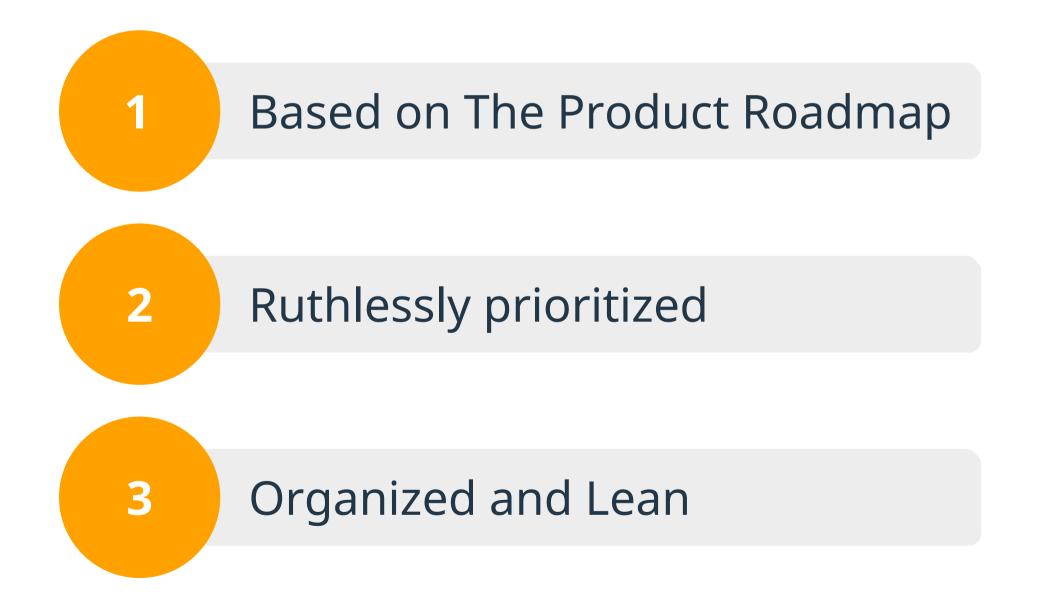


At the same time there are special initiatives the business needs to track and target so Dev teams must work to communicate realistic, predictable timeline.





# Managing Your Backlog







# Signs of a Healthy Team

- Value delivered
- Predictability
- Behavior



### **HEALTH CHECK**

## Value Delivered







### **HEALTH CHECK**





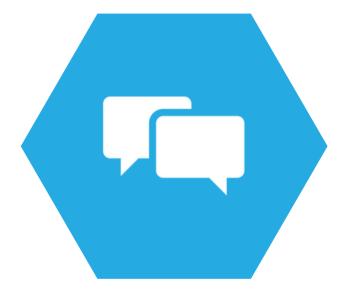
### **HEALTH CHECK**

# 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



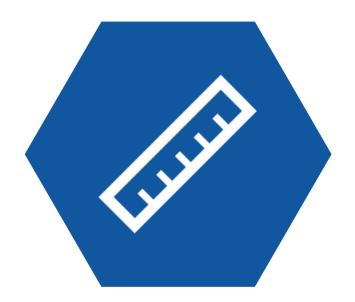
# Tying It All Together





Communicate

**Prioritize & Plan** 



### Measure & Adapt





# Questions?



