

1 Hour





Why don't efforts to scale Scrum through an enterprise provide more fruits?

Scrum brings tremendous benefits to critical projects that are carefully nurtured, and Scrum brings value and success to business/IT partnerships that occur out of sight of IT organization overview.

Let's Be Agile!

My CEO tells me she wants us to be agile.



Some of our projects have used something called Scrum. I hear that is agile. The customer don't seem unhappy.

I think if we spread the Scrum stuff through the rest of our development, we might be agile.

That is a big win with my management!!

Scrum Goes Mainstream

QA has to check your work!

Where are the weekly time reports?

Let the PMO organize and staff your Sprints

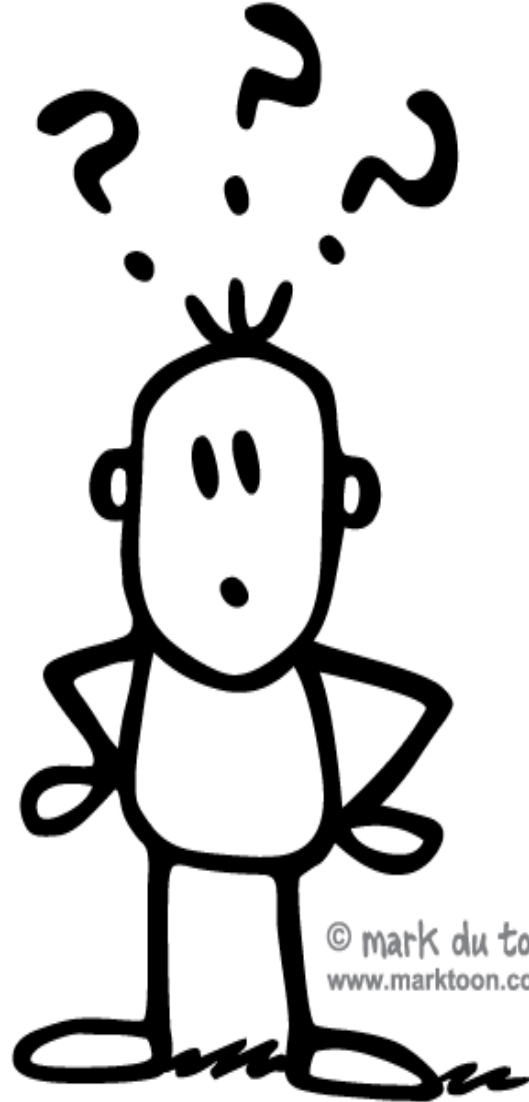
We need progress reports!



Scrum

Don't forget to do the 360 degree reviews on time

What happened???

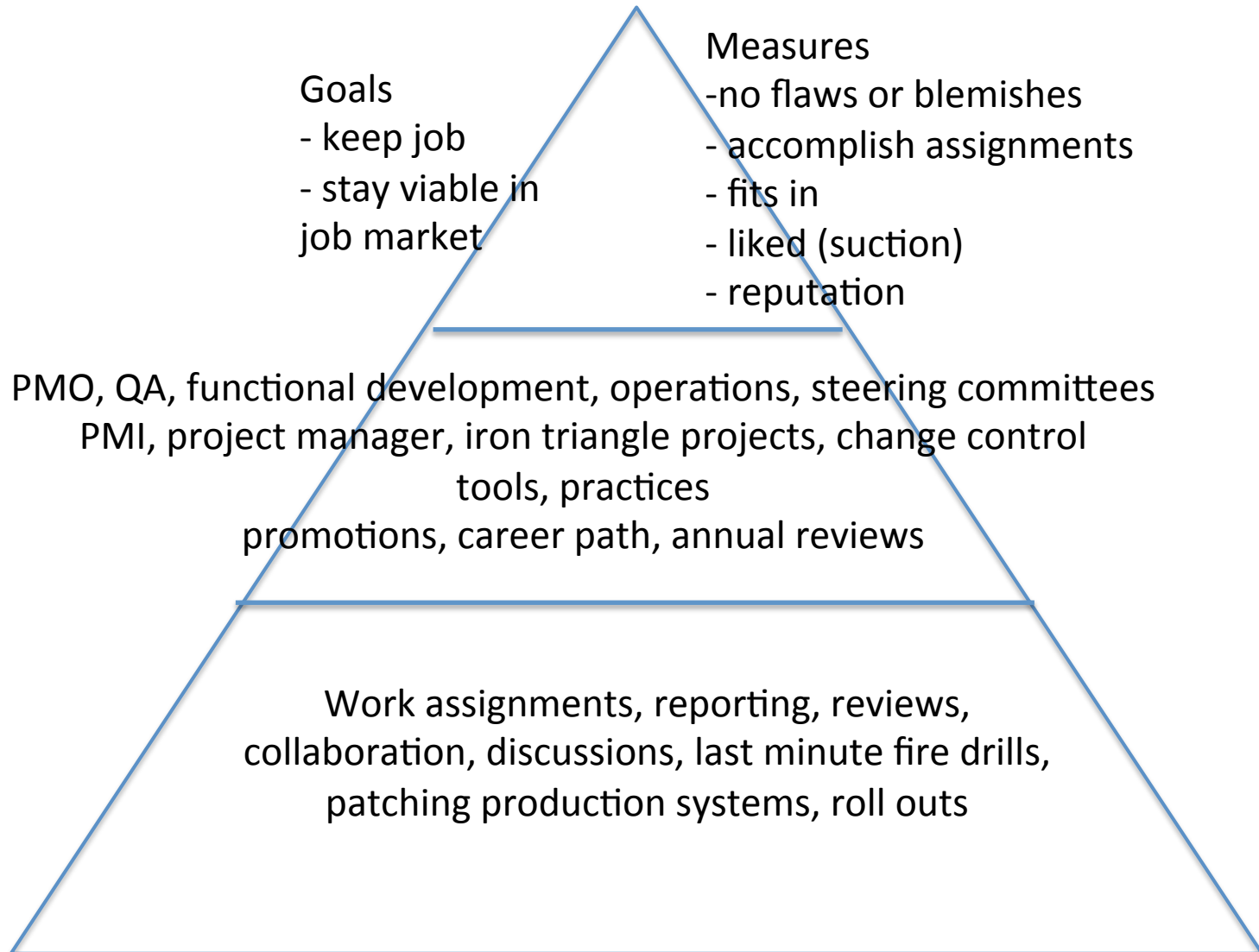


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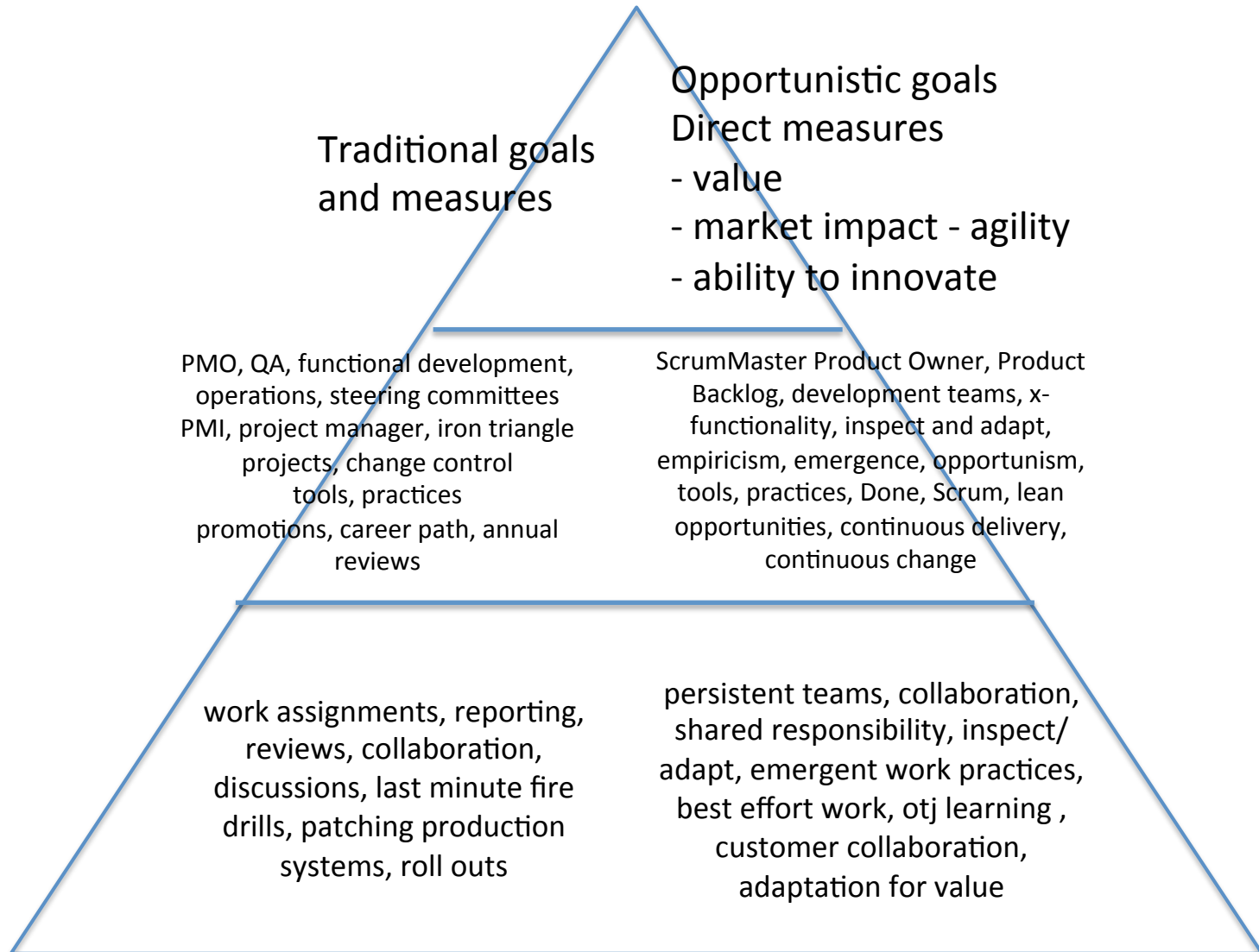
Organization Abstraction



Traditional



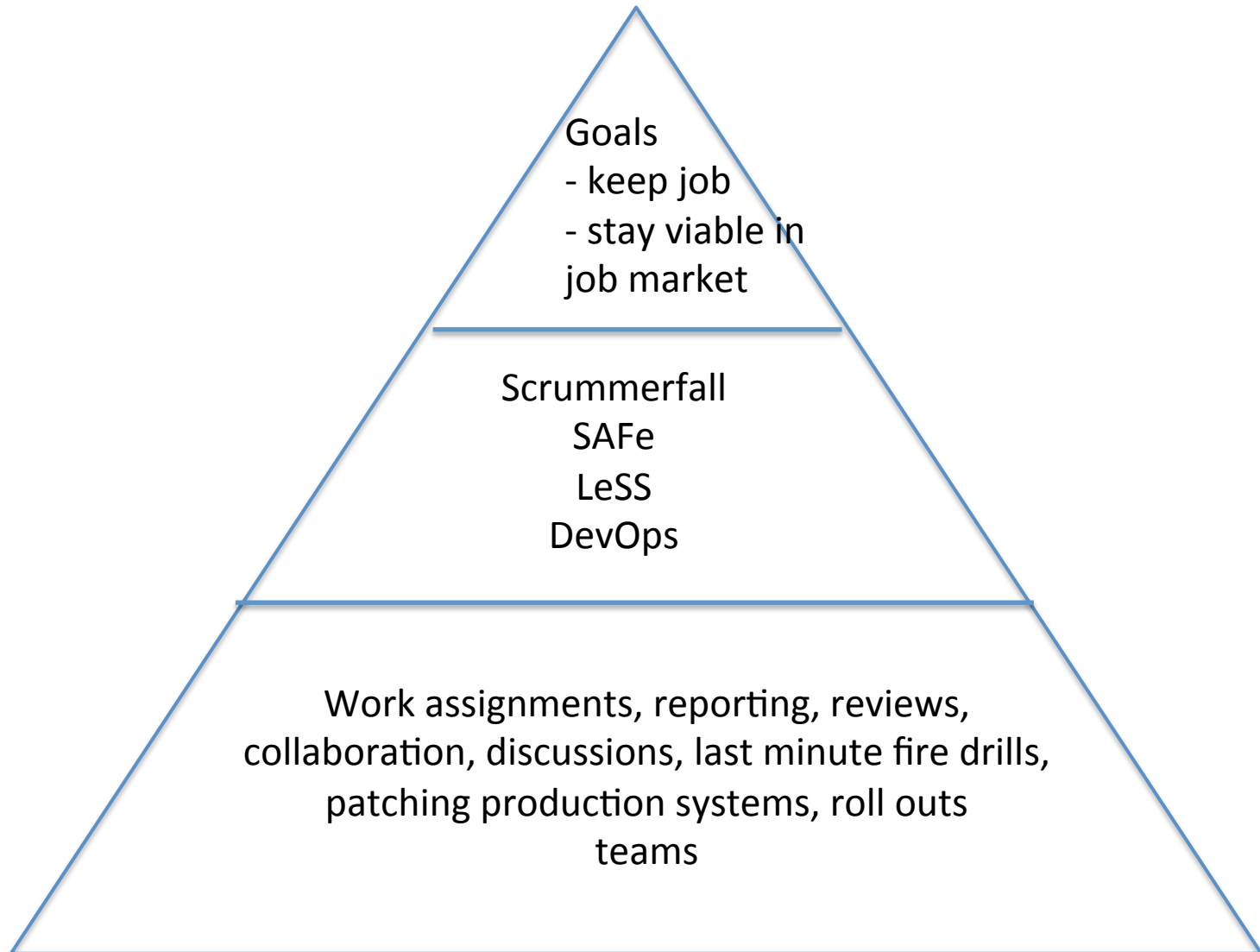
Tragile (traditional and agile)



Tragile (traditional and agile)



Emerging Outcomes

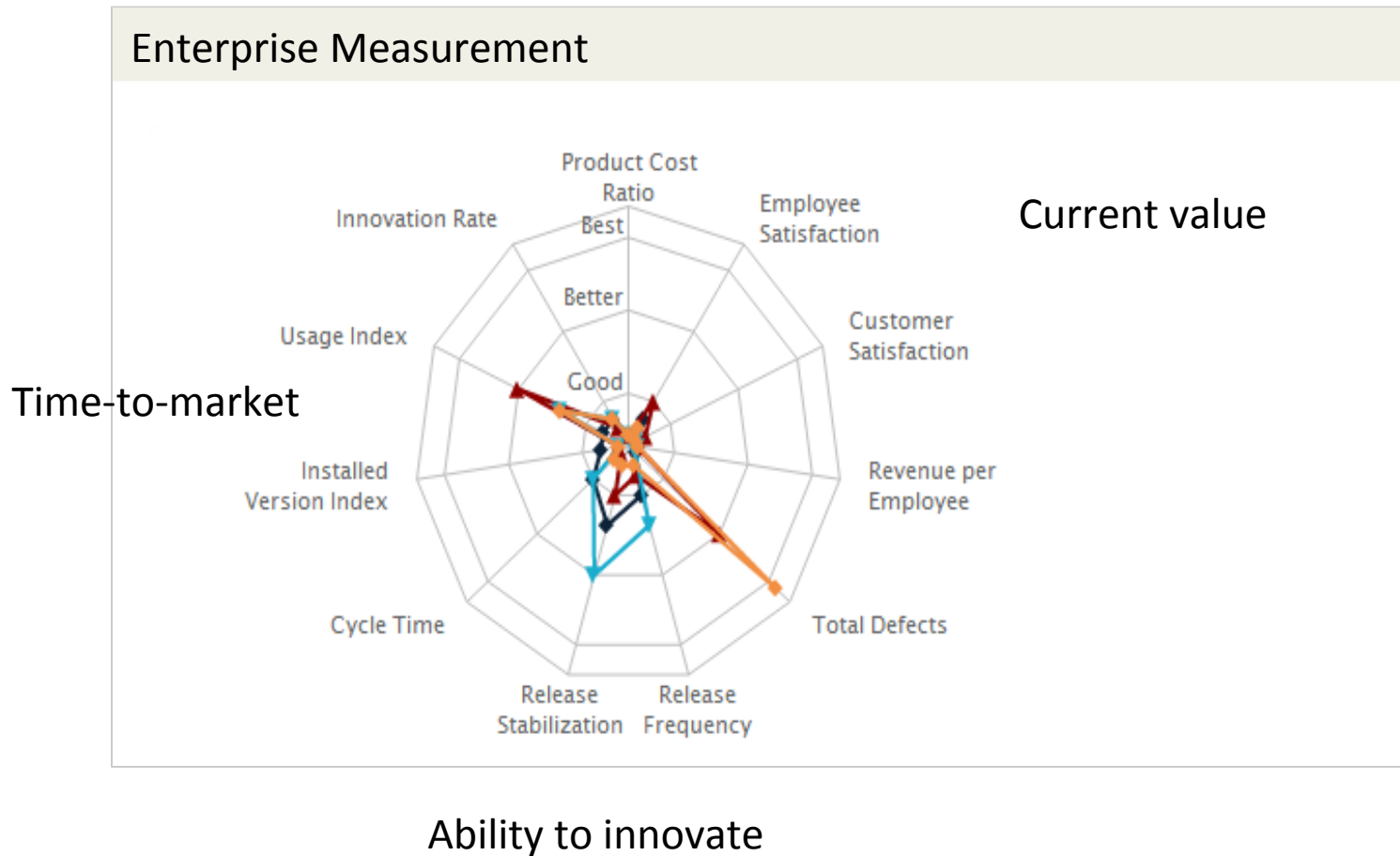




**If measurements are good for the
goose, should we first apply them
to the gander??**

Before we start prescribing measurements as the first step to enterprise agility, should we look at whether we can apply it to Scrum.org?

How do we measure Scrum.org??



Current Value

Revenue per Employee
Product Cost Ratio
Employee Satisfaction
Customer Satisfaction

Value Measurement

- To what degree does your work fulfill your sense of worth, self, and need to be part of a greater effort that creates value you care about?
- To what degree did the assessment help you understand Scrum, Agile, and your role as a (Product Owner, Scrum Master, etc) in an organization employing and achieving them?
- To what degree do you better understand how you can participate in an organization that is employing Scrum to build more valuable products?

But, those direct measurements are
really, really hard to do!!!

Value

- Marketing can tell us how the customers feel about the products!
- Does anyone here have an MBA and can pull the revenue figures from F&A?
- Employee satisfaction/turnover:
 - We should contact personnel!
 - Maybe we should tie this into the biannual work committee (Germany)
 - What were the results of the last surveys??

White-Collar Salt Mine

A 2013 survey of 12,115 workers worldwide found that many lacked a fulfilling workplace.



94 percent of those surveyed were in white-collar jobs; 6 percent were in blue-collar jobs.

Source: The Energy Project

Who is going to calculate employee satisfaction??





0



2



4



6



8

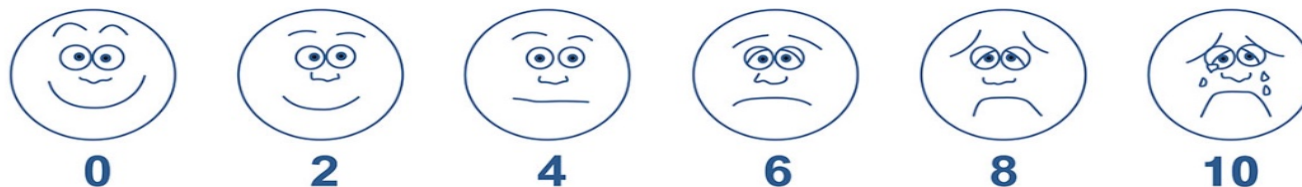


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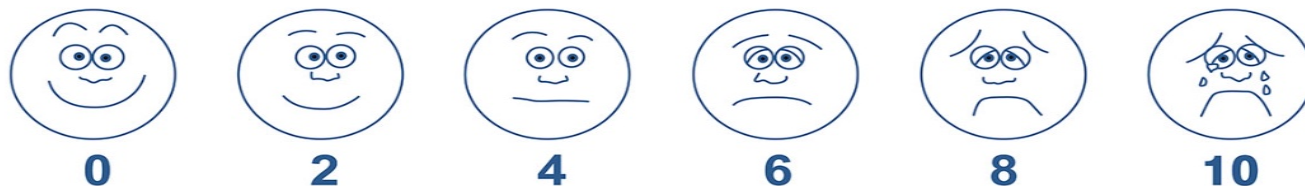
Exercise:

- Circle what best reflects your satisfaction with your job, how you feel when you are coming to work in the morning, and how you feel about the future at Scrum.org.
- Fold the paper and put it in the paper bag on the table.

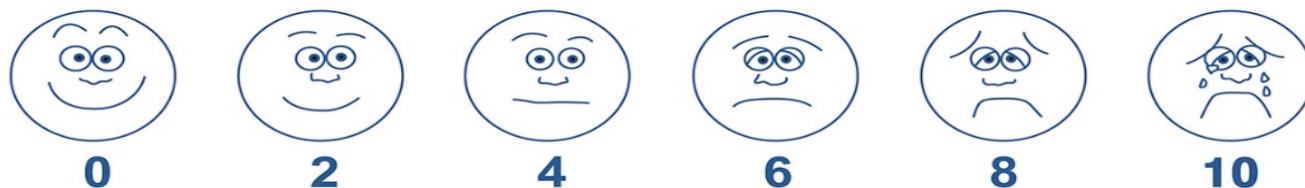
fairness



knowledge



expectations



Exercise:

Find a way to ask people who have taken the assessment to provide feedback:

- how fair the assessment was
- how their knowledge was assessed
- degree to which the assessment met the description and their expectations

Let them know this is anonymous

Would this information be valuable?

- Customer satisfaction
- Employee satisfaction

How can we capture meaningful direct measurements of trainer satisfaction?

Ok, now what about ..

Time to Market

- Installed version index
- Usage index
- Innovation rate
- Defect density

Ability to innovate

- Release frequency
- Release stabilization
- Cycle time

Thank You!

