

" "Managing Agile Processes, with a Stakeholder Value point of view: 10 Revised Agile Principles" "

**Tom Gilb and Kai Gilb**

Javazone 2012, Oslo Spektrum

Thursday 13<sup>th</sup> September 9:00 to 10:00

[tomsgilb@gmail.com](mailto:tomsgilb@gmail.com)

@imtomgilb

[www.gilb.com](http://www.gilb.com)

Short Paper, The Developer

<http://www.gilb.com/dl498>

Detailed Papers: Agilerecord.

Agile Principles:

<http://www.gilb.com/dl431>

Agile Values

<http://www.gilb.com/dl436>

Norsk Verdifokus Paper

<http://www.gilb.com/dl438>

# Gilb's Ten Key Agile Principles

to avoid bureaucracy and give creative freedom

1. Control projects by quantified critical-few results. 1 Page total !  
(not stories, functions, features, use cases, objects, ..)
2. Make sure those results are business results, not technical  
Align your project with your financial sponsor's interests!
3. Give developers freedom, to find out *how* to deliver those results
4. Estimate the impacts of your designs, on *your* quantified goals
5. Select designs with the best impacts in relation to their costs, do them first.
6. Decompose the workflow, into weekly (or 2% of budget) time boxes
7. Change designs, based on quantified experience of implementation
8. Change requirements, based in quantified experience, new inputs
9. Involve the stakeholders, every week, in setting quantified goals
10. Involve the stakeholders, every week, in *actually using* increments



Agilerecord.com

Agile Principles:

<http://www.gilb.com/dl431>

Copyright 2004–2012 Gilb, may be used citing source

# Gilb's Agile Principles

to avoid bureaucracy and give creative freedom (1 sentence summary)



Main Idea:

**Get** early, and frequent, real, stakeholder net-value - delivered

	VALUE TO CREATE	VALUE TO PRESERVE	VALUE TO SACRIFICE
EMPLOYEES			
CUSTOMERS			
SUPPLIERS AND PROFESSIONAL ADVISERS			
INVESTORS			
TRADES UNIONS			
GOVERNMENT			
MEDIA			
COMMUNITY			
OTHER STAKEHOLDER GROUPS			

**Deliver Value !**

# 1. Control projects by quantified critical-few results. 1 Page total !

(not stories, functions, features, use cases, objects, ..)

**+ Value Decision Tables**

Business Goals	Training Costs	User Productivity
Profits	-10%	40%
Market Share	5%	10%
Resources	20%	10%

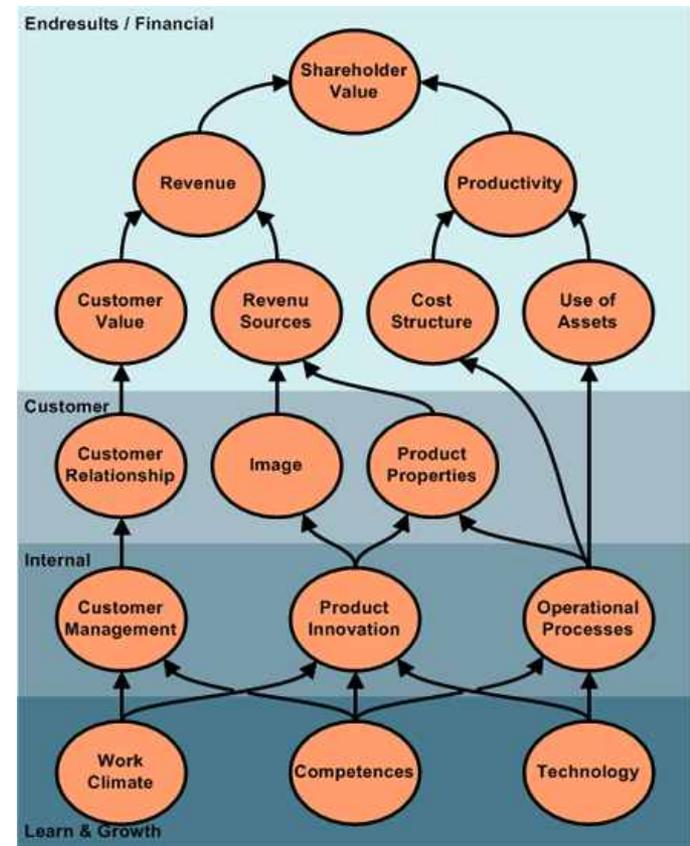
Stakeholder Val.	Interest	Participation
Training Costs	-10%	50%
User Productivity	10%	15%
Resources	2%	5%

Product Values	GUI Style Res.	Code Optimiz.
usability	10%	40%
Performance	50%	80%
Resources	1%	2%

© Kaigilb.com

Scrums Develops We measure improvements Learn and Repeat



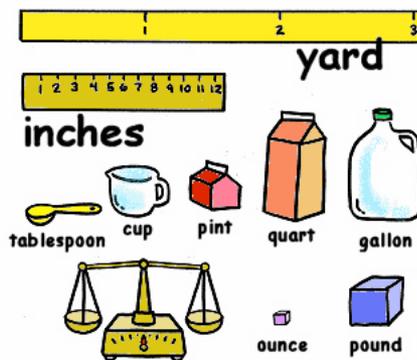
# NOT LIKE THIS! Project Objectives

## ‘Unquantified few’

### Real Example of *Lack of Scales*

#### ▶! Defined Scales of Measure:

- ! Demands **comparative thinking**.
- ! Leads to requirements that are unambiguously clear
- ! Helps Team be Aligned with the Business



1. *Central to The Corporations business strategy is to be the world’s premier integrated\_ <domain> service provider.*
2. *Will provide a much more efficient user experience*
3. *Dramatically scale back the time frequently needed after the last data is acquired to time align, depth correct, splice, merge, recompute and/or do whatever else is needed to generate the desired products*
4. *Make the system much easier to understand and use than has been the case for previous system.*
5. *A primary goal is to provide a much more productive system development environment than was previously the case.*
6. *Will provide a richer set of functionality for supporting next-generation logging tools and applications.*
7. *Robustness is an essential system requirement (see rewrite in example below)*
8. *Major improvements in data quality over current practices*

This lack of clarity cost them \$100,000, 000

**More like this! (Real case).**

Business objective	Measure	Goal (200X)	Stretch goal ('0X)	Volume	Value	Profit	Cash
Time to market	Normal project time from GT to GT5	<9 mo.	<6 mo.	X		X	X
Mid-range	Min BoM for The Corp phone	<\$90	<\$30	X		X	X
Platformisation Technology	# of Technology 66 Lic. shipping > 3M/yr	4	6	X		X	X
Interface	Interface units	>11M	>13M	X		X	X
Operator preference	Top-3 operators issue RFQ spec The Corp	1	2	X		X	X
Productivity				X		X	X
Get Torden	Lyn goes for Technology 66 in Sep-04	Yes		X		X	X
Fragmentation	Share of components modified	<10%	<5%		X	X	X
Commoditisation	Switching cost for a UI to another System	>1yr	>2yrs		X	X	X
Duplication	The Corp share of 'in scope' code in best-selling device	>90%	>95%		X	X	X
Competitiveness	Major feature comparison with MX	Same	Better	X		X	X
User experience	Key use cases superior vs. competition	5	10	X	X	X	X
Downstream cost saving	Project ROI for Licensees	>33%	>66%	X	X	X	X
Platformisation IFace	Number of shipping Lic.	33	55	X		X	X
Japan	Share of of XXXX sales	>50%	>60%	X		X	X

**Business Objectives Quantified**

Numbers are intentionally changed from real ones

# Sample of Objectives/Strategy definitions

## US Army Example: PERSINSCOM: Personnel System



▶ *Example of one of the Objectives:*

### Customer Service:

**Type:** Critical Top level Systems Objective

**Gist:** Improve customer perception of quality of service provided.

**Scale:** Violations of Customer Agreement per Month.

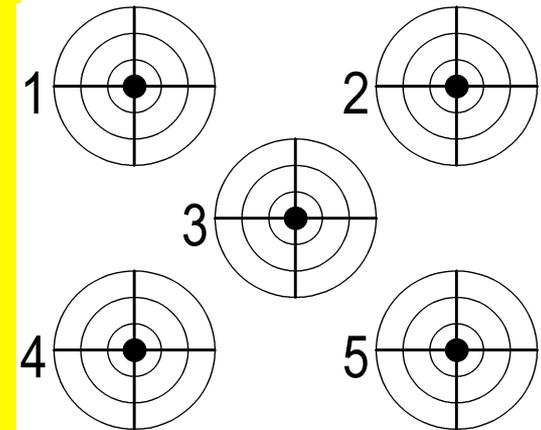
**Meter:** Log of Violations.

**Past [Last Year] Unknown Number** ← State of PERSINSCOM Management Review

**Record [NARDAC] 0 ?** ← NARDAC Reports Last Year

**Fail :** <must be better than Past, Unknown number> ←CG

**Goal [This Year, PERSINSCOM] 0** “Go for the Record” ← Group SWAG



# 2. Make sure those results are business results, not technical

Align your project with your financial sponsor's interests!

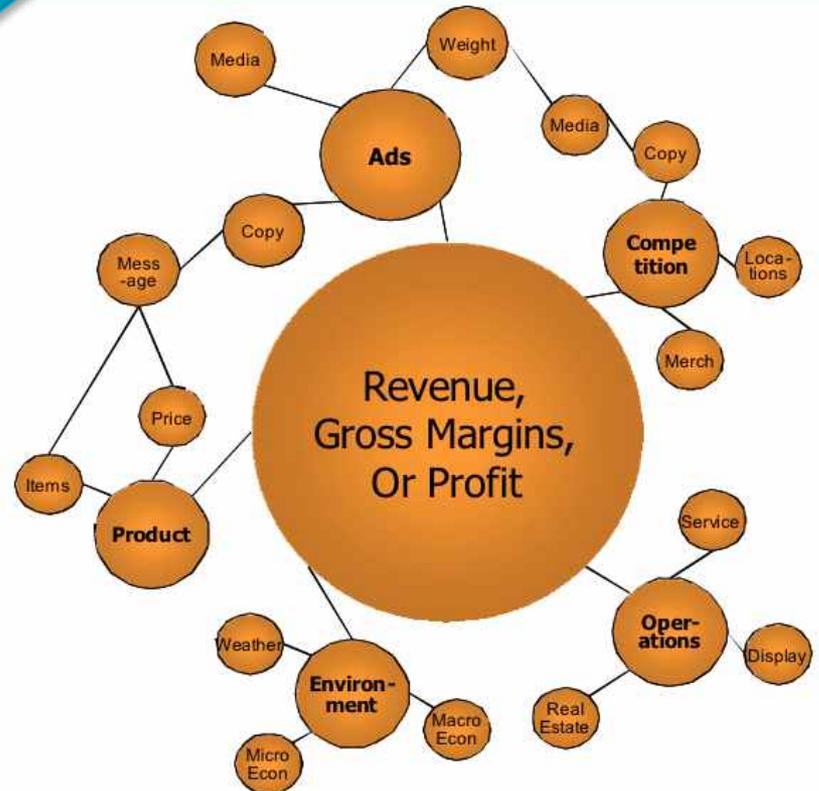
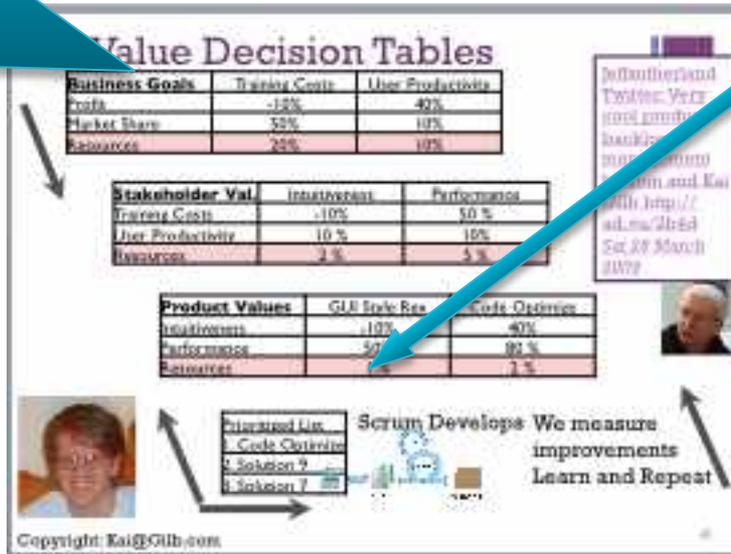


Figure 1. The "Mother of All Models". © 2006 MarketingNPV LLC. All Rights Reserved.

# 3. Give developers freedom, to find out *how* to deliver those results



**+ Value Decision Tables**

Business Goals	Training Costs	User Productivity
Profit	-10%	40%
Market Share	50%	10%
Resources	2%	10%

Stakeholder Val.	Intake/Exp.	Performance
Training Costs	-10%	50%
User Productivity	10%	10%
Resources	2%	5%

Product Values	GUI Impl. Res.	Cost Optimiz.
Intake/Exp.	-10%	40%
Performance	50%	10%
Resources	2%	10%

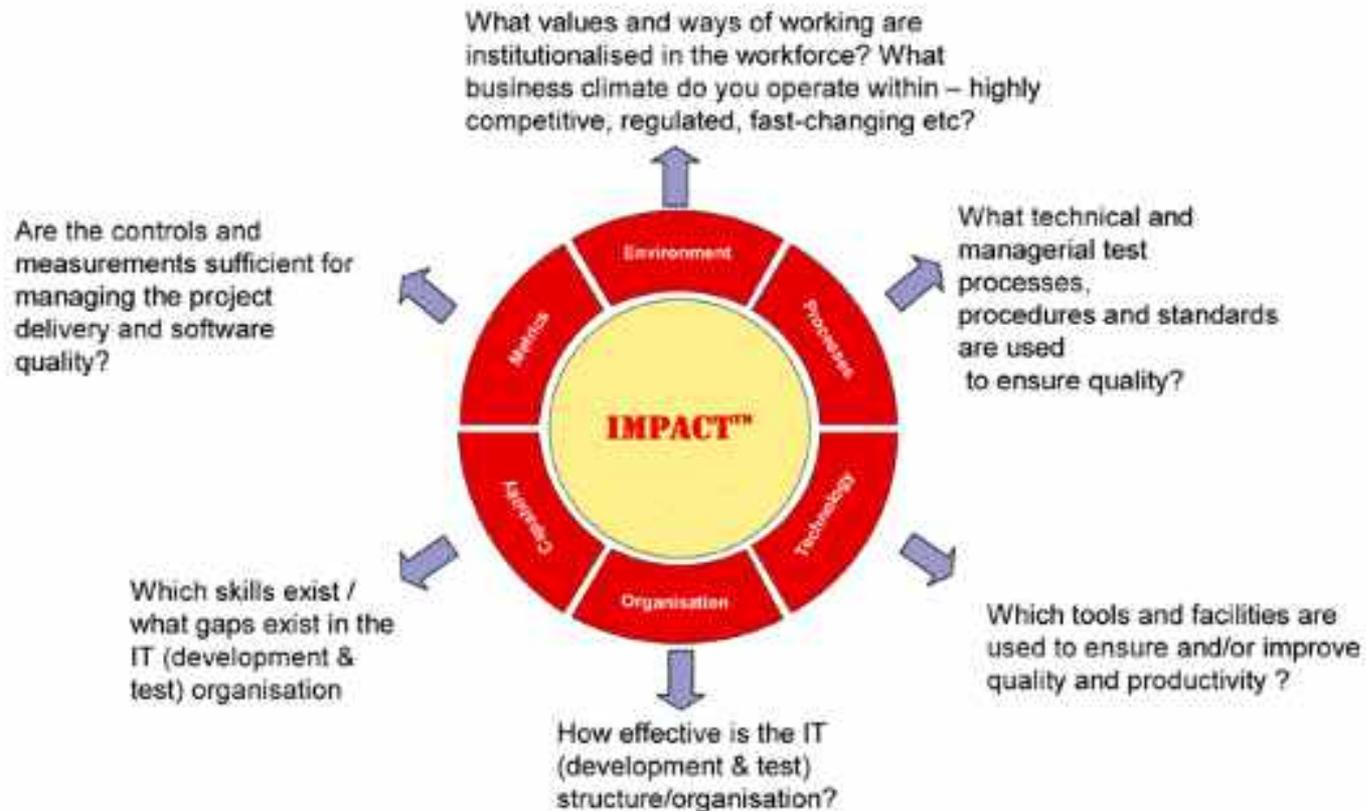
  


 → **Screen** → **Measure Improvements** → **Learn and Repeat**

Copyright: Kai@Gilb.com

Additional text on the right:
   
 Authentication
   
 Twitter: Veri
   
 social product
   
 banking
   
 management
   
 by Tom and Kai
   
 Gilb http://
   
 kai.gilb.com
   
 Sat, 27 March
   
 2012

# 4. Estimate the impacts of your designs, on *your* quantified goals



If you cannot, then your knowledge is of a meagre and unsatisfactory kind (Lord Kelvin)

Strategy Impact Estimation:  
for a \$100,000,000 Organizational Improvement Investment

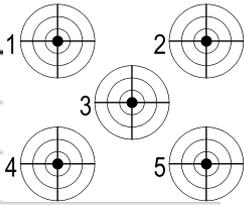
# Technical Strategies



## Objectives



Business Objective



Viking Deliverables

Business Objective	hardware adaptation	Telephony	Reference designs	Iface	Modularity	Defend vs Technology 66	Tools	User Experce	GUI & Graphics	Security	Defend vs OCD	Enterprise
Time to market	20%	10%	30%	5%	10%	5%	15%	0%	0%	0%	5%	5%
Mid-range	15%	10%	30%	0%	10%	5%	5%	10%	5%	5%	0%	0%
Platformisation Technology	25%	10%	30%	0%	10%	10%	0%	5%	0%	10%	0%	5%
Interface	5%	15%	15%	0%	5%	0%	5%	0%	0%	10%	0%	10%
Operator preference	0%	10%	10%	0%	10%	20%	5%	10%	10%	20%	5%	10%
Get Torden	25%	10%	10%	-10%	0%	20%	0%	10%	-20%	10%	10%	5%
Commoditisation	20%	10%	20%	10%	-20%	25%	15%	0%	0%	5%	10%	5%
Duplication	15%	10%	10%	0%	0%	40%	0%	0%	0%	5%	20%	5%
Competitiveness	10%	15%	20%	0%	10%	20%	10%	10%	20%	10%	10%	10%
User experience	5%	10%	10%	0%	10%	0%	0%	30%	10%	0%	0%	0%
Downstream cost saving	15%	10%	10%	0%	10%	20%	5%	10%	0%	0%	10%	5%
Platformisation IFace	10%	10%	20%	40%	0%	20%	5%	0%	0%	0%	0%	5%
Japan	10%	5%	20%	0%	10%	0%	0%	0%	0%	0%	0%	0%
Contribution to overall result	15%	9%	17%	4%	10%	10%	10%	10%	10%	10%	10%	5%
Cost (£M)	£ 2.85	£ 0.49	£ 3.21	£ 2.54	£ 1.92	£ 2.31	£ 0.81	£ 1.21	£ 2.68	£ 0.79	£ 0.62	£ 0.60
ROI Index (100=average)	106	358	109	100	59	100	148	107	10	152	202	174

"Benefits"

Strategy

Impacts

on Objectives

Benefit/Cost

Cost

358 !

ratio

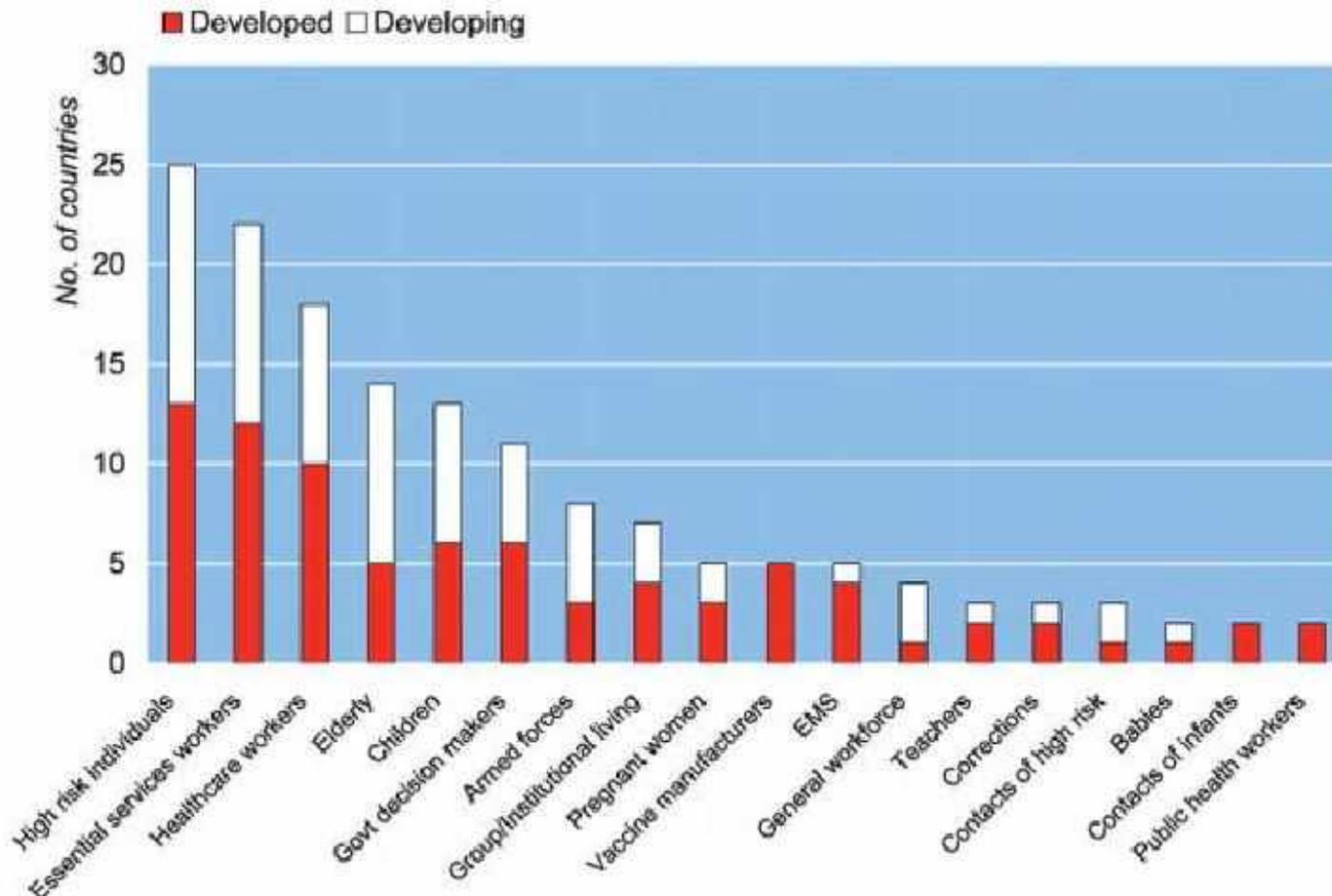
# US Army Example: PERSINSCOM: Personnel System



<b>STRATEGIES →</b>	Technology Investment	Business Practices	People	Empowerment	<i>Principles of IMA Management</i>	Business Process Re-engineering	SUM
<b>OBJECTIVES</b>							
Customer Service ? → 0 Violation of agreement	50%	10%	5%	5%	5%	60%	185%
Availability 90% → 99.5% Up time	50%	5%	5-10%	0	0	200%	265%
Usability 200 → 60 Requests by Users	50%	5-10%	5-10%	50%	0	10%	130%
Responsiveness 70% → ECP's on time	50%	10%	90%	25%	5%	50%	180%
Productivity 3:1 Return on Investment	45%	60%	10%	35%	100%	53%	303%
Morale 72 → 60 per mo. Sick Leave	50%	5%	75%	45%	15%	61%	251%
Data Integrity 88% → 97% Data Error %	42%	10%	25%	5%	70%	25%	177%
Technology Adaptability 75% Adapt Technology	5%	30%	5%	60%	0	60%	160%
Requirement Adaptability ? → 2.6% Adapt to Change	80%	20%	60%	75%	20%	5%	260%
Resource Adaptability 2.1M → ? Resource Change	10%	80%	5%	50%	50%	75%	270%
Cost Reduction FADS → 30% Total Funding	50%	40%	10%	40%	50%	50%	240%
<b>SUM IMPACT FOR EACH SOLUTION</b>	<b>482%</b>	<b>280%</b>	<b>305%</b>	<b>390%</b>	<b>315%</b>	<b>649%</b>	
Money % of total budget	15%	4%	3%	4%	6%	4%	
Time % total work months/year	15%	15%	20%	10%	20%	18%	
<b>SUM RESOURCES</b>	<b>30</b>	<b>19</b>	<b>23</b>	<b>14</b>	<b>26</b>	<b>22</b>	
<b>BENEFIT/RESOURCES RATIO</b>	<b>16:1</b>	<b>14:7</b>	<b>13:3</b>	<b>27:9</b>	<b>12:1</b>	<b>29:5</b>	

# 5. Select designs with the best impacts in relation to their costs, do them first.

Figure 1: Vaccine Priority Groups by Development Status - Listed in at Least Two National Plans



Source: Uscher-Pines et al. Priority setting for pandemic influenza: An analysis of national preparedness plans. *PLoS ONE* 2012;7(9):e43715. doi:10.1371/journal.pone.0043715

## 6. Decompose the workflow, into weekly (or 2% of budget) time boxes



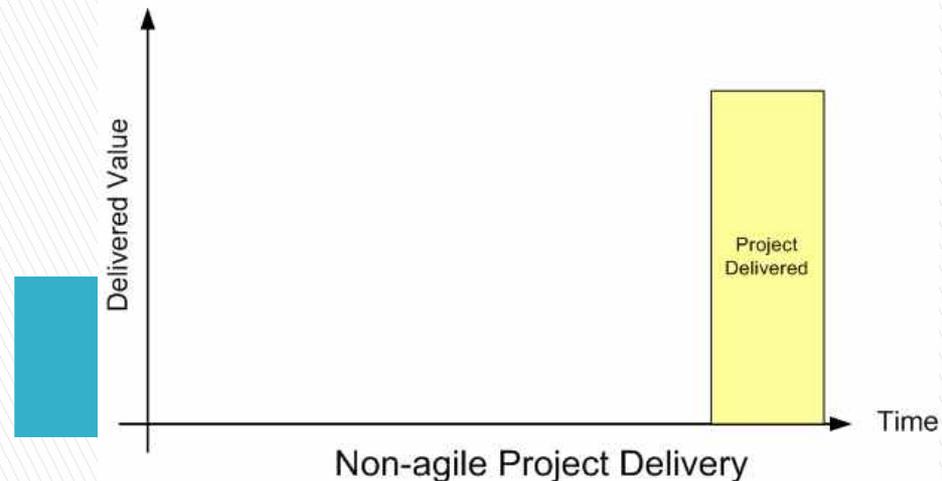
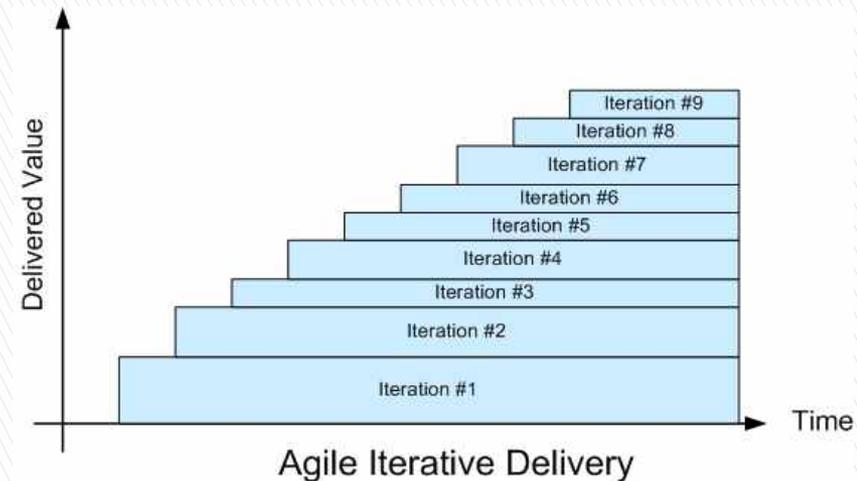
Decomposition of Projects:  
How to Design Small  
Incremental Steps INCOSE  
2008

[http://www.gilb.com/tiki-download\\_file.php?fileId=41](http://www.gilb.com/tiki-download_file.php?fileId=41)

And

The 11111 Unity Method:

[http://www.gilb.com/tiki-download\\_file.php?fileId=451](http://www.gilb.com/tiki-download_file.php?fileId=451)



# 7. Change designs, based on quantified experience of implementation

- ▶ Eric Ries, Lean Startup & Evo Slides by Gilb

<http://www.gilb.com/di520>

Design is the servant of the requirement. If it does not work 'fire' it.



# Bank Case of 'Evo' (Gilb's Lean Agile method)



**Richard Smith reported**

**“The proof is in the pudding;**

**I have used Evo (albeit in disguise sometimes) on two large, high-risk projects in front-office investment banking businesses, and several smaller tasks.**

**On the largest critical project,**

**the original business functions & performance objective requirements document, which *included no design,***

**essentially remained unchanged over the 14 months the project took to deliver,**

**but the detailed designs**

**(of the GUI, business logic, performance characteristics)**

**changed many many times,**

**guided by lessons learnt and feedback gained by delivering a succession of early deliveries to real users.**

**In the end,**

**the new system responsible for 10s of USD billions of notional risk,**

**successfully went live over one weekend**

**for 800 users worldwide,**

**and was seen as a big success by the sponsoring stakeholders.”**

**Richard Smith, London,**

**<http://rsbatechnology.co.uk/blog:8>**

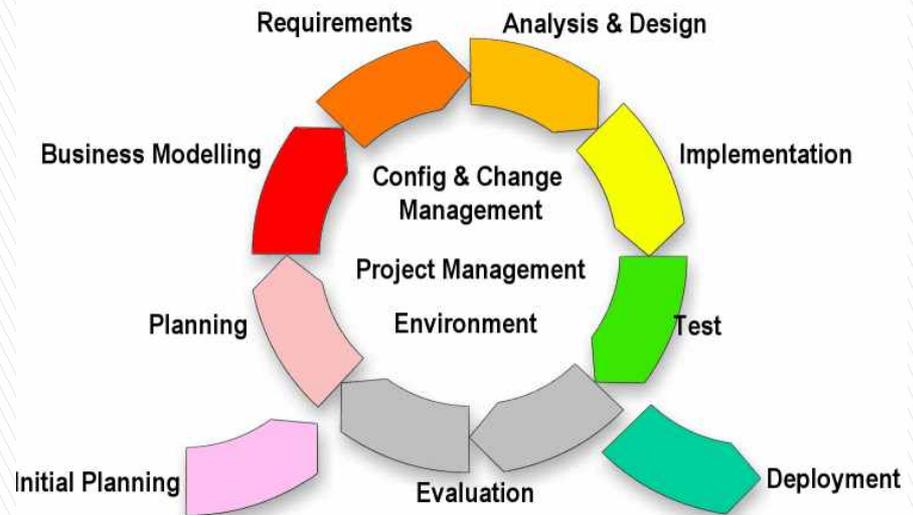
**Sept 10 2011**



# 8. Change requirements, based on quantified experience, new inputs: intelligent tradeoff.



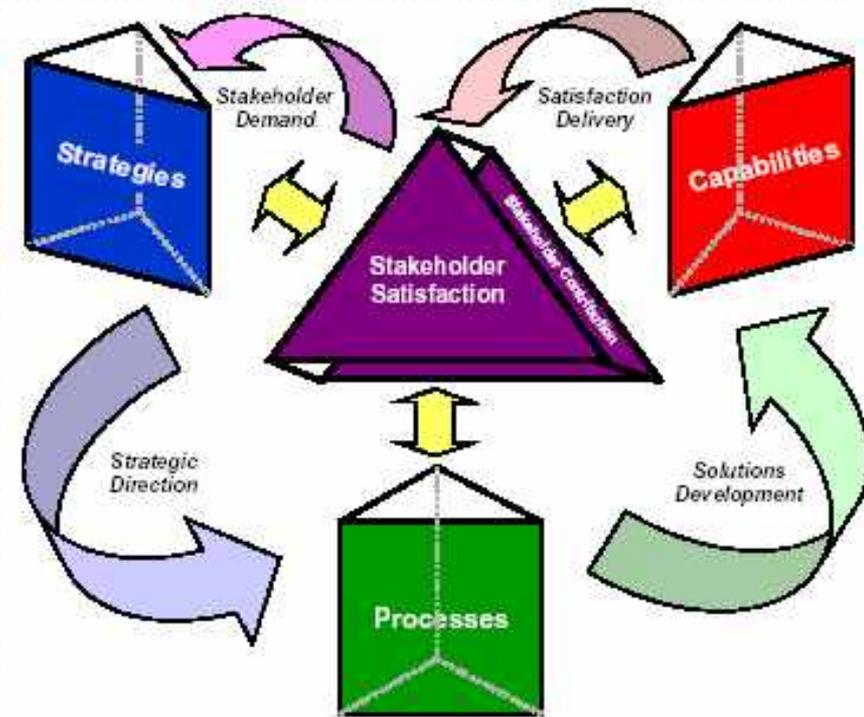
Reduce the effect level or delivery time, of lower-priority requirements, in order to deliver high priority requirements on time, within budget, or at Goal levels.



## 9. Involve the stakeholders, every week or cycle, in setting, or resetting, quantified goals

It is much easier to determine requirements with a little hindsight!

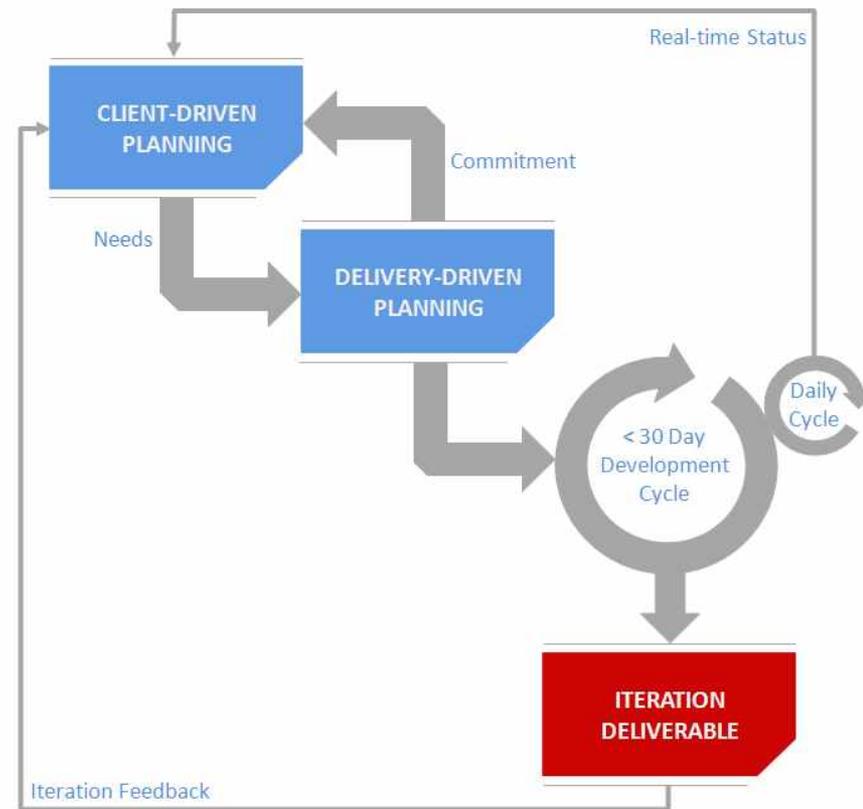
It is easier to prioritize the next iteration of requirements delivery, if you KNOW what has been delivered to date; And you know about changes in your stakeholder environment, and your technology costs



The eternal cycle of stakeholder priorities

# 10. Involve the stakeholders, every week, in actually using increments

- ▶! That means that real users, real stakeholders have to get real system value changes at each cycle.
- ▶! NOT merely bug free code



# So, what are Agile methods missing?

## ▶! Stakeholder Focus

- ! Real projects have dozens of stakeholders
  - ! Not just a customer in the next room
  - ! Not just a user with a use case or story

## ▶! Results Focus

- ! It is not about writing code, it is about delivering value to stakeholders
- ! It is not about programming, it is about making systems work, for real people

## ▶! Systems Focus

- ! It is not about coding – (*again* 😊)
- ! It is about reuse, data, hardware, training, motivation, sub-contracting, Outsourcing, help lines, user documentation, user interfaces, security, etc.
- ! So, a systems engineering scope is necessary to deliver results.
- ! Systems Engineering needs quantified performance and quality objectives
  - ! To synchronize all necessary disciplines, so that they deliver the results.

# Our 10 Agile Values?

- ! **Simplicity**
  - ! **1. Focus on real stakeholder values**
- ! **Communication**
  - ! **2. Communicate stakeholder values quantitatively**
  - ! **3. Estimate expected results and costs for weekly steps**
- ! **Feedback**
  - ! **4. Generate results, weekly, for stakeholders, in their environment**
  - ! **5. Measure all critical aspects of the improved results cycle.**
  - ! **6. Analyze deviation from your initial estimates**
- ! **Courage**
  - ! **7. Change plans to reflect weekly learning**
  - ! **8. Immediately implement valued stakeholder needs, next week**
    - ! *Don't wait, don't study (analysis paralysis), don't make excuses.*
    - ! *Just Do It!*
  - ! **9. Tell stakeholders exactly what you will deliver next week**
  - ! **10. Use any design, strategy, method, process that works quantitatively well - to get your results**
    - ! **Be a systems engineer, not a just programmer (a 'Softcrafter').**
    - ! **Do not be limited by your craft background, in serving your paymasters**



# Our 10 Agile Values? (Detail)

- ! **Simplicity**
- ! **Communication**
- ! **Feedback**
- ! **Courage**



Agile Values

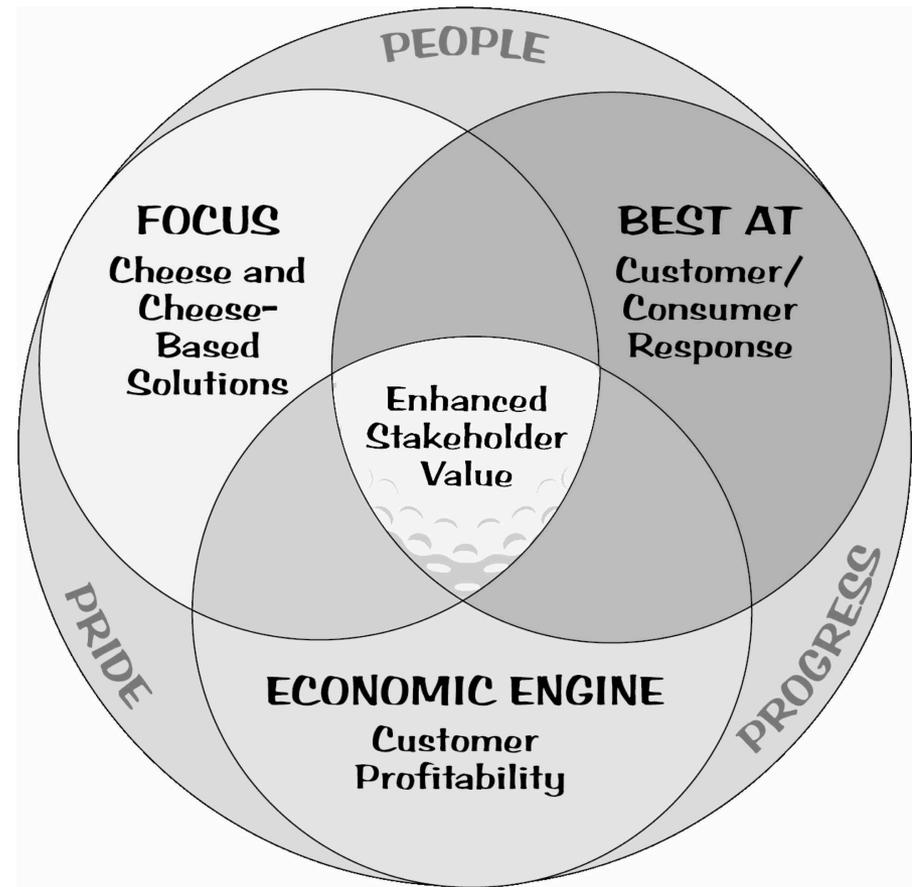
<http://www.gilb.com/dl436>

Norsk Verdifokus Paper

<http://www.gilb.com/dl438>

# Simplicity

- ! 1. Focus on real stakeholder values
- ! Not: just 'user' and 'customer', but the *other* 38 stakeholders too
- ! NOT: use cases and user stories, but MEASURABLE improvement of quantified quality, performance and cost values

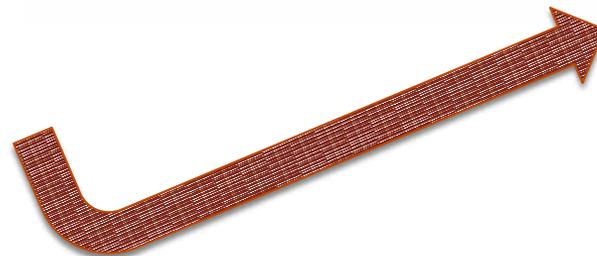
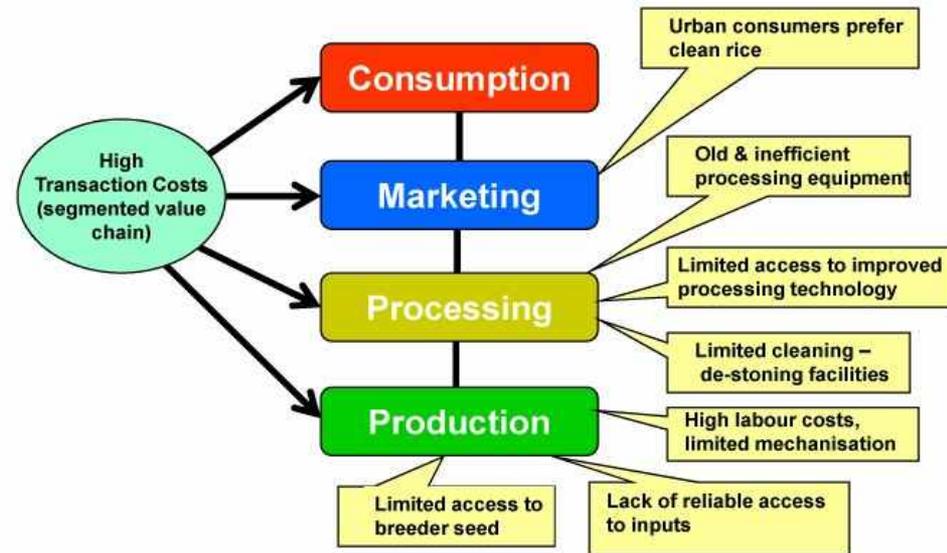


# Communication

- **2. Communicate stakeholder values quantitatively.**

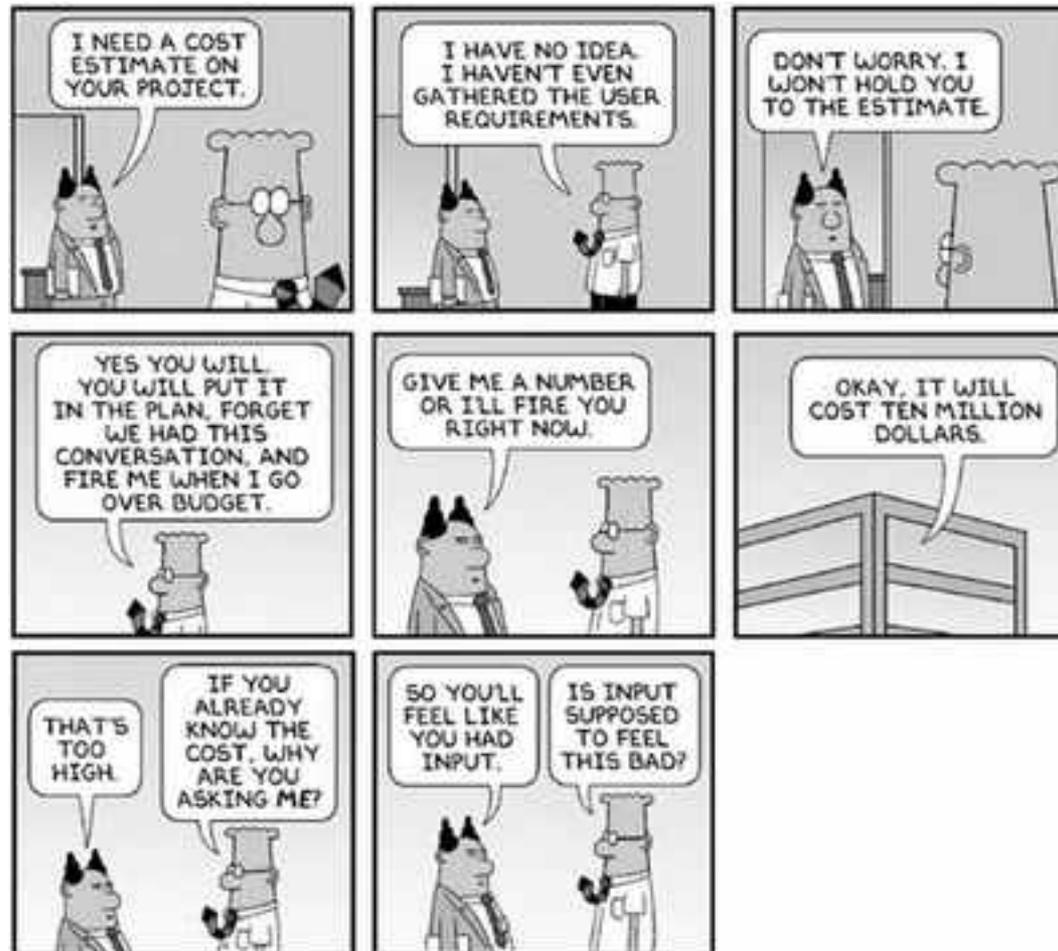


**Kura - Kano Rice Value Chain**



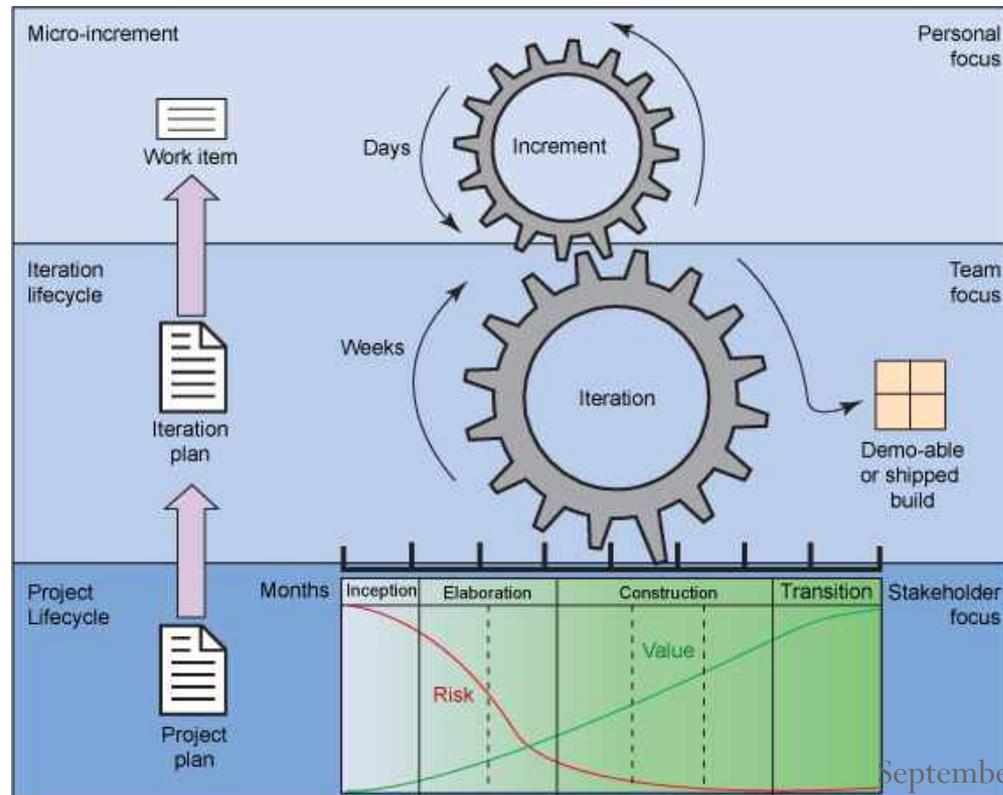
# Estimate Often

- ! 3. Estimate expected results and costs for weekly steps
- !



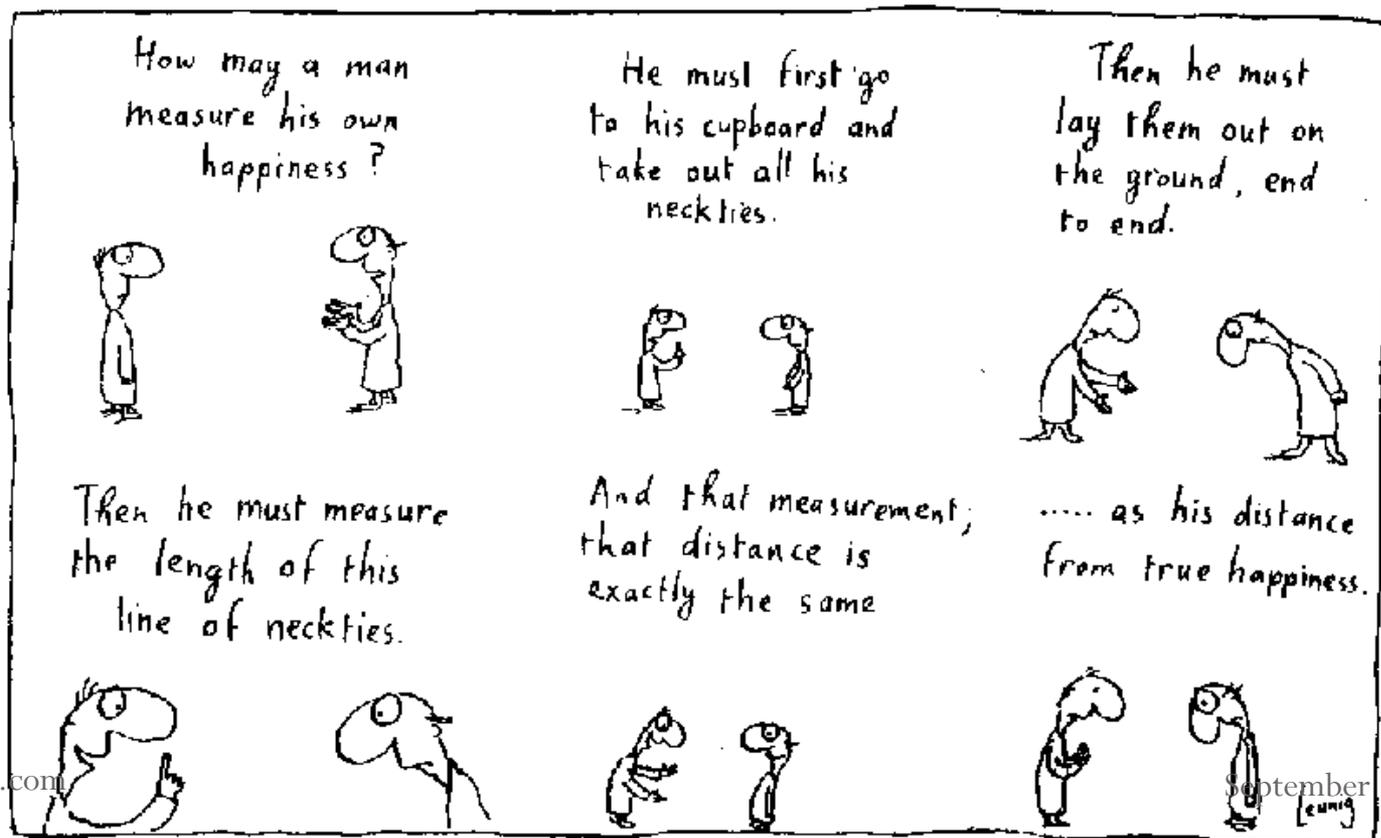
# Feedback

- **4. Generate results, weekly, for stakeholders, in *their* environment**
- !



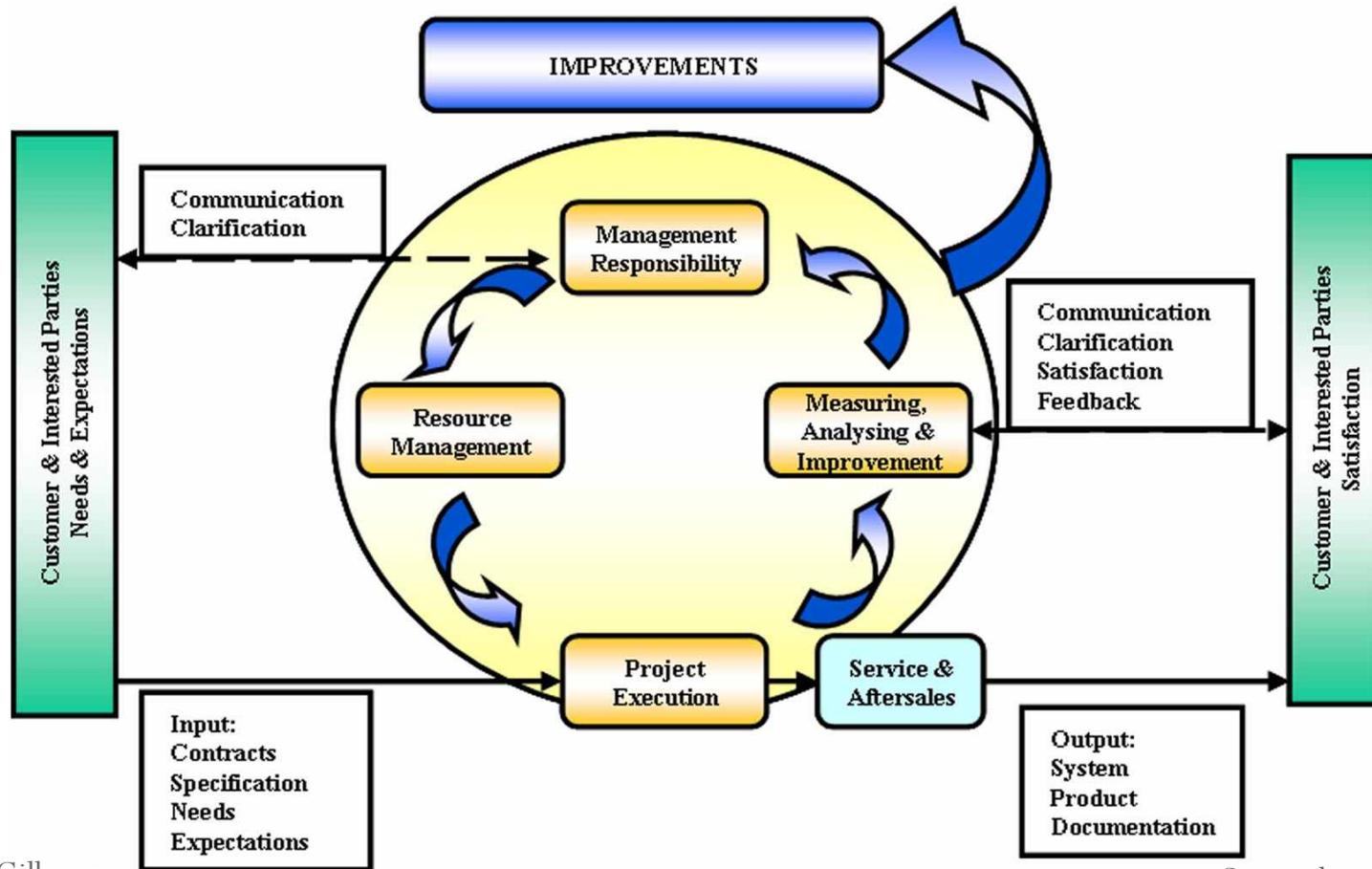
# Measure Critical Stuff

- ! 5. Measure all critical aspects of the improved results cycle.
- !



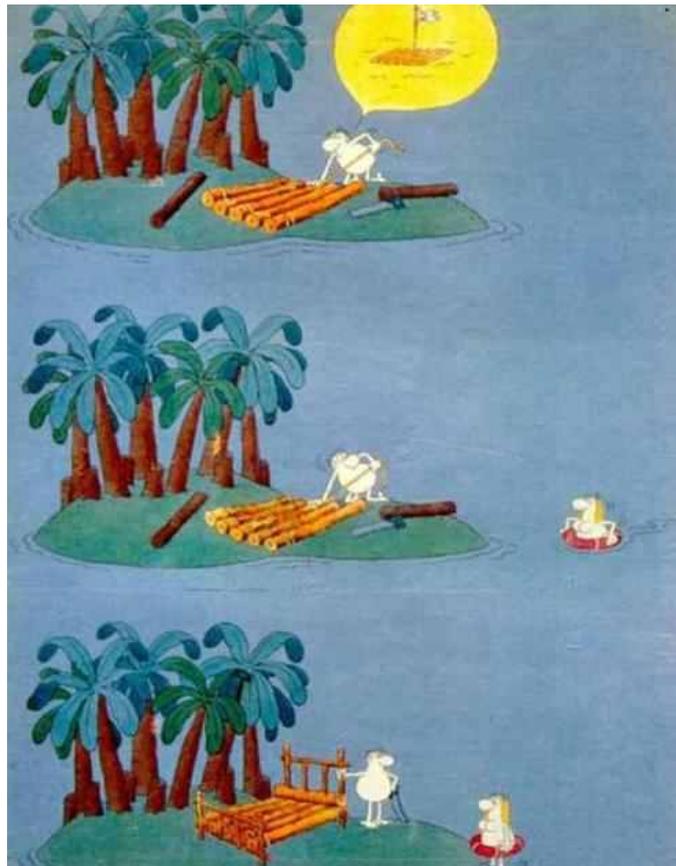
# Learn from Deviations

- ! 6. Analyze deviation from your initial estimates.
- !



# Courage

- **7. Change plans to reflect weekly learning.**
- !



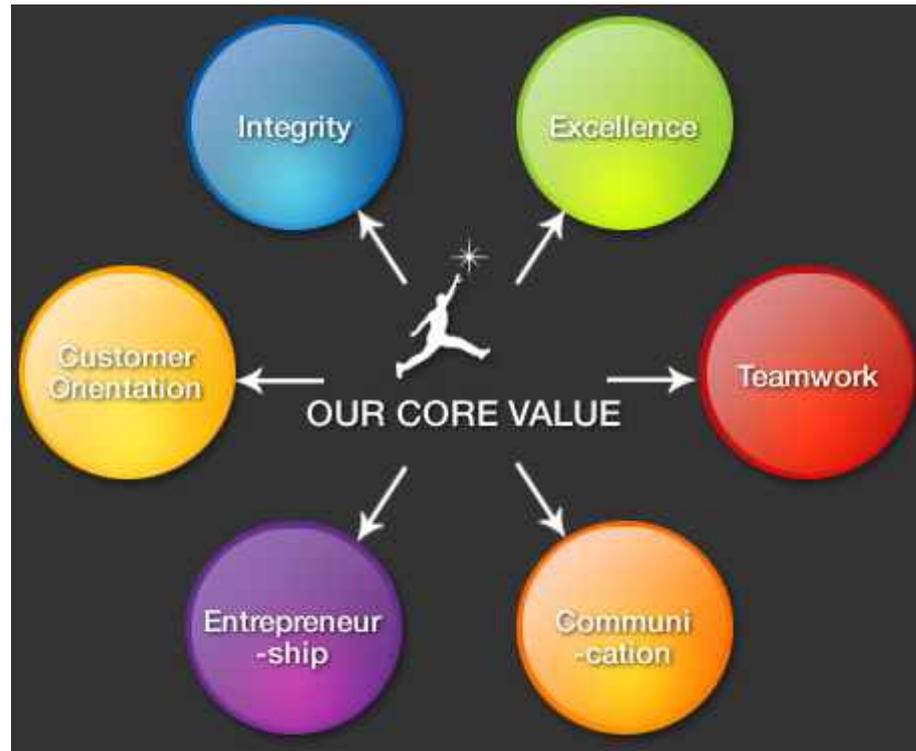
## Deliver Value Now

- **8. Immediately implement valued stakeholder needs, next week**
  - *Don't wait, don't study (analysis paralysis), don't make excuses.*
  - *Just Do It!*
- !



# Tell Stakeholders What's next

- ! 9. Tell stakeholders exactly what you will deliver next week
- !



# If it works, do it!

- ! 10. Use any design, strategy, method, process that works quantitatively well - to get your results
  - Be a systems engineer, not a just programmer (a 'Softcrafter').
  - Do not be limited by your craft background, in serving your paymasters.

●!



# So, what are Agile methods missing?

## •! Stakeholder Focus

### •! Real projects have dozens of stakeholders

- ! Not just a customer in the next room
- ! Not just a user with a use case or story

## •! Results Focus

- ! It is not about writing code, it is about delivering value to stakeholders
- ! It is not about programming, it is about making systems work, for real people

## •! Systems Focus

- ! It is not about coding – (*again* 😊)
- ! It is about reuse, data, hardware, training, motivation, sub-contracting, Outsourcing, help lines, user documentation, user interfaces, security, etc.
- ! So, a systems engineering scope is necessary to deliver results.
- ! Systems Engineering needs quantified performance and quality objectives
  - ! To synchronize all necessary disciplines, so that they deliver the results.

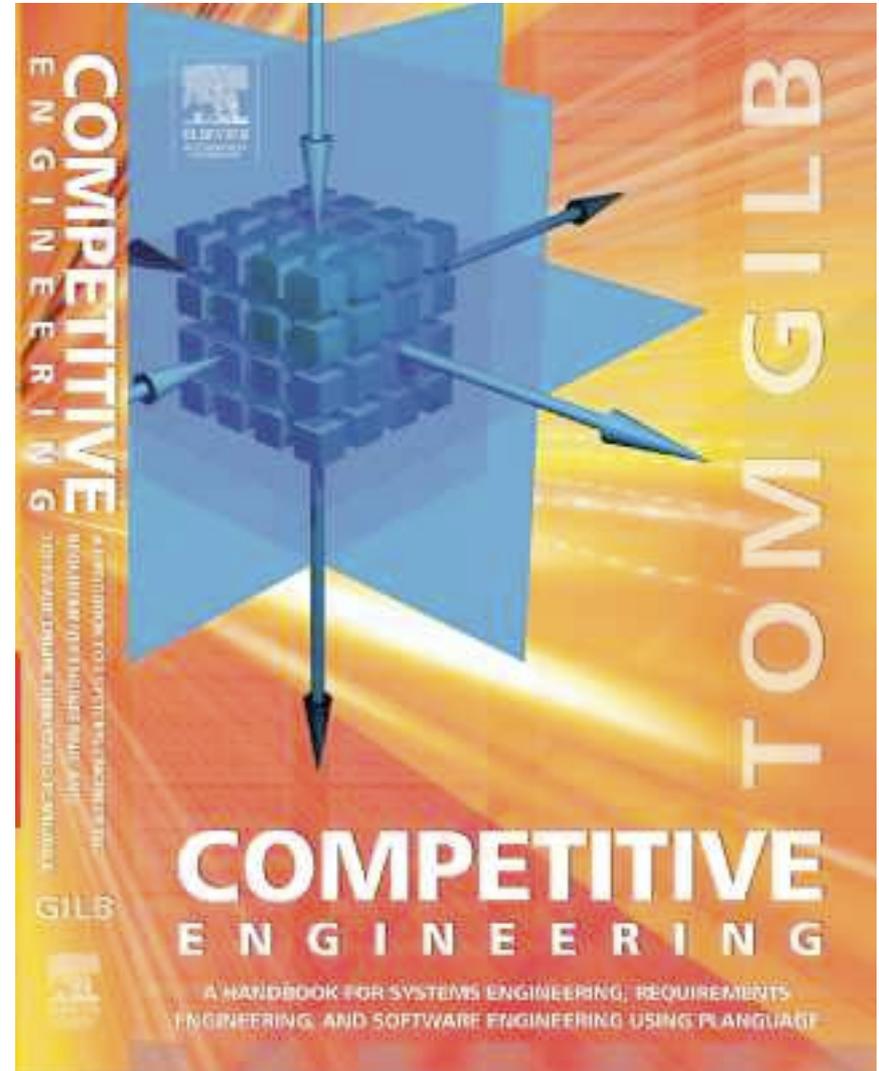
●! Ecstatic Stakeholder!

●!



# That's All Folks!

- ! Questions?
- ! Remarks?
- ! For free digital copy of this book, and 4 of my Agile papers
- ! Email me subject "Book"
- ! Tom@Gilb.com



# End of 1 Hour Lecture

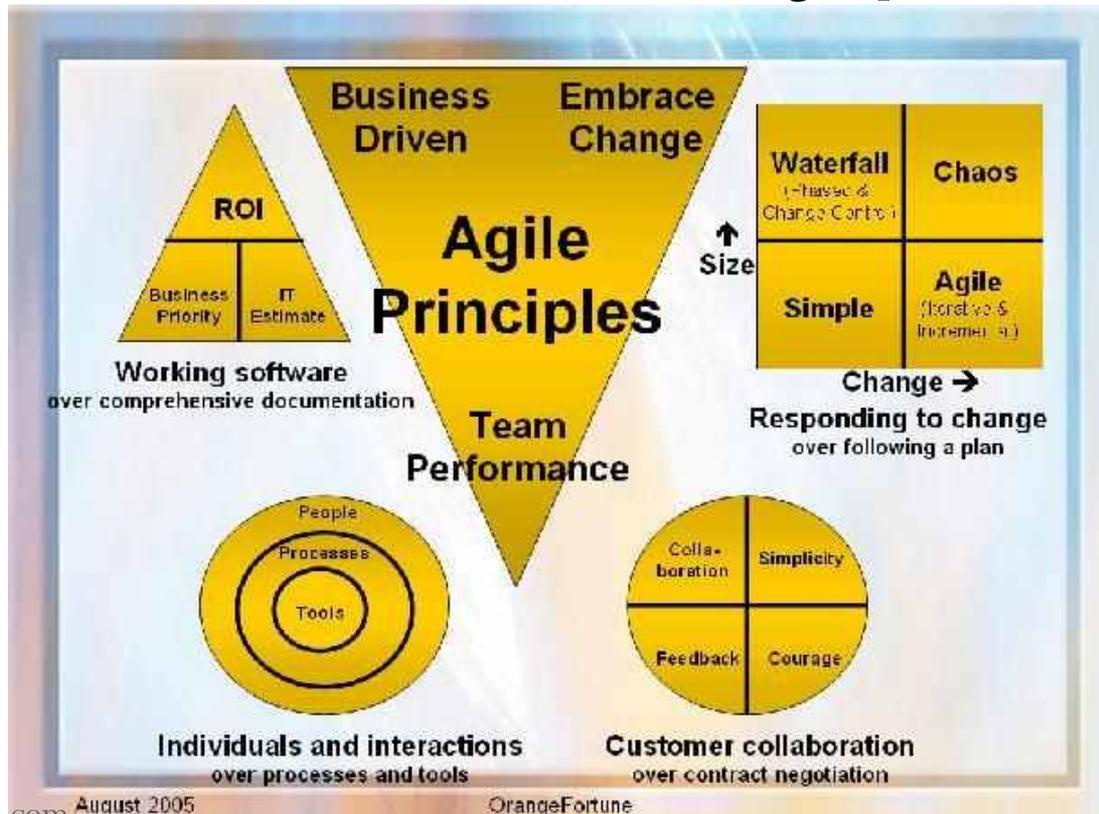
- ! Discussion Remarks Questions ?
  - ! Now, and throughout the conference
- ! And by email
  - ! [TomsGilb@Gmail.com](mailto:TomsGilb@Gmail.com)
  - ! +47 92066 705, +44 (0) 77 1267 0707
  - ! @ ImTomGilb
- ! For another Norwegian case study of doing it right, see Confirmit
  - ! [http://www.gilb.com/tiki-download\\_file.php?fileId=278](http://www.gilb.com/tiki-download_file.php?fileId=278)
  - ! [http://www.gilb.com/tiki-download\\_file.php?fileId=50](http://www.gilb.com/tiki-download_file.php?fileId=50)
- ! See Value slides, following these, as an extra reserve, another angle.
  - ! From London BCS SPA Lecture 2009

# Does real Software Practice Advancement need yet another 'Manifesto'?

\_"AGILE HAS DOOMED ITSELF - TO BECOME YET ANOTHER FAD "\_.

What is Seriously Wrong with Agile practices and interpretations - why AGILE, AS CURRENTLY PRACTICED, is PROJECT-failure-prone as a culture

"What is Tom's advice, his own more value-oriented 'agile' principles and values (see below) and metrics-oriented agile practices in Evo?



## Gilb's 'Value Driven Planning' Principles:

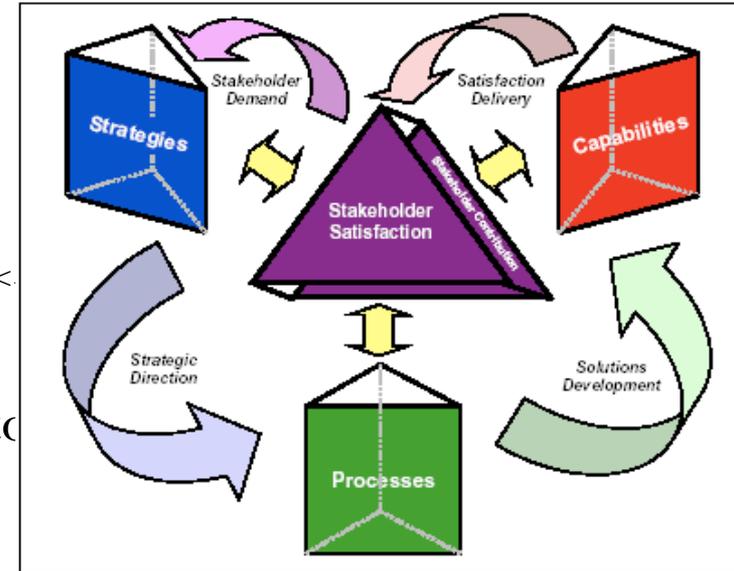
- 1. Critical Stakeholders determine the values**
- 2. Values can and must be quantified**
- 3. Values are supported by Value Architecture**
- 4. Value levels are determined by timing, architecture effect, and resources**
- 5. Value levels can differ for different scopes (where, who)**
- 6. Value can be delivered early**
- 7. Value can be locked in incrementally**
- 8. New Values can be discovered (external news, experience)**
- 9. Values can be evaluated as a function of architecture (Impact Estimation)**
- 10. Value delivery will attract resources.**

# Value Driven Planning Principles in Detail:

# 1. Critical Stakeholders determine the values

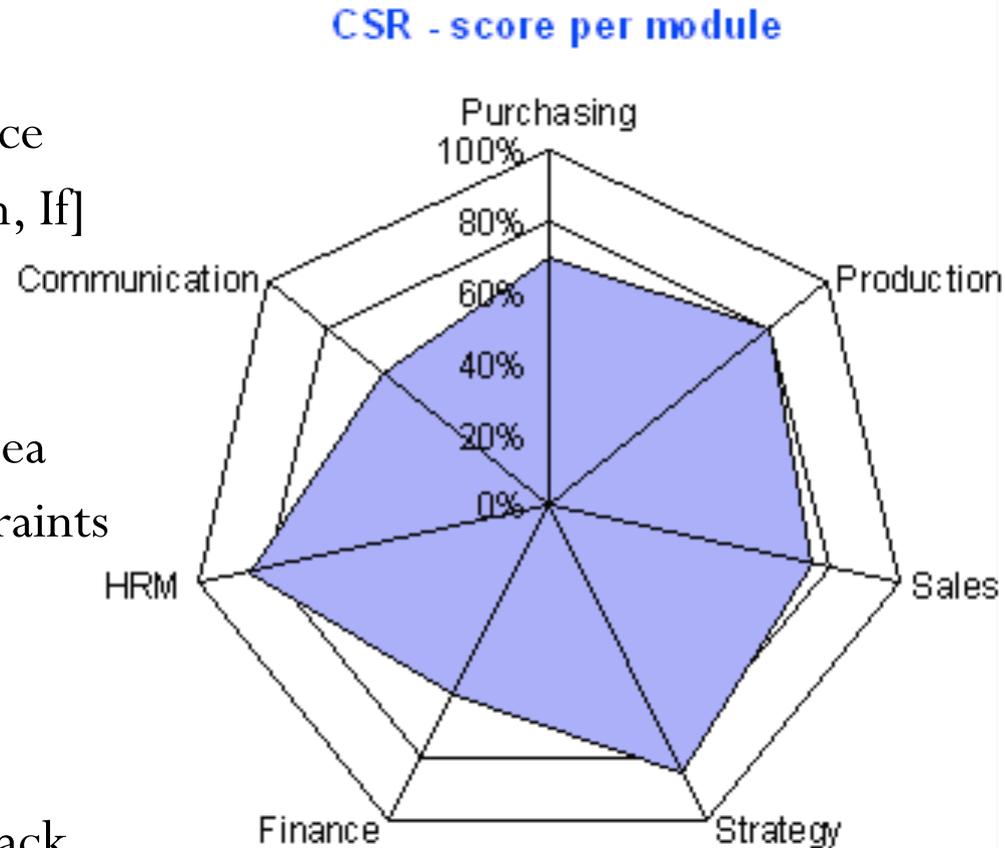
Critical: “having a decisive or crucial importance in the success or failure of something” <  
Dictionary

- ! The primary and prioritized values we need to deliver are determined by
  - ! analysis of the needs and values of stakeholders
    - ! stakeholders who can determine whether we *succeed* or *fail*.
- ! We cannot afford to satisfy *other (less critical)* levels, at other times and places, yet.
  - ! Because that might undermine our ability to satisfy the more critical stakeholders –
  - ! and consequently threaten our overall project success.



## 2. 'Values' can and must be *quantified*

- ! Values can, if you want, be expressed numerically.
  - ! With a defined scale of measure
  - ! with a deliverable level of performance
  - ! and with qualifier info [Where, When, If]
- ! Quantification is useful:
  - ! to clarify your own thoughts
  - ! to get real agreement to one clear idea
  - ! to allow for varied targets and constraints
  - ! to allow direct comparison with benchmarks
  - ! to put in Request for bids, bids and contracts
  - ! to manage project evolutionarily : track progress
  - ! as a basis for measurement and testing
  - ! to enable research on methods



•Figure 1: Real (NON-CONFIDENTIAL version) example of an initial draft of setting the objectives that engineering processes must meet.

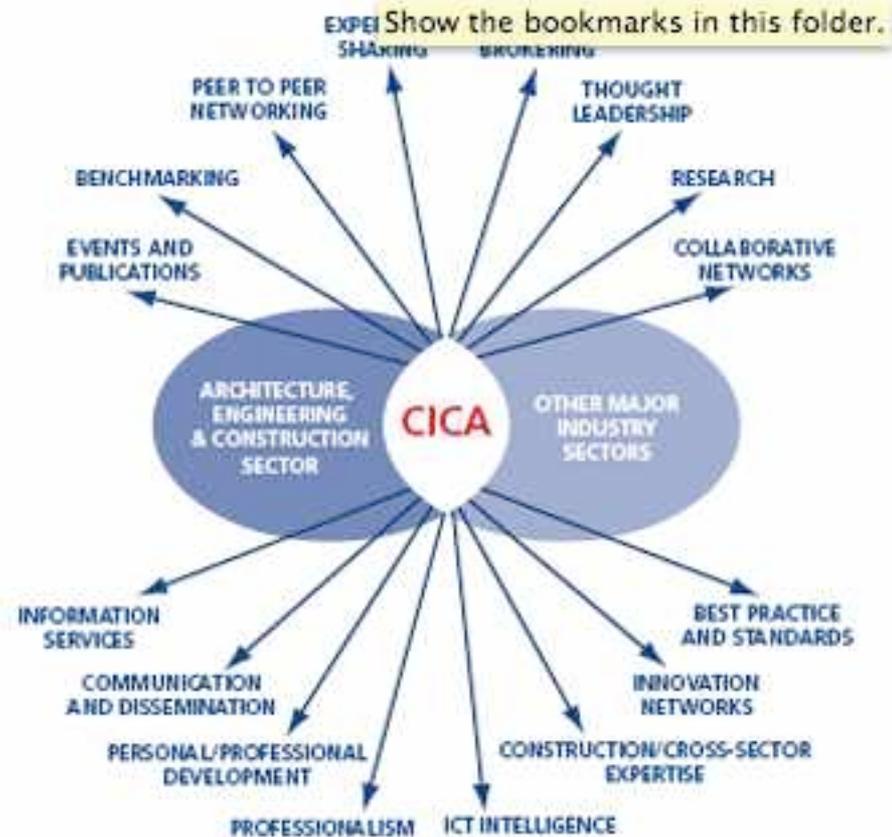
Business objective	Measure	Goal (200X)	Stretch goal (0X)	Volume	Value	Profit	Cash
Time to market	Normal project time from GT to GT5	<9 mo.	<6 mo.	X	X	X	X
Mid-range	Min BoM for The Corp phone	<\$90	<\$30	X	X	X	X
Platformisation Technology	# of Technology 66 Lic. shipping > 3M/yr	4	6	X	X	X	X
Interface	Interface units	>11M	>13M	X	X	X	X
Operator preference	Top-3 operators issue RFQ spec The Corp	1	2	X	X	X	X
Productivity							X
Get Torden	Lyn goes for Technology 66 in Sep-04	Yes		X		X	X
Fragmentation	Share of components modified	<10%	<5%		X	X	X
Commoditisation	Switching cost for a UI to another System	>1yr	>2yrs		X	X	X
Duplication	The Corp share of 'in scope' code in best-selling device	>90%	>95%		X	X	X
Competitiveness	Major feature comparison with MX	Same	Better	X		X	X
User experience	Key use cases superior vs. competition	5	10	X	X	X	X
Downstream cost saving	Project ROI for Licensees	>33%	>66%	X	X	X	X
Platformisation IFace	Number of shipping Lic.	33	55	X		X	X
Japan	Share of of XXXX sales	>50%	>60%	X		X	X

Numbers are intentionally changed from real ones

Business Values Quantified

### 3. Values are supported by Value Architecture

- ! Value Architecture: defined as:
  - ! anything you *implement* with a view to satisfying stakeholder values.
- ! Value Architecture:
  - ! includes product/system objectives
    - ! Which are a 'design' for satisfying stakeholder values
  - ! Has a multitude of performance and cost impacts
  - ! can impact a given system differently, depending on what is in the system, or what gets put in later
  - ! Needs to try to maximize value delivered for resources used.



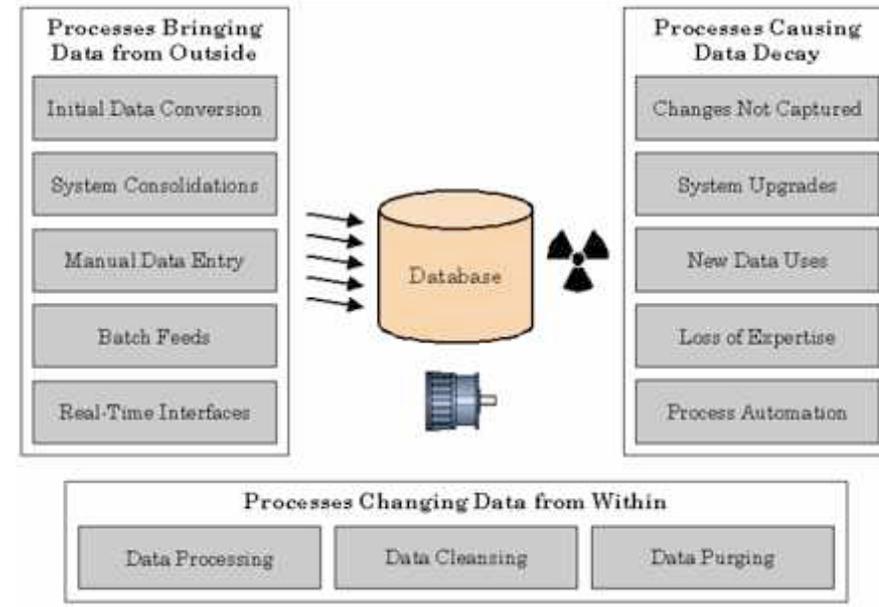
## 4. Value levels are determined by *timing, architecture effect, and resources*

Value levels: defined as:

the degree of satisfaction of value needs.

Value level:

- ! depends on *when* you observe the level
  - ! The environment, the people, other system performance characteristics (security, speed, usability)
- ! depends on the *current incremental power* of *particular value architecture* components
- ! depends on *resources available* both in development and operation

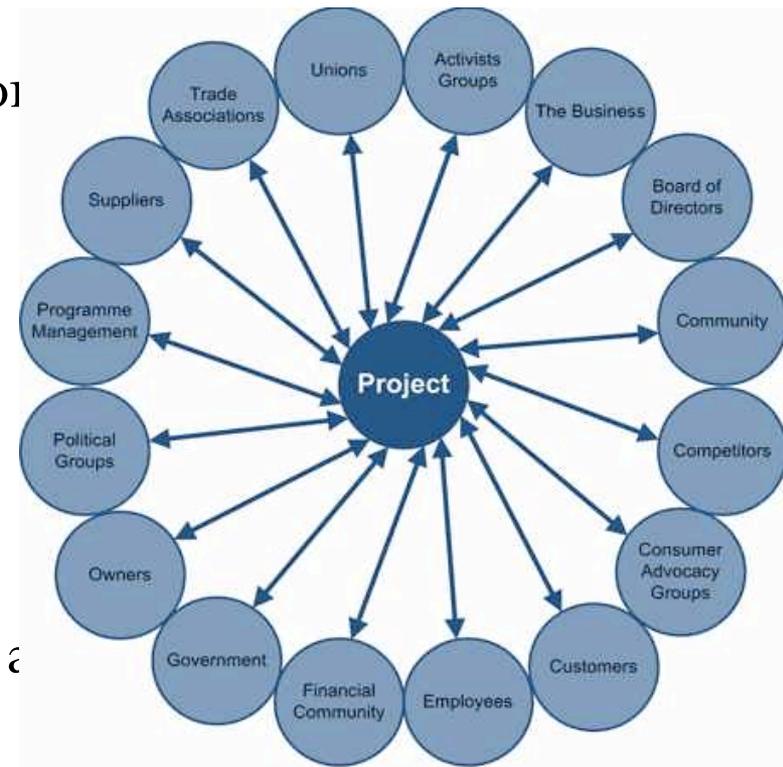


## 5. Required Value *levels* can differ for different scopes (where, who)

The level of value needed, and the level of value delivered - for a single attribute dimension (like Ease of Use) can vary for

- ! different stakeholders
- ! at different times
  - ! (peak, holiday, slack, emergency, early implementation)
- ! for different 'locations'
  - ! countries, companies, industries

There is nothing simple like 'one level for a



- 6. Value can be delivered early

You do not have to wait until ‘the project is done’ to deliver useful stakeholder value satisfaction.

You can intentionally target the highest priority stakeholders, and their highest priority value area, and levels.

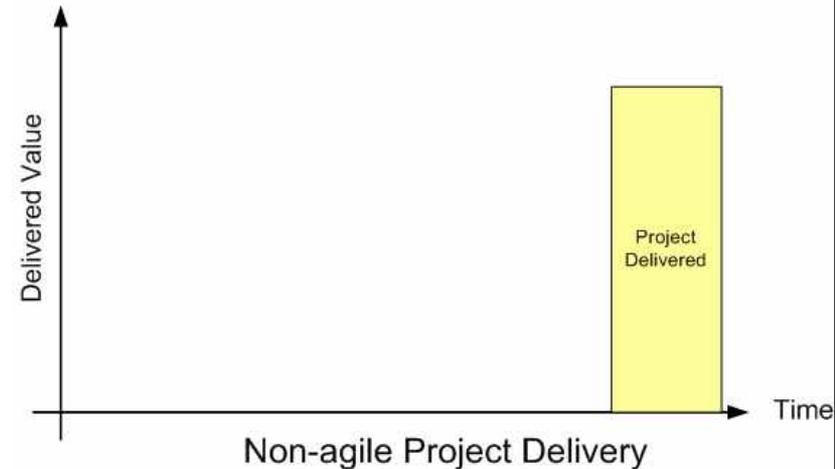
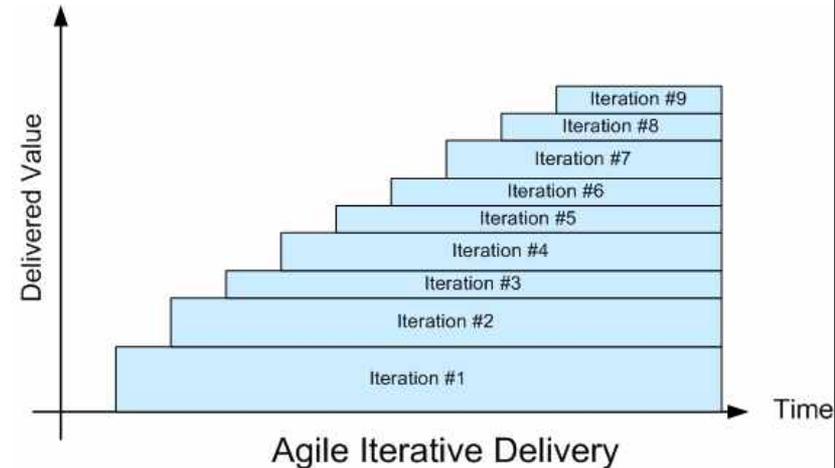
You can deliver them early and continuously

You can learn what is possible  
And what stakeholders really value.

Discover new value ideas

Discover new stakeholders

Discover new levels of satisfaction



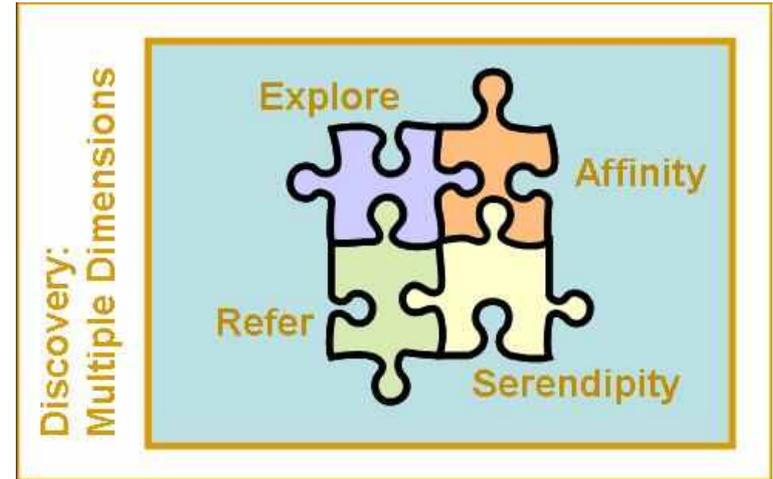
# • 7. Value can be locked in incrementally

- ! You can increment the value satisfaction
  - ! *towards* longer term Goal levels
- ! You can spread the value deliveries
  - ! that are *proven* in *some* places,
  - ! more widely in the next increments
- ! This probably assumes that you have really handed over real results to real people.
  - ! Not just developed systems without delivery



## 8. New Values can be discovered (external news, experience)

- ! *Expect*, and try to discover,
  - ! entirely new stakeholder values.
- ! These will of course emerge *after you start delivering* some satisfaction, because:
  - ! Stakeholders believe you can help
  - ! Things *change*



# 9. Values can be *evaluated* as a function of *architecture* (using 'Impact Estimation')

- ! It is possible to get an **overview** of
  - ! the totality of impacts
  - ! that your **architecture**
  - ! (all designs and strategies)
  - ! **might** have
  - ! on all your defined stakeholder **needs**.

Business Objective	Weight	Viking Deliverables												
		hardware adaptation	Telephony	Reference designs	IFace	Modularity	Defend vs Technology 66	Tools	User Experce	GUI & Graphics	Security	Defend vs OOD	Enterprise	
Time to market	20%	20%	10%	30%	5%	10%	5%	15%	0%	0%	0%	5%	5%	
Mid-range	10%	15%	0%	15%	0%	30%	15%	5%	10%	5%	5%	0%	0%	
Platformisation Technology	5%	25%	10%	30%	0%	0%	10%	0%	5%	0%	10%	0%	5%	
Interface	5%	5%	15%	15%	0%	5%	0%	5%	0%	0%	10%	0%	10%	
Operator preference	10%	0%	10%	0%	15%	5%	20%	5%	10%	10%	20%	5%	10%	
Get Torden	10%	25%	10%	10%	-10%	0%	20%	0%	10%	-20%	10%	10%	5%	
Commoditisation	5%	20%	10%	20%	10%	-20%	25%	15%	0%	0%	5%	10%	5%	
Duplication	10%	15%	10%	10%	0%	0%	40%	0%	0%	0%	5%	20%	5%	
Competitiveness	5%	10%	15%	20%	0%	10%	20%	10%	10%	20%	10%	10%	10%	
User experience	5%	5%	0%	0%	0%	20%	0%	0%	30%	10%	0%	0%	0%	
Downstream cost saving	5%	15%	5%	20%	0%	10%	20%	0%	10%	0%	0%	10%	5%	
Platformisation IFace	5%	10%	10%	20%	40%	0%	20%	5%	0%	0%	0%	0%	5%	
Japan	5%	10%	5%	20%	0%	10%	0%	0%	10%	5%	0%	0%	0%	
Contribution to overall result		15%	9%	17%	4%	7%	15%	6%	6%	1%	6%	6%	5%	
Cost (€M)		£ 2.85	£ 0.49	£ 3.21	£ 2.54	£ 1.92	£ 2.31	£ 0.81	£ 1.21	£ 2.68	£ 0.79	£ 0.62	£ 0.60	
ROI Index (100=average)		106	358	109	33	78	137	148	107	10	152	202	174	

- ! Use an Impact Estimation table
  - ! and you will be able to spot *opportunities* for
    - ! high value and
    - ! low cost early deliveries

See next slide  
For enlargement

●! by analyzing the numbers on the table

# Strategy Impact Estimation:

for a \$100,000,000 Organizational Improvement Investment

# Technical Strategies

## Objectives



Defined

In earlier slide

Viking Deliverables

Business Objective	hardware adaptation	Telephony	Reference designs	Iface	Modularity	Defend vs Technology 66	Tools	User Experce	GUI & Graphics	Security	Defend vs OCD	Enterprise
Time to market	20%	10%	30%	5%	10%	5%	15%	0%	0%	0%	5%	5%
Mid-range	15%	10%	30%	5%	10%	5%	5%	10%	5%	5%	0%	0%
Platformisation Technology	25%	10%	30%	0%	5%	10%	0%	5%	0%	10%	0%	5%
Interface	5%	15%	15%	0%	5%	0%	5%	0%	0%	10%	0%	10%
Operator preference	0%	10%	10%	0%	0%	20%	5%	10%	10%	20%	5%	10%
Get Torden	25%	10%	10%	-10%	0%	20%	0%	10%	-20%	10%	10%	5%
Commoditisation	20%	10%	20%	10%	-20%	25%	15%	0%	0%	5%	10%	5%
Duplication	15%	10%	10%	0%	0%	40%	0%	0%	0%	5%	20%	5%
Competitiveness	10%	15%	20%	0%	10%	20%	10%	10%	20%	10%	10%	10%
User experience	5%	10%	0%	0%	20%	0%	0%	30%	10%	0%	0%	0%
Downstream cost saving	15%	10%	20%	40%	0%	20%	5%	10%	0%	0%	10%	5%
Platformisation Iface	10%	10%	20%	40%	0%	20%	5%	0%	0%	0%	0%	5%
Japan	10%	5%	20%	0%	10%	0%	0%	10%	5%	0%	0%	0%
Contribution to overall result	15%	9%	17%	4%	7%	15%	6%	6%	1%	6%	6%	5%
Cost (£M)	£ 2.85	£ 0.49	£ 3.21	£ 2.54	£ 1.92	£ 2.31	£ 0.81	£ 1.21	£ 2.68	£ 0.79	£ 0.62	£ 0.60
ROI Index (100=average)	106	358	109	33	78	137	148	107	10	152	202	174

"Benefits"

Cost

358!

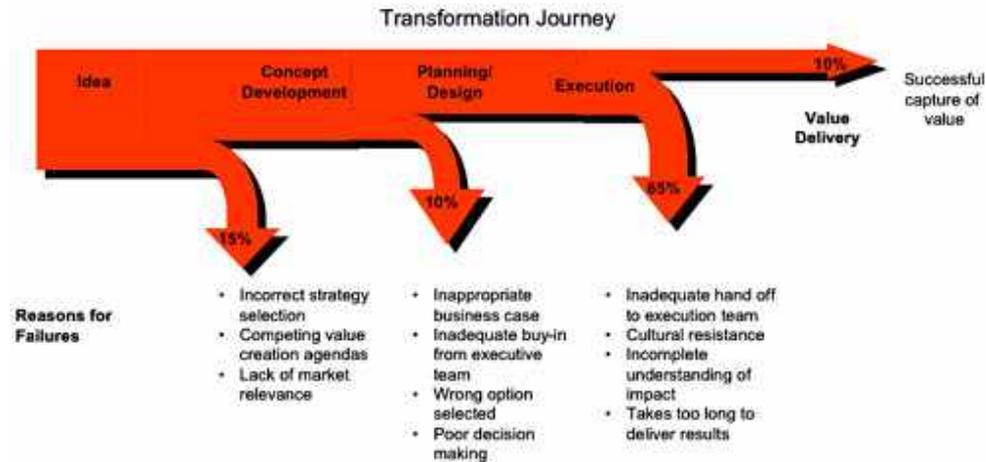
## 10. Value delivery will attract resources.

- ! If you are really good at delivering value
  - ! You can expect to attract
    - ! even more funding
  - ! Managers like
    - ! to be credited with success
  - ! Money seeks
    - ! best interest rates



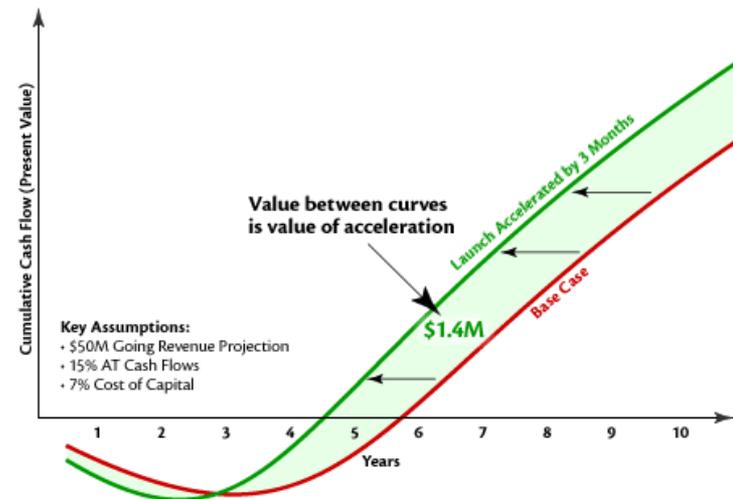
# Gilb's Value Manifesto: A Management Policy?

- 1.! **Really useful value, for real stakeholders will be defined measurably.**  
**No nice-sounding emotive words please.**
- 2.! **Value will be seen in light of total long term costs as a decent return on investment.**
- 3.! **Powerful management devices, like motivation and follow-up, will make sure that the value for money is really delivered – or that the failure is punished, and the success is rewarded.**
- 4.! **The value will be delivered evolutionarily – not all at the end.**
- 5.! **That is, we will create a stream of prioritized value delivery to stakeholders, at the *beginning* of our value delivery projects; and continue as long as the real return on investment is suitably large.**
- 6.! **The CEO is primarily responsible for making all this happen effectively.**
  - 1.! **The CFO will be charged with tracking all value to cost progress.**
  - 2.! **The CTO and CIO will be charged with formulating all their efforts in terms of measurable value for resources.**



Source: Survey 100 Global Companies 2001-2002

**Cumulative Present Value of Accelerating Cash Flows**



# The Value Delivery Problem

- ! **Sponsors who order and pay for systems engineering projects,**
  - ! **must justify their money spent**
  - ! **based on the expected consequential effects (hereafter called ‘value’) of the systems.**
- ! **The value of the technical system is often expressed**
  - ! **in presentation slides and requirements documents**
  - ! **as a set of nice-sounding words,**
  - ! **under various titles such as “System Objectives”, and “Business Problem Definition”**

# Some Assertions

**Assertion 1. When top management allows large projects to proceed, with such badly formulated primary objectives, then**

- ! **they are responsible as managers for the outcome (failure).**
- ! **They cannot plead ignorance.**

**Assertion 2. The failure of technical staff (project management) to react to the lack of primary objective formulation by top management is also a total failure to do reasonable systems engineering.**

- ! **Management might have a poor requirements culture, but we should routinely save them from themselves.**

**Assertion 3. Both top managers and project personnel can be trained and motivated to clarify and quantify critical objectives routinely.**

- ! **But until the poor external culture of education and practice changes, it may take strong CEO action to make this happen in your corporation.**
- ! **My experience is that no one else will fight for this.**

**Assertion 4. All top level system performance improvements, are by definition, variables.**

- ! **So, we can expect to define them quantitatively.**
- ! **We can also expect to be able to measure or test the current level of performance.**
- ! **Words like 'enhanced', 'reduced', 'improved' are not serious systems engineering requirements terms.**

Slides moved from front to end

# Value Planning

## The Organizational Components

**Product Management**  
(deciding what the product should be)

Product  
Owner

System  
Architect

**Scrum Teams**  
(building the product)

Scrum  
Master

Team  
Members

# Value Planning

## The Inputs

**Product Management**  
(deciding what the product should be)

**Stakeholders and their Needs**  
(like: Potential New Users, Usability)

**Long Term Quality Needs**  
(like Portability, Security, Adaptability)

**Scrum Teams**  
(building the product)

**Requirements**  
(what to build, how well to build)

**High Level and Super-ordinate Designs and Architecture**  
(how to build, solutions given from others)

# Value Planning

## The Work Products - outputs

### Product Management (deciding what the product should be)

**Product Owner:**  
Requirements, particularly top critical few improvement requirements

Strategies, Designs, Solutions  
(How we propose to deliver the improvements)

**System Architect:**  
Technical Architecture to support long term  
(like suppliers, interfaces, platforms, languages)

### Scrum Teams (building the product)

**Scrum Master:**  
ensure team  
empowerment

**Team Members:**  
(IT)  
Code, Tests, System Improvements,  
Reports on progress, Work Process Improvements

# The *Product Management Process*

## Deciding the exact product content

**Gather relevant inputs: Analyze The Market & Related Environment**

Stakeholders

Stakeholder needs

**Clarify Needs & Organize the Information:**

**= Clear and Complete Requirements**

Quantify Improvements and  
Constraints

Add info about risks, sources, priorities

**Decide how to deliver the requirements – Product Design**

Strategies, Design, Architecture

Estimate expected Impacts on Product  
Improvements and costs

# Analysis: by PM

## *What You 'have to' know*

### Market Needs

**Product Characteristics**  
How good? Qualities  
Top 10 Critical Improvements

**Service Characteristics**  
(help, training, fault support, sales channels, ...)

### Other Needs

**Organizational Needs**  
IT Environment, Sales and marketing  
Environment, Distribution and  
Partners, International  
considerations, ...

**External Environment Needs**  
(legal, co-operation, image, ..)

# Requirements: *Determining What You Want*

*What you need to determine*

**Top Level Critical Objectives**

**All other critical requirements**

*How well you need to determine requirements*

**Quantified, Unambiguous, Clear, Testable, Agreed and Approved, Quality Controlled**

**With supporting detail to allow analysis, risk understanding, prioritization**

# Design: to meet Requirements:

## What you have to design

**Choose specific designs of product and service**

(detailed enough to hand over to development team)

**Choose specific architectures to deal with long term needs**

(platforms, interfaces, processes, organizational structures, rewards)

## How well you have to design it

So that **you reasonably understand all critical** attributes and costs

( $\pm 20\%$ ?)

**So that the overall long term implications of the product are understood**

(recruitment, partnering, international deals)

# Building: The development team

*What* do you  
have to do?

**Build Product**  
(Software, Dataware, Docuware)

**Validate Product**  
(Does it work well enough?)

How *well* do you  
have to do it

**To meet all targets, and constraints – for  
quality and performance.**  
**For new increments, and total system**

**To reflect on both product  
attributes and process problems.**  
**To improve their own work  
environment.**  
**To improve the design, estimates  
and requirements.**

# Implementation: Integration: Delivery to Market

**What the  
team has to do**

**Integrate next increment  
into existing product and  
field/Beta trial it**

**Deliver to market as  
finished product change**

**How well it  
has to be done**

**So that it normally is clean (no  
bugs!) and impressive. So that we  
learn, and can tune it, before  
final market delivery**

**Rock solid. No problems.  
Clear improvement to all  
customers**

# Scrum and Evo

- ! "Tom Gilb invented Evo, arguably the first Agile process.
- ! He and his son Kai have been working with me in Norway to align what they are doing with Scrum.
- ! Kai has some excellent case studies where he has acted as Product Owner. He has done some of the most innovative things I have seen in the Scrum community”
  - ! Jeff Sutherland, co-inventor of Scrum, 5Feb 2010 in Scrum Alliance Email (recommending us to be invited to Scrum Gathering, Orlando in March 2010, which we did)
  - ! [.http://bit.ly/a5Fd1T](http://bit.ly/a5Fd1T) #scrum #agile Sutherland credits Gilb in Roots of Scrum slide #accu2010





# Gilb credited as Root

**THE ROOTS OF SCRUM**  
**How the Japanese lean experience changed global software development**

With help from Citrix Online, Google, Yahoo, Microsoft, IBM, Oracle, MySpace, Adobe, GE, Siemens, Disney Animation, BellSouth, Alcatel-Lucent, GSI Commerce, Ulticom, Palm, St. Jude Medical, DigiChart, RosettaStone, Healthwise, Sony/ Ericsson, Accenture, Trifork, Systematic Software Engineering, Exigen Services, SirsiDynix, Softhouse, Philips, Barclays Global Investors, Constant Contact, Wellogic, Inova Solutions, Medco, Saxo Bank, Xebia, Insight.com, SolutionsIQ, Crisp, Johns Hopkins Applied Physics Laboratory, Unitarian Universalist Association, Motley Fool, Planon, FinnTEch, OpenView Venture Partners, Jyske Bank, BEC, Camp Scrum, DotWay AB, Ultimate Software, Scrum Training Institute, AtTask, Intronis, Version One, OpenView Labs, Central Desktop, Open-E, Zmags, eEye, R... Hamilton, Scrum Alliance, Fortis, DIPS, Program... Gilb.com, WebGuide Partner, Emergn, NSB (Norwe... egasystems, Wake Forest University, The Economist, iContact, Avaya, Kar... Marketing, accelare, Tam Tam

**Gilb.com**

ACCU, Oxford, UK 14 Apr 2010

adidas ALL BLACKS®

SCRUM TRAINING INSTITUTE openview venture partners ScrumAlliance™ transforming the world of work.

Tuesday, April 13, 2010 1

# First Attempt to Teach a Scrum Front End Using Evo ideas



- ! A 1-day front-end for ‘Product Managers’ before a 1-day Scrum Overview course for Product Managers
- ! Commissioned by and co-authored by Gabriella Benefield (Scrum Alliance) 2009
- ! Detailed training exercises available at
  - ! [http://www.gilb.com/tiki-download\\_file.php?fileId=353](http://www.gilb.com/tiki-download_file.php?fileId=353)
  - ! Value Planning slides for Scrum (Oct 09)
- ! The dozen slides at end of this slide set are Tom’s attempt to describe the relationship of
  - ! Scrum and the Value Planning front end
  - ! based on Evo
  - ! These slides were not part of the training G. B. and I held in 2009)

# Value Planning (+ Scrum)

## A better 'front end' to Scrum, and other agile variants

BASED ON IDEAS FROM THE 'EVO' METHOD

Efficient Value Organisation/Options

Evolving Value in Organizations

Evolving Value Optimization ,

Efficient Value Optimization

# Value-Driven Scrum

(one of your options for smart Product Ownership)

- ! **Defined As:**
  - ! **The real world interface to the Scrum Product Owner**
  - ! **The Businesses ‘Organizational Value’ Management**
  - ! **The Business Function Management**
  - ! **The Technical Architecture Management**
- ! **All in a pipeline to the Scrum Product Owner (PO)**
  - ! **Fully designed, from the *organizational* point of view**
  - ! **Allowing additional design at the level of *programming*, chunking, and data**
    - ! **By the Scrum Team**
  - ! **Prioritized from the *Organizational* Point of View**

# The ‘Scrum Product Owner’

- ! Needs to get enough information about the product
  - ! To allow the Scrum team to build, test, make technical detailed decisions
- ! Here is one set of tools to allow the Product Owner
  - ! Perhaps, in larger environments, a PO ‘team’
  - ! To collect information, to plan, so that
    - ! **We really deliver the best value for money, as soon as possible**

# What is new?

## What is Value-Planning (VP) ?

- ! **Dominant focus on Value Delivery Management** –
  - ! Not from a programming point of view
  - ! But from a business and management non technical point of view
  - ! Which critical value improvements do we need first, and next
- ! **Stakeholder Values-and-Priorities Integration\***
  - ! Of management, marketing, IT, Systems Engineering,
  - ! Including Sales, Customer Service and ALL Critical Stakeholders
- ! **Systems View** – Systems Architecture – Systems Engineering
  
- ! \* integration: defined as: Alignment and reasonable balance of competing interests, through intelligent dynamic prioritization.

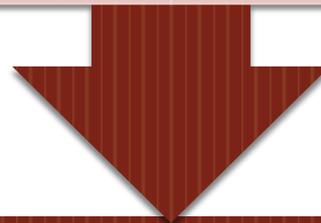
# Value Driven Scrum

**System  
Owner**

**Stakeholders  
Values**

**Business Values**

**System Functions**



**Product  
Owner**

**Build  
Test  
Maintain**

**Detailed Technical Design**

# Value Decision Tables

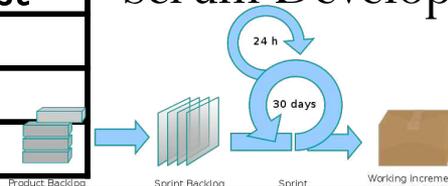
<b>Business Goals</b>	Stakeholder Value 1	Stakeholder Value 2
Business Value 1	-10%	40%
Business Value 2	50%	10%
Resources	20%	10%

<b>Stakeholder Val.</b>	Product Value 1	Product Value 2
Stakeholder Value 1	-10%	50 %
Stakeholder Value 2	10 %	10%
Resources	2 %	5 %

<b>Product Values</b>	Solution 1	Solution 2
Product Value 1	-10%	40%
Product Value 2	50%	80 %
Resources	1 %	2 %

<b>Prioritized List</b>
1. Solution 2
2. Solution 9
3. Solution 7

Scrum Develops



We measure improvements  
Learn and Repeat

# Value Decision Tables

Business Goals	Training Costs	User Productivity
Profit	-10%	40%
Market Share	50%	10%
Resources	20%	10%

Stakeholder Val.	Intuitiveness	Performance
Training Costs	-10%	50 %
User Productivity	10 %	10%
Resources	2 %	5 %

Product Values	GUI Style Rex	Code Optimize
Intuitiveness	-10%	40%
Performance	50%	80 %
Resources	1 %	2 %

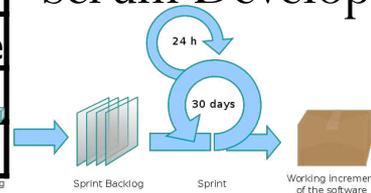
[Jeffsutherland](#)  
[Twitter: Very cool product backlog management by Tom and Kai Gilb](#) <http://ad.vu/2h4d>  
 Sat 28 March 2009



© Gilb.com

Prioritized List
1. Code Optimize
2. Solution 9
3. Solution 7

Scrum Develops



We measure improvements  
 Learn and Repeat

September 12, 2014

## ●! Value Management (Evo)

Focus towards challenges

Stakeholder requirements quantified

Both Goal and Tolerable levels specified.

Table shows relationship requirements and design

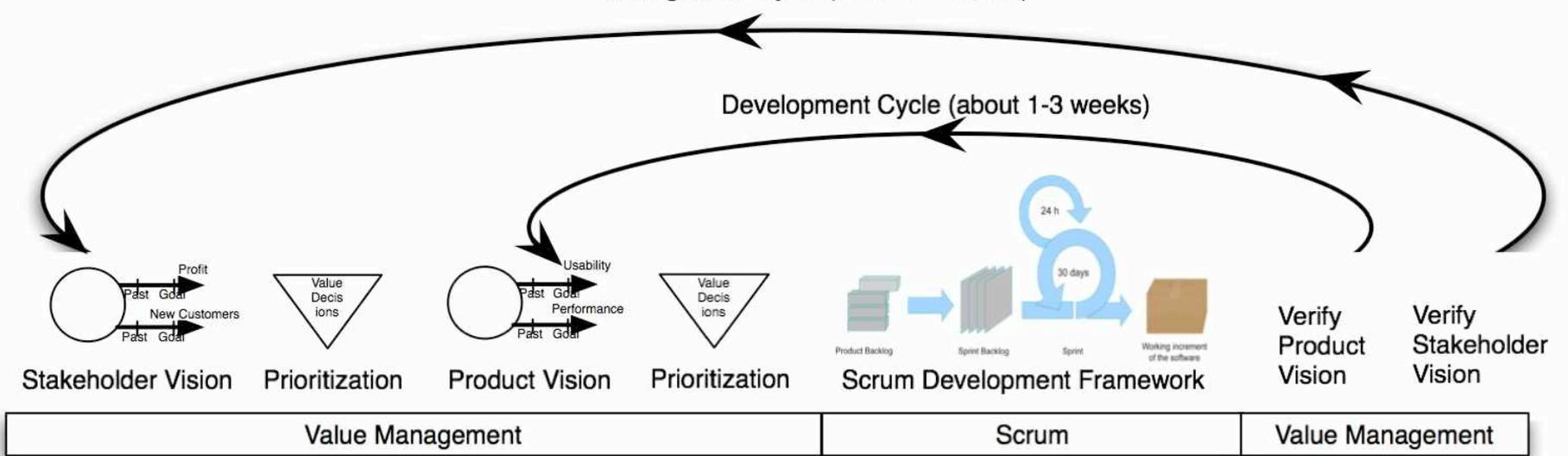
Testing during and after deliver cycles

A more-advanced and more-comprehensive way to apply Scrum



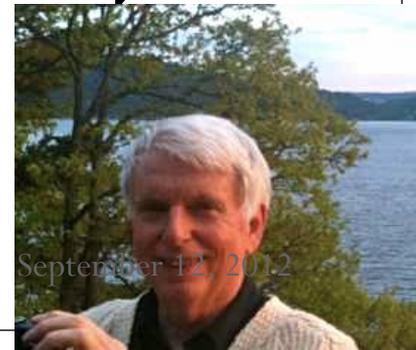
Management Cycle (about 1-3 weeks)

Development Cycle (about 1-3 weeks)



[Jeffsutherland Twitter: Very cool product backlog management](#)

76 m and Kai Gilb <http://ad.vu/2h4d> Sat 28 March 2009



September 12, 2012