

Producing Product Developers



We now host a “maker space”



Are you a maker?

We produce and co-produce



We think of coaching as producing

agilealliance.org/sessions/2008/2990

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Coaches Are Producers

Presented by David Hussman

Stage: Main Stage

Session type: Talk

Conference: Agile 2008

In the recording industry, producers help guide production by balancing creativity with costs, quality, and schedules. The great producers value and nurture the uniqueness of each project. The producer helps the players (and others) complete the project while providing a time and space for improvisation.

Agile coaches face similar challenges while helping communities deliver (produce) software. Sustainable agility often starts with an agile coach helping a community find its unique groove. Like the [music producer](#), the coach needs to help the individuals as well as the community innovate and deliver.

ProcessMechanics

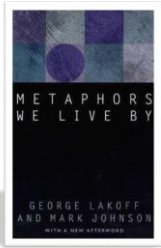
This talk will compare producing music to producing software as a way to start people thinking about their coaching style and what untapped experiences they might have to use in future coaching.

The talk will cover techniques for bonding communities in a way that helps establish sustainable agile eco-systems. From finding a groove (in the first few iterations) to keeping the band together (past the first release), the talk will present a collection of coaching lessons and practices.

Are you ready to shift your metaphors?

From ...

- Software Development
- Software Engineer
- Coach
- Product Owner



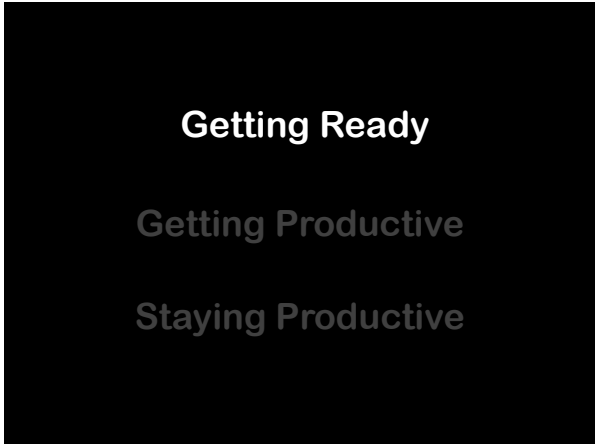
To ...

- Product Development
- Product Developer
- Producer
- Product Ownership

Assume delivery is a constant

Let's walk a producer's path

- Getting Ready
- Getting Productive
- Staying Productive



Intentional readiness sets the stage

Community (People and Product)

- Form Communities (Collaborative Chartering)
- Develop Product (Personas - Story maps - Sketching)
- Create an Eco-System (Env Readiness - Common Workspace)

Discovery (Ideas and Plans)

- Product Releases (Opportunity - Effort - Dependencies)
- Iterative Delivery (Iterations [cycles] - Kanban (flow))

Delivery (Building and Learning)

- Staying Connected (Standup - Common Workspace)
- Tracking Progress (Kanban Boards - Burndowns)
- Responsive Design (CI / CD - Test Driven - Refactoring)
- Validating Value (Customer Journeys - User Testing)

Learning (Validating and Pivoting)

- Examining Progress (Product Demo - User Testing)
- Reflect and Improve (Retrospective - Pivots)

Do you hire solo acts or band members?



What bands this team together?



Are you providing rich product context?



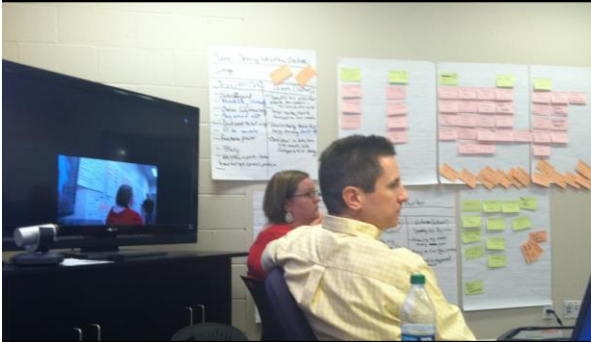
Are you realistically surfacing constraints?

Are you talking about user needs?



Are teams exploring customer journeys?

Are you planning to discover?



How do examples promote discovery?

How are you planning to deliver?



learning from estimates over learning to estimate

How are you promoting innovation?



How are you fostering appropriate ceremony?

How are you measuring progress?

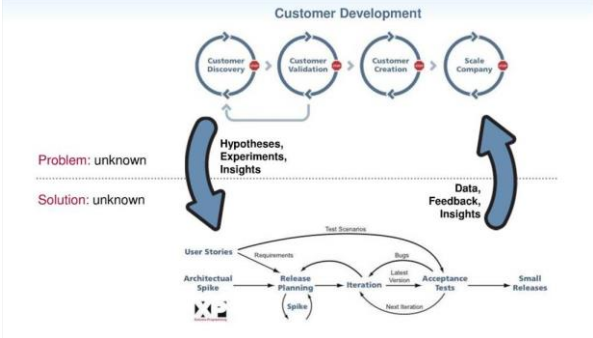
How are measuring debt?

How are you measuring user value?



Do you measure what's done or what's used?

Are you validating learning?



Are you eliminating uncertainty?

How are you at fostering producing ...

Is there space for discovery planning?

Are you planning to deliver or rushing through scheduling?

Do you balance technical issues w/ product delivery?

Are you focused on learning from a user's perspective?

Are you validating learning and addressing uncertainty?

Again, feel free to add your questions

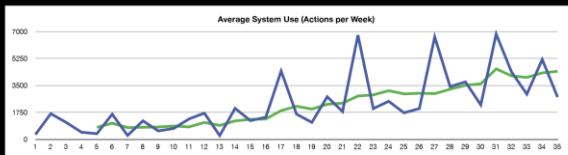
... and learning from producing?

Getting Ready

Getting Productive

Staying Productive

Are your metrics lagging or leading?



Are overly focused on sales over use?

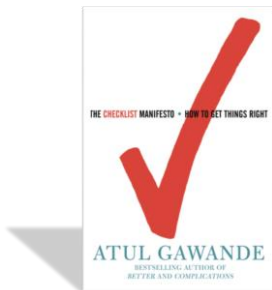
Are you growing producers or process?



Are you listening to and connecting with the skeptics and the frustrated?



Are you keeping your process lean?



Are you iteratively & intentionally improving process?

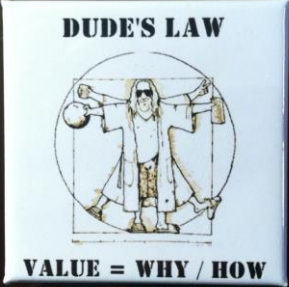
How are you evolving, improving and ...

- Are you evolving toward more product and less process?
- Are customer and product learning your primary goal?
- Are you listening for the product developers tells?
- Do you have the least amount of process that delivers the most about of real, measurable value?

Feel free to add your own questions

... steering clear of too much process?

More product; less process



VALUE = WHY / HOW

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