

LEAN AGILE KC



WHO AM I?

Current Role: CTO & CDO Pinsight Media +

Experience: 25 years of Internet Telecom
(including 4 startups)

Successes:

- Sprint Smartphone App Development Team
- Chrysler Connected Vehicle Platform
- 116 Issued Patents

Key Skill:

“Turning bleeding edge technology into highly scalable revenue generating platforms.”

Personal:

Proud husband & father of 3 and Vocalist/Guitar Player in The Devil's Marmalade.





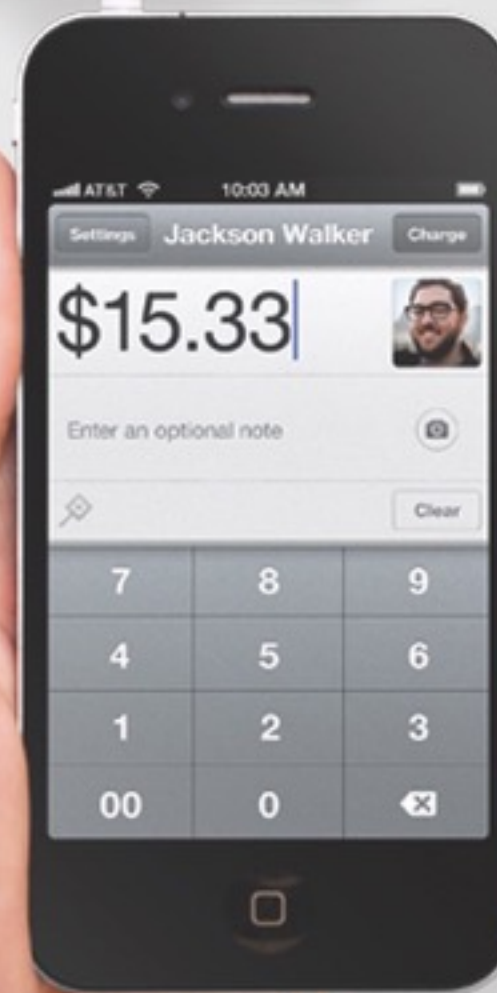
pinsight[®]
MEDIA+

"We Make Mobile Data Matter."

MOBILE ANALYTICS



MOBILE ADVERTISING



MOBILE COMMERCE

WHY I ADOPTED SCRUM AND HOW MY BABY HAS MATURED INTO YOUNG ADULTHOOD



"I just wanna go fast."

"If you ain't first...you're last."

- Ricky Bobby

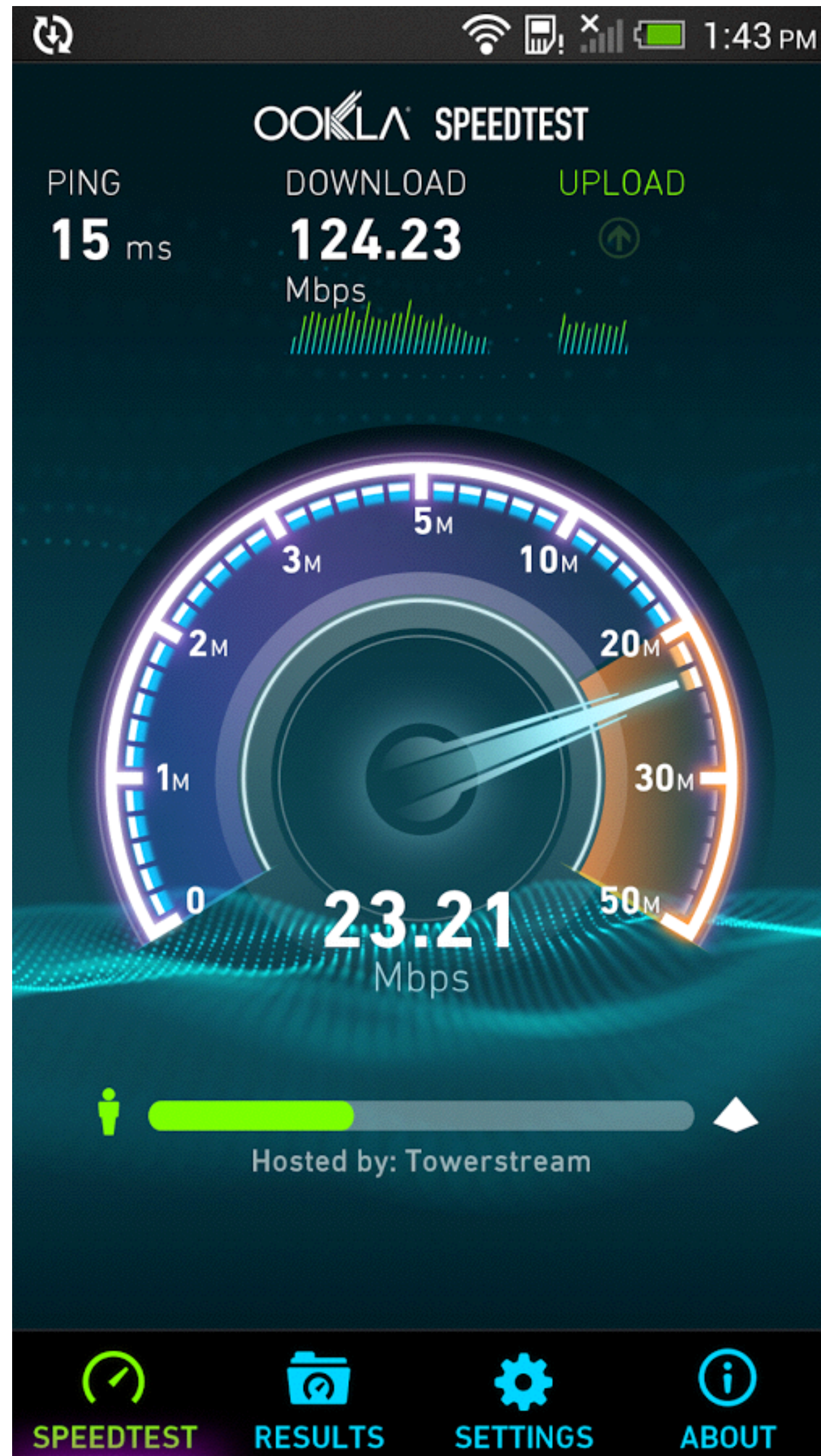


OUR DEVELOPMENT APPROACH



“Necessity is
the **MOTHER**
of invention.”

- Ben Franklin

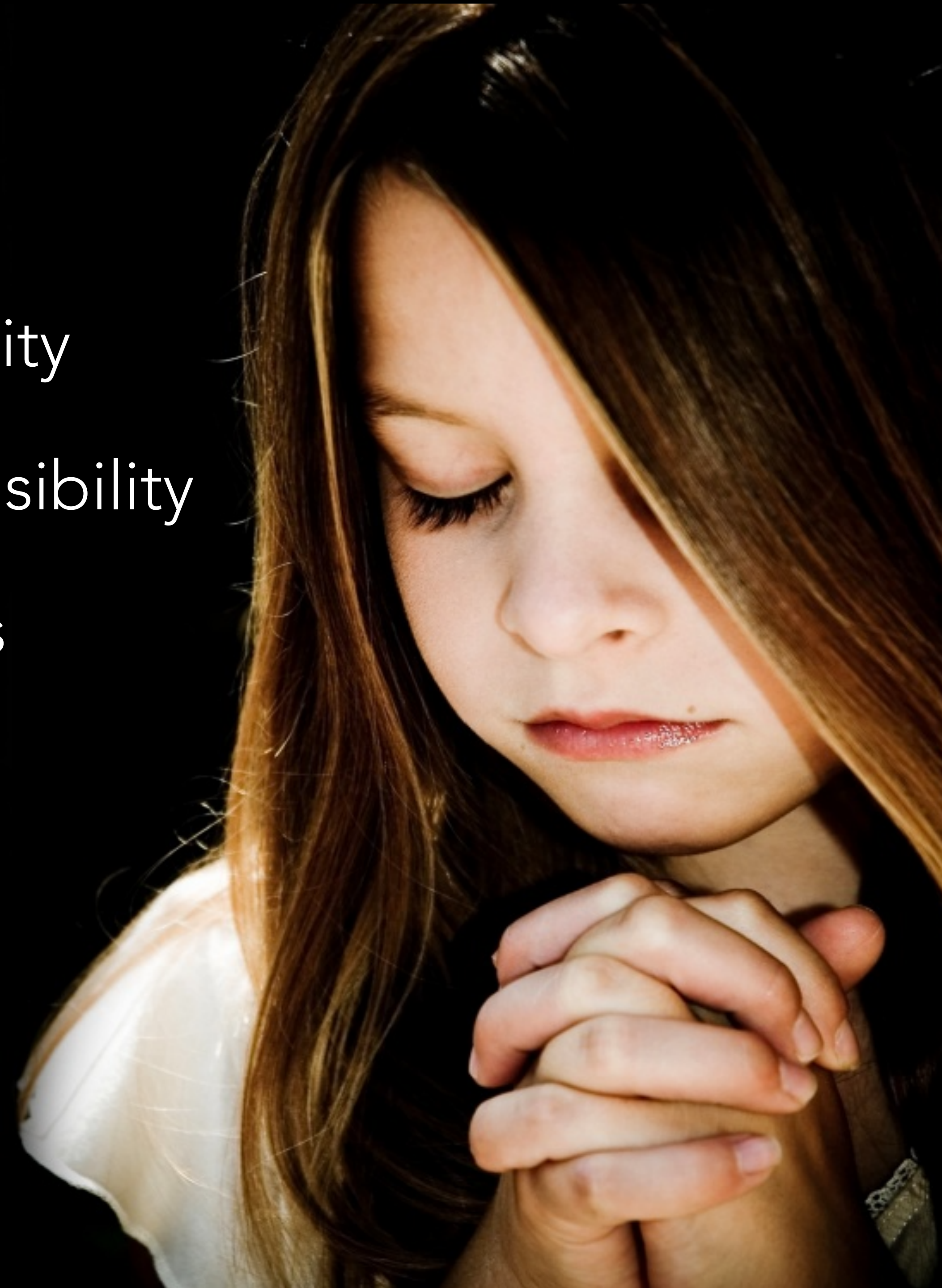


2010: WiMAX Launch



WISH LIST

1. Want to maintain our development agility
2. Need clear lines of ownership & responsibility
3. Demand more clear product definitions
4. Facilitate stronger team definition
5. Enable better predictability









First Steps

1. ACQUIRE EXECUTIVE SPONSOR/SUPPORT
2. Hired a consultant group to educate the Scrum Masters
3. Met with other companies who were experienced in Scrum
4. Trained the rest of the team (product, developers, testers, etc.)
5. Rearranged our physical workspace
6. Picked a "Starter Project"
7. Set up our tracking boards
8. Put stand-up meetings on the calendar





To Do

Brainers
AHP
webinar?

AgileCycle
2.0

Weekly
AHP call

Visit
UrbanCafe
3

White paper
2.0
5

AgileCycle
DEMO
SCRIPT

White paper
5

AgileCycle
Demo
SET-UP

TFS
COMP
AN 14

RTC
COMP
AN 14

AgileCycle
COST
0 3

BLOG #2
1

BLOG #3
1

BLOG #4
1

BLOG #4

In Progress

Summer of Bob

BLOG #1
1

AHP
Demo
EA 14

Comp
MATRIX
2 3

BLOG #1
1

AHP
DEMO
SC 3

AgileCycle
Demo
PREP
1.5

White paper
4

BLOG #2
1

TEXAS
5

BLOG #3
1

Blog Ideas
- Testing
- why CI Agile?
- Learn - Learn

Blog Ideas
- Senior
- challenges

DONE

AgileCycle
2.0
1

White paper
6

AgileCycle
2.0
2

AgileCycle
2.0
8

HP
Webinar
3

AgileCycle
Pricing
Data
1

TFS
6

AgileCycle
2.0
00

RALLY
DEMO
3

Comp
MATRIX
3

Q2

AgileCycle
2.0

White paper

Sales
training

AgileCycle
2.0

RESULT:







A MYRIAD OF ISSUES

1. Change was hard. All of it.
2. No one knew all of the answers.
3. Product owners couldn't go fast enough for the developers...who were waiting to work.
4. Developers complained about overhead.

In short...before our baby could run, it had to crawl. As a team.



TODDLERS...

- Are selfish.
- Are creative.
- Love to build things.
- Can hurt themselves. Easily. All the time.
- Can hurt each other. Easily. All of the time.
- Require attention. Crave attention.
- Begin to follow instructions.
- Respond to positive feedback.



IMPLEMENT DEMO FRIDAY



THE RULES

1. Show working code
2. Be time focused
3. Encourage TEAM participation
4. Foster a competitive spirit
5. Engage the audience: Q&A
6. HAVE FUN







The
ROASTERIE®
AIR-ROASTED COFFEE



A photograph of a diverse group of people seated in an audience, all clapping their hands. The focus is on three men in the foreground: one in a blue shirt on the left, one with glasses in a light blue shirt in the center, and one with a beard in a black t-shirt on the right. Other audience members are visible in the background, some also clapping. The scene is lit with warm, indoor lighting.

INVITE EVERYONE!

SHOWING SIGNS OF DISCIPLINE

- Escalating issues to leadership
- Team is holding itself accountable
- Engaging leadership team through Scrumboard walkthru's
- Training leadership to "identify" SCRUM health issues
- Process for engaging new developers on a team is defined
- Backlogs starting to pile up - forcing project priority and road-mapping exercises
- Resource management is becoming a HUGE issue







PRE-TEEN



PROCESS MATURITY

1. Improvement & focus on TESTING/QA
2. Implementation of *Iteration Zero*
3. Identifying process gaps and filling them
4. Re-selection of supporting tools
5. Useful pre and post iteration meetings
6. Effective use of "the SPIKE"
7. Operation-mindedness
8. Scrum training for ALL new employees

BECOMING A TEEN



GRADUATING TO A NEW LEVEL OF PRODUCTIVITY

1. Development of Product Roadmaps
2. Company-wide Dev Project Reviews
3. Effective use of the Scrum of Scrums
4. Process for Infrastructure deployments
5. Effective architectural and code documentation
6. Dashboards prove value
7. Holiday and PTO resource planning



YOUNG ADULTHOOD





Mature...but keep going fast!

Thanks for your time!



We Make Mobile Data Matter.

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