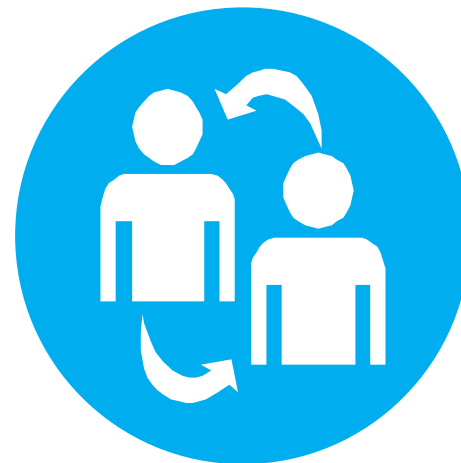


Welcome

We are going to work in teams so please introduce yourselves around your table

4-5 people to a table would be ideal :-)

- Who are you?
- What do you do?
- Why are you at this session?



The future ***is*** predictable

Business Strategy and Scrum

Using Wardley Mapping: A Map for the Organisation

David Hicks

IoD Certified Company Director
2 x CEO of Agile Consultancies

Certified Scrum Trainer

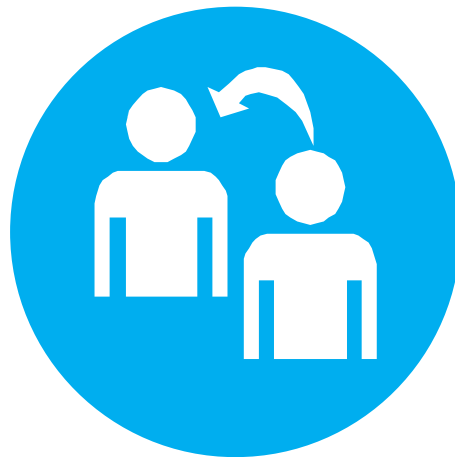
david.hicks@agil8.com

Shaun Smith

Interim Director

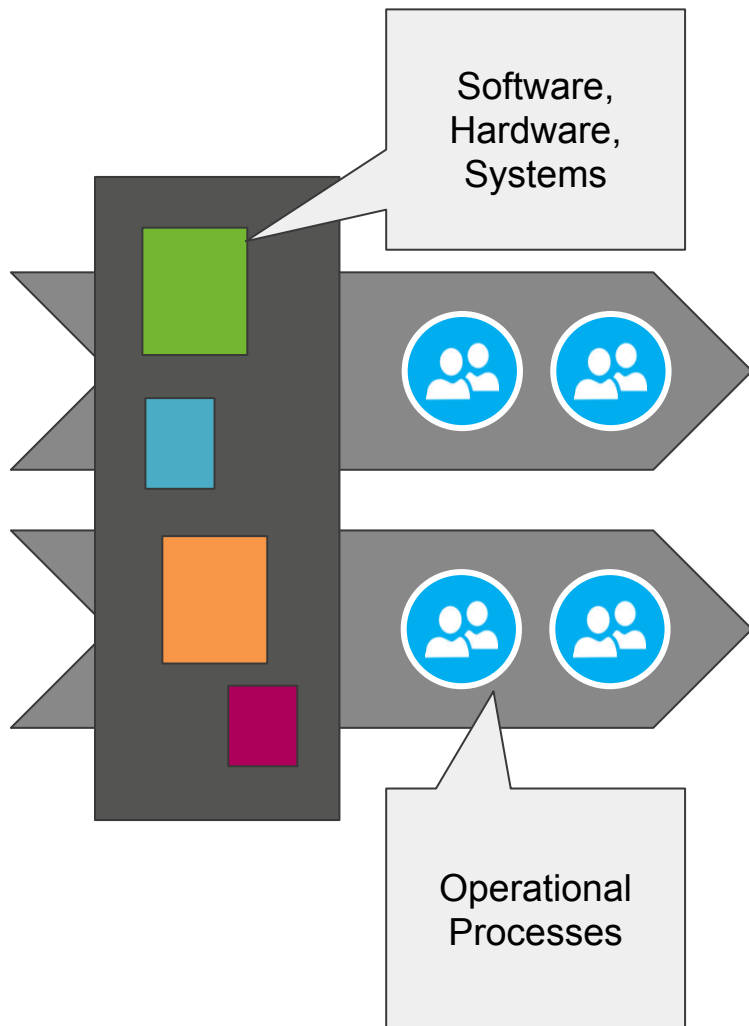
Certified Scrum Professional
Certified Scaled Agile Trainer

shaun.smith@agil8.com



Value Chains

Value Chains: What are your organisation's Products / Services?



Organisations fulfil customer needs with their products / services

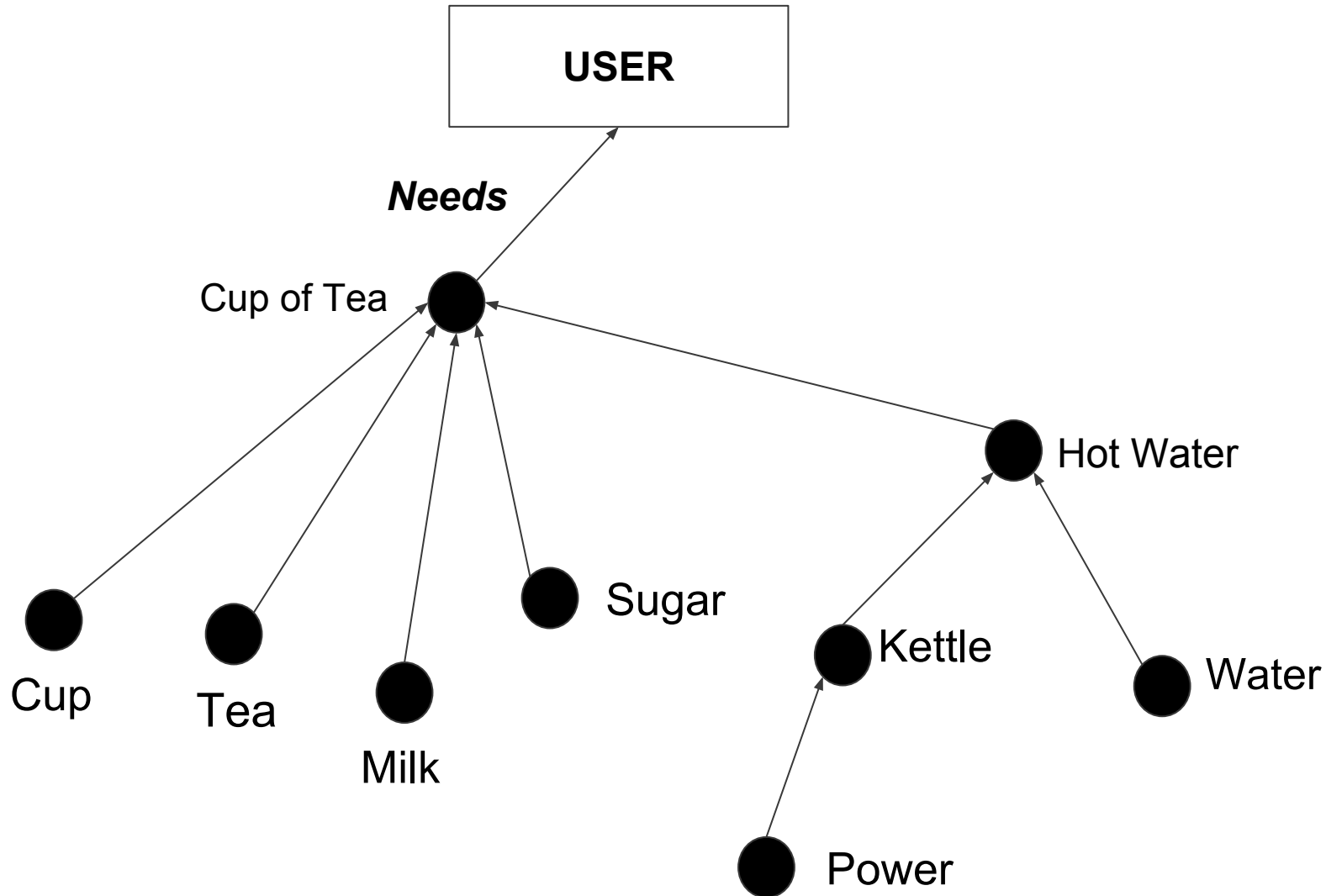
Requires technical components, systems and operational processes

These components, systems and operational processes form the “Value Chain”

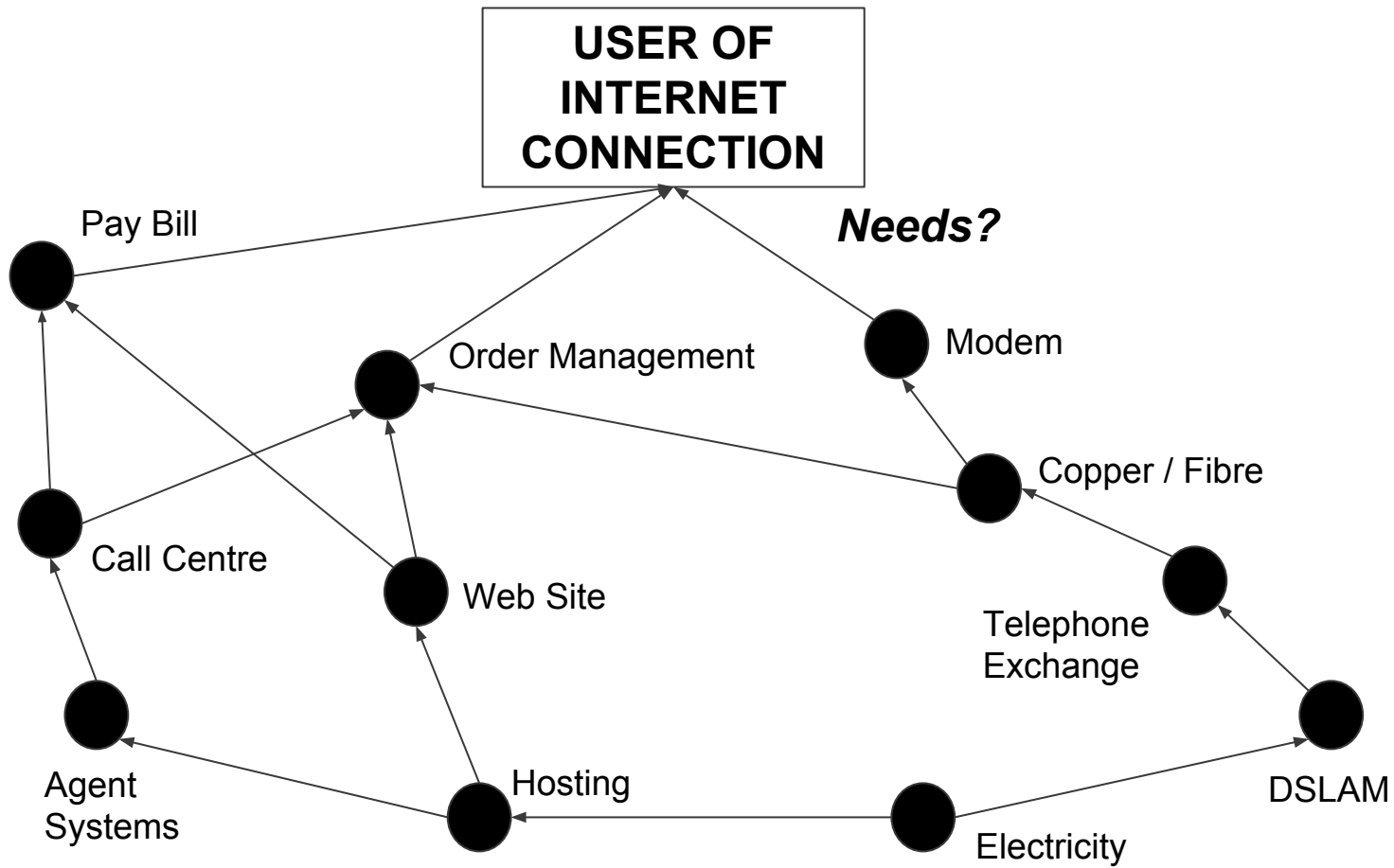
Wardley Mapping helps determine best strategies for development and delivery

... and hence can help us decide where best to deploy our Agile capability to maximum effect

Example of a Value Chain

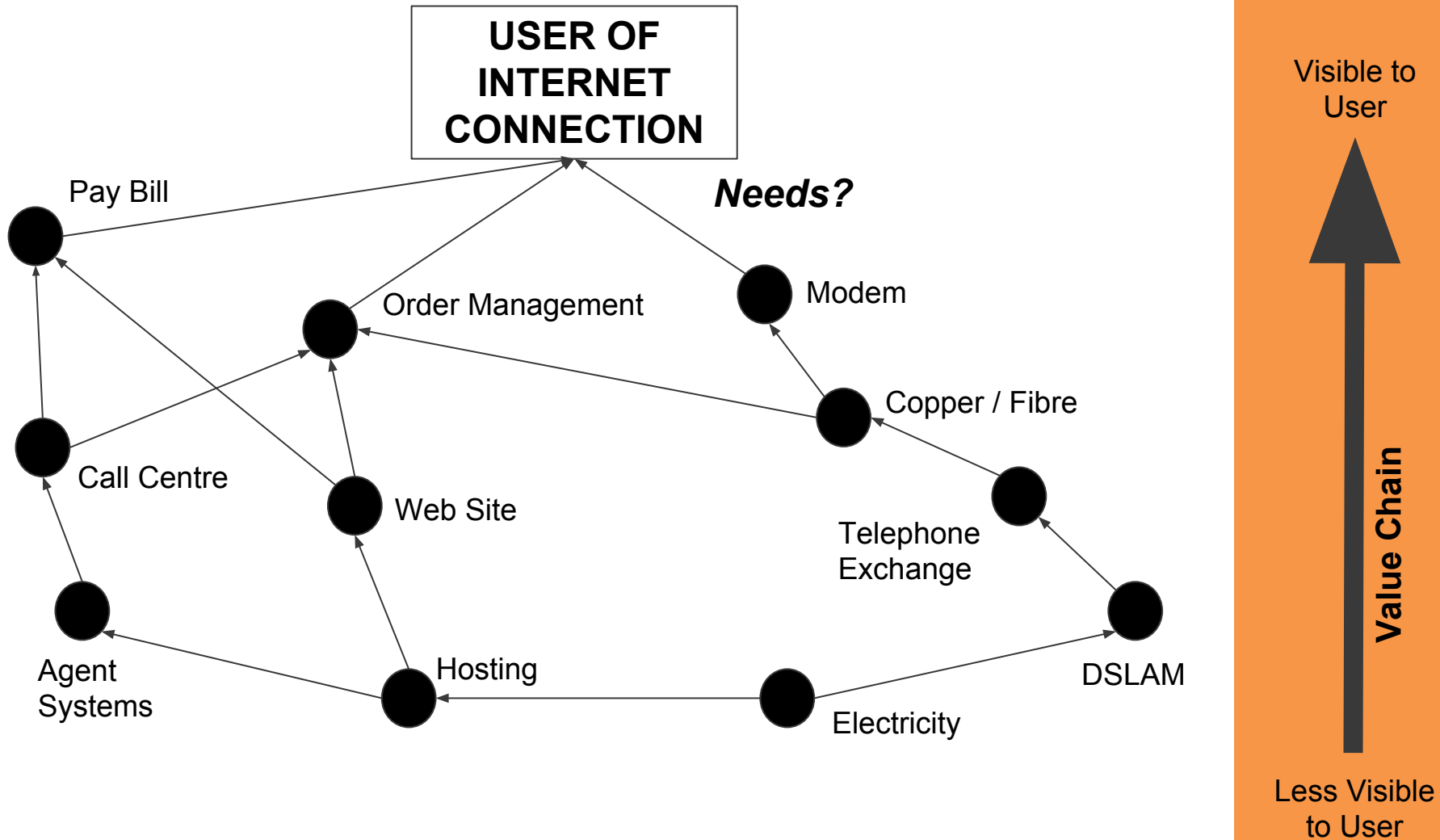


Another Example of a Value Chain



Now you do it ...

*Pick a Service / Product you know
Start with overall "User Need" at the top
Work through the component "needs"*

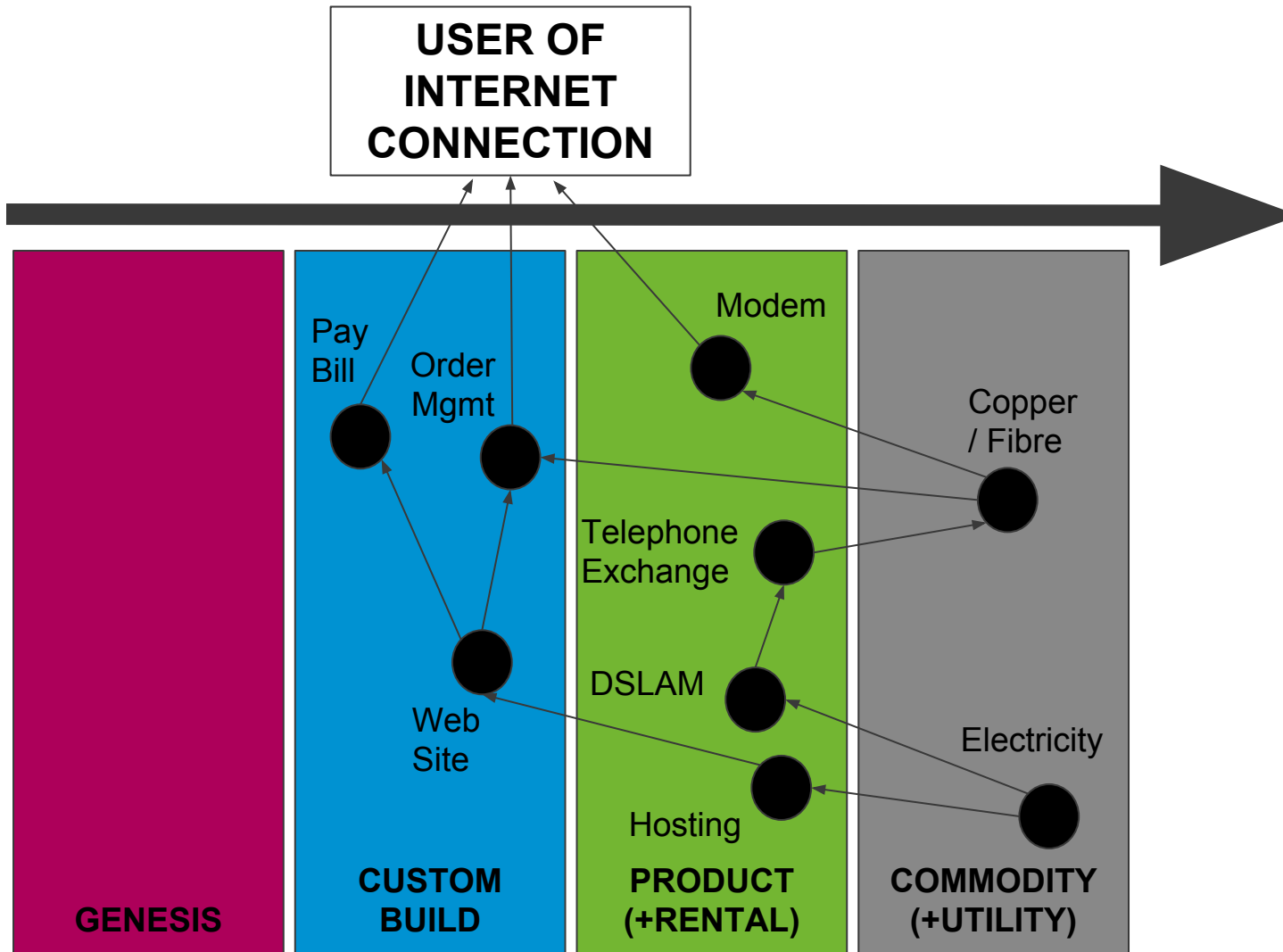


Evolution

- Competition causes evolutionary trend to the right
- Vested interests, inertia, previous investment etc causes pain on transition

Now you do it ...

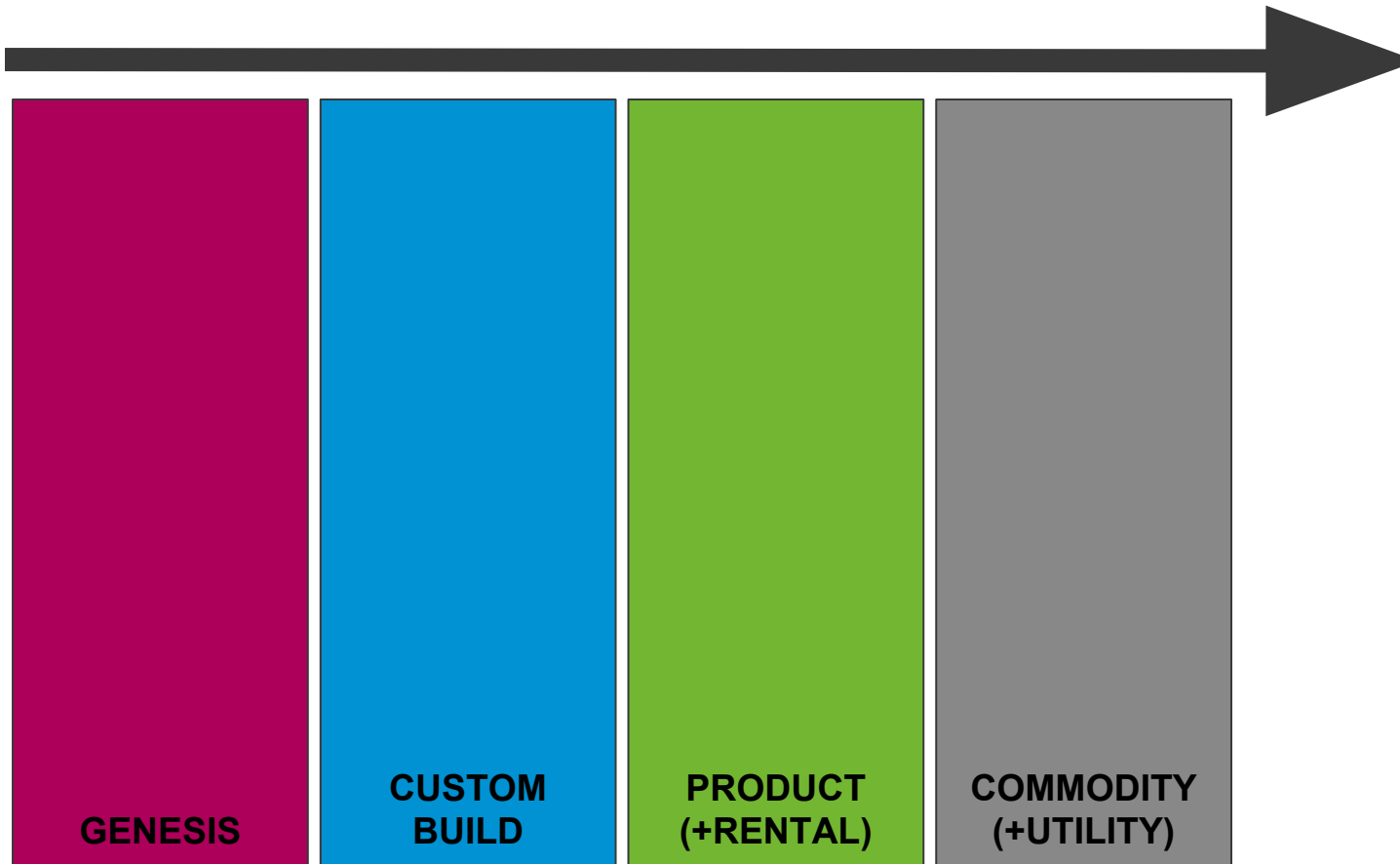
Where are the current pieces of your value chain?



Now you do it ...

*Identify where to apply Scrum for best effect,
by debating the placement and movement
of nodes on the map*

- Scrum is learning driven - best way to solve unique problems
- What if we are dealing with “solved problems”?
- Given limited resources, where do we best focus our Agile efforts?



Conclusion

Questions? Further Information?

<https://www.meetup.com/ScrumEvent/> - Simon Wardley in London 6:30 tonight

<https://www.wardleymaps.com/> - Community and blog

<https://www.penflip.com/cdaniel/future-is-predictable> - Online book

<https://leadingedgeforum.com/advisory-service/wardley-maps/> - Training & tools

<https://hiredthought.com/wardley-map-chat/> - Q&A tool to build a Wardley Map

