

# **SCRUM GATHERING, LONDON 2011 GLOBAL EVENT**

## **Program Guide**



**Gathering Chair: Nigel Baker, CST**

## THEME

The overall theme of the conference was inspired by the Scrum Alliance tagline itself "*Transforming the world of work.*"



The three main features of this Gathering are:

**Industry Experts bringing the "cutting edge":** New ideas, thoughts, methods, tricks. Let's get those big brains along and get them sharing knowledge!

**Eight Focused Streams of Value:** Focusing each room at the Gathering as a theme, as a **stream** of ideas. Bringing a purpose to each room and allowing us to focus our intentions.

**Sharing, Speaking and Learning for ALL.** This won't be purely for any one community. And it won't just be people speaking at you. The idea of the gathering is about community driven learning and content. So we'll reserve an entire day to generate content, ideas, thoughts and workshops to improve what we do. Come to our "Scrum 101" session. Are you "post Agile" or "beyond Scrum"? Come discuss with the Scrum Alliance community and see if we can draw on each other's experiences.

These three major features, come together to help us achieve the Scrum Gatherings (and the Scrum Alliance's) motto: **Transforming the World of Work.**

This Gathering is around **TRANSFORMATION.** There is an entire stream of content on Change. The act and form of organizational and personal change. There is a stream on how the Scrum Alliance is helping you do this.

This Gathering is around **THE WORLD.** We are bring speakers from outside Scrum to share their thinking on a variety of human based and organization based thinking to help us use Scrum effectively and transform. The reason for this Gathering being based in the major travel hub of the world, is for the world to come together and share. There will be an entire day dedicated to the community. Via Open Space and Lightning Talks, we will harness the power of the community to solve major questions, share experience and advice and collectively move the world of product development forward one more step.

This Gathering is around **WORK** - And how to make it feel like play. Looking at the jobs in Scrum, the framework, what behaviors and tools we can use within Scrum, we will help people harness their own talents and be the best they can be. Not try to make them supermen, but giving them the best opportunities to succeed.

## TRACKS

The first two days of the Gathering are organized into themes, or as we're calling them, Streams. We've listed them below so you can get an idea of what our gathering programme will give you:

1. Product Owner
2. ScrumMaster and Coaching
3. Change and Transformation
4. Sprint Internals – “ScrumAnd”
5. Scrum
6. Scrum Clinic
7. War Stories
8. None of the Above – The Bonus Stream!

**Product Owner:** A Stream on the Job of the Product Owner. How they work, How they connect with the business, what do they do. New tips and tricks, Agile Portfolio Management, Contacting and launching projects and products, Tales of the PO. Case Studies.

**ScrumMaster and Coaching:** This is about Coaching. Both from an Agile Coach point of view and especially from the point of view of the ScrumMaster. Hints, tips, tricks, coaching methods. How does the SM fit into the wider Organisation? Who makes a good ScrumMaster? Is it a role or a job? How do I coach self-organised teams? Using lateral thinking to innovate, personality types, Servant Leadership and Facilitation.

**Change and Transformation:** Organisational change is a big part of Agilification and is often where Agile goes wrong. 70% of Change projects fail and Agile is a change. A BIG change, What can we do to help assist that move? Techniques, ideas, problems and health warnings, Cynefin and stories.

**Sprint Internals and ScrumAnd:** Scrum is not enough. It doesn't tell you how to code. Or test. Or cook apple pie. But all are important. (Especially apple pie!) This stream is about “everything else.” What do you do inside a sprint that makes Scrum work? What do you do outside of Scrum to help build great Products? ScrumAnd... Engineering skills? BDD? Crucial conversations? Whatever it is, it will fall under this stream.

**Scrum** – A stream about Scrum itself. Ideas, thoughts, learning and how to use Scrum effectively in the 21<sup>st</sup> century. Scrum for beginners, How to use a daily scrum to identify impediments. How can we scale? And most importantly, why do we do it!

**Scrum Clinic** - This is the famous Scrum Doctor's surgery for your Scrum aches and pains, coached by a collection of Certified Scrum Coaches and Trainers. There will also be panels/workshops on Scrum transitions and typical Scrum practitioner problems, if you have a particular Scrum problem. 1-2-1, group therapy, it's all available for you here.

**War Stories** - A new stream! This is for people to share their experiences in implementing Agile in their organisations and teams. Electronic Arts, Ericsson, Education, eBay will all be sharing their personal stories about "the war". :-)

**None of the Above** – The Bonus Stream: Outside Agile? Outside the Box? This is this stream! Surviving a zombie apocalypse as a team dynamic demonstration? That's in this stream! A grand experiment on introducing Scrum, maverick management, learning through failing - This is a stream to generate lateral thinking. A stream of genuinely outside the box content. The aim of this stream is FUN.

## SCHEDULE @ A GLANCE

	Tuesday, October 11 <sup>th</sup> Day 1	Wednesday, October 12 <sup>th</sup> Day 2	Thursday, October 13 <sup>th</sup> Day 3
8:00 - 9:00	BREAKFAST – Thames Room		
9:00 - 10:30	<b>Welcome –</b> <i>Nigel Baker &amp; Carol McEwan</i> <b>Opening Keynote – Joe Justice</b> <a href="#">Managing A Collaborative Multi-National Team in Real-Time Using Agile/Lean/Scrum/XP – Building a 100 MPG Road Car in Three Months</a>	<b>Morning News –</b> <i>Nigel Baker &amp; Carol McEwan</i> <b>Keynote – Steve Denning</b> <a href="#">Making the Entire Organization Agile</a>	<a href="#">Open Space</a> <i>Facilitated by Rachel Davies</i>
10:30 – 11:00	AM BREAK - Breakout Room Foyers		
11:00am – 12:30	<a href="#">Sessions</a>	<a href="#">Sessions</a>	<a href="#">Open Space</a> <i>Facilitated by Rachel Davies</i>
12:30 - 13:30	LUNCH - Thames Room		
13:30 - 15:00	<a href="#">Sessions</a>	<a href="#">Sessions</a>	<a href="#">Open Space</a> <i>Facilitated by Rachel Davies</i>
15:00 - 15:30	PM BREAK - Breakout Room Foyers		
15:30 – 17:00	<a href="#">Sessions</a>	<a href="#">Sessions</a>	<b>Closing Remarks –</b> <i>Nigel Baker &amp; Carol McEwan</i> <b>Closing Keynote – James Grenning</b>
Evening	<a href="#">Boat Cruise on the Thames!</a>		

## WHAT'S HAPPENING



### Boat Cruise on the Thames

**Where:** The River Thames!

**Date:** Tuesday, October 11<sup>th</sup>

**Time:** 18:00 – 20:00

Scrum Alliance along with event sponsor VersionOne and entertainment sponsor Betfair invite you to hop aboard the “Dixie Queen”, a replica of a 19th century Mississippi Paddleboat. Want to bet you'll have a great time cruising from the Pool of London, through Greenwich to the Queen Elizabeth II Bridge and back, with good food, stunning sights, gaming opportunities, and great company -- what more could an attendee ask for?



### Scrum Clinics

**Where:** Plaza Suite 1

**Date:** Tuesday, October 11<sup>th</sup> & Wednesday, October 12<sup>th</sup>

**Time:** See Program Schedule for more details

Back by popular demand, Scrum Clinics are being offered as individual stream for 24/7 walk-in clinic care. This is the famous Scrum Doctor's surgery for your Scrum aches and pains, coached by a collection of Certified Scrum Coaches and Trainers. There will also be panels/workshops on Scrum transitions and typical Scrum practitioner problems, if you have a particular Scrum problem. 1-2-1, group therapy, it's all available for you here.



### Scrum Alliance

**Where:** Plaza Suite Pre-Function Foyer

**Date:** Tuesday, October 11<sup>th</sup> - Thursday, October 13<sup>th</sup>

**Time:** 8:00 – 17:00

Want to know what Scrum Alliance have been up to and what it has in store for the community and future Scrum Gatherings? Drop by to chat with Managing Director, Carol McEwan, Scrum Alliance Board and staff members throughout the week.



### Open Space – Facilitated by Rachel Davies

**Where:** Ballroom, Conference Level -2 & Plaza Suites, Conference Level -4

**Date:** Thursday, October 13<sup>th</sup>

**Time:** 8:00 – 17:00

The London Scrum Gathering culminates with a day of Open Space where you can host sessions on topics you're passionate about. You may have experiences to share or a tough question that you need advice on. Bring your topic to Open Space and you'll have the opportunity to pick a time and place for your session. Open Space is often where the most interesting conversations take place, you'll hear from experts and practitioner on lots of hot topics. It's also a great place to share learning games and simulations.



Rachel Davies is co-author of the first "Agile Coaching" book and the UK's leading expert in coaching agile teams. She is internationally recognized and presents at industry conferences worldwide. Rachel has over 20 years experience in software development in a variety of roles from software developer to manager. She has worked as an agile practitioner since 2000 and utilizes a range of agile methods including XP, SCRUM, and Lean/Kanban. She has extensive experience facilitating retrospectives and Open Space.

## SESSION TIMETABLE

**Tuesday, October 11<sup>th</sup> – AM Sessions**

<b>BREAKFAST – 8:00 – 9:00</b>		Thames Room
<b>SESSIONS - 9:00 – 10:30</b>		
<p><b>Welcome – Nigel Baker &amp; Carol McEwan</b>  <b><u>Opening Keynote - Managing A Collaborative Multi-National Team in Real-Time Using Agile/Lean/Scrum/XP – Building a 100 MPG Road Car in Three Months</u></b>  <i>Joe Justice</i></p>		
<b>AM BREAK – 10:30 – 11:00</b>		Foyers
<b>SESSIONS - 11:00 – 12:30</b>		
<b>Session &amp; Speaker</b>	<b>Track</b>	<b>Room</b>
<u><b>How to Change the World</b></u> <i>Jurgen Appelo</i>	Change	Ballroom 2
<u><b>Getting Beyond Yes: From Cooperation to Collaboration</b></u> <i>Jan Beaver</i>	Coaching	Ballroom 1
<u><b>Exploring Scrum: The Fundamentals</b></u> <i>Doug Shrimp</i>	Scrum	Plaza Suite 9/10
<u><b>Sin or Salvation - Using Kanban to Prepare a Scrum project</b></u> <i>Roman Pichler</i>	Product Owner	Plaza Suite 4/5
<u><b>Being a Professional Agile Software Developer</b></u> <i>Vernon Stinebaker</i>	ScrumAnd	Plaza Suite 2/3
<u><b>1-2-1 Clinic</b></u> <i>Certified Scrum Coaches &amp; Trainers</i>	Scrum Clinic	Plaza Suite 1
<u><b>Good to Great Agile Tools: A story of success from the agile team at Microsoft</b></u> <i>David Gorena</i>	War Stories	Plaza Suite 7/8
<u><b>Agile Management: The Boss Who Breaks All the Rules</b></u> <i>Tiago Andrade e Silva</i>	Bonus	Plaza Suite 6

## Tuesday, October 11<sup>th</sup> – PM Sessions

LUNCH – 12:30 – 13:30		Thames Room	
SESSIONS - 13:30 - 15:00			
Session & Speaker	Track	Room	
<a href="#"><u>The Incentive Trap</u></a> <i>Simon Bennett and Mark Summers</i>	Change	Ballroom 2	
<a href="#"><u>Facilitating Creativity for Breakthrough Problem Solving</u></a> <i>Darian Rashid</i>	Coaching	Ballroom 1	
<a href="#"><u>Birdie-Birdie: a product-building simulation</u></a> <i>Alan Cyment</i>	Scrum	Plaza Suite 9/10	
<a href="#"><u>Contracting for Agile</u></a> <i>Gabrielle Benefield and Susan Atkinson</i>	Product Owner	Plaza Suite 4/5	
<a href="#"><u>Using Scrum, Kanban and Open Space to transform the world of instructional design</u></a> <i>Jasmina Nikolic</i>	ScrumAnd	Plaza Suite 2/3	
<a href="#"><u>1-2-1 Clinic</u></a> <i>Certified Scrum Coaches &amp; Trainers</i>	Scrum Clinic	Plaza Suite 1	
<a href="#"><u>Evolution to Revolution: eBay APD's Journey of Scrum Adoption</u></a> <i>Daniel Gu</i>	War Stories	Plaza Suite 7/8	
<a href="#"><u>The Rise of Corruption on Software Projects and the Strategies to Overcome Them</u></a> <i>Jorrit-Jaap de Jong and Jamie Dobson</i>	Bonus	Plaza Suite 6	
PM BREAK – 13:00 – 13:30		Foyer	
SESSIONS - 15:30 - 17:00			
Session & Speaker	Track	Room	
<a href="#"><u>Organizational Change Battle Mapping</u></a> <i>Giora Morein and George Schiltz</i>	Change	Ballroom 2	
<a href="#"><u>ScrumMaster - role or job?</u></a> <i>Paul Goddard</i>	Coaching	Ballroom 1	
<a href="#"><u>The Anatomical Dissection of a Sprint Backlog</u></a> <i>Mike Pearce</i>	Scrum	Plaza Suite 9/10	
<a href="#"><u>Finding your valuables</u></a> <i>Aislinn Green</i>	Product Owner	Plaza Suite 4/5	
<a href="#"><u>Maximizing Sustainable Pace: How Teams Raise Their Own Bar</u></a> <i>Bob Sarni</i>	ScrumAnd	Plaza Suite 2/3	
<a href="#"><u>AA: Agile Anonymous - The Scrum Practitioners Problem Workshop</u></a>	Scrum Clinic	Plaza Suite 1	
<a href="#"><u>Ericsson Finland Agile Transformation</u></a> <i>Henri Kivioja</i>	War Stories	Plaza Suite 7/8	
<a href="#"><u>Mastering the Basics of Leadership Storytelling</u></a> <i>Steve Denning</i>	Bonus	Plaza Suite 6	

**Wednesday, October 12<sup>th</sup> – AM Sessions**

<b>BREAKFAST – 8:00 – 9:00</b>		Thames Room
<b>SESSIONS - 9:00 – 10:30</b>		
<b>Morning News – Nigel Baker &amp; Carol McEwan</b> <b>Keynote - <a href="#">Making the Entire Organization Agile</a></b> <i>Steve Denning</i>		Ballroom
<b>AM BREAK – 10:30 – 11:00</b>		Foyer
<b>SESSIONS - 11:00 – 12:30</b>		
<b>Session &amp; Speaker</b>	<b>Track</b>	<b>Room</b>
<a href="#">Don't start with Kanban !</a> <i>Marcin Czenko and Josef Bacher</i>	Change	Ballroom 2
<a href="#">Coaching self-organising teams</a> <i>Joseph Pelrine</i>	Coaching	Ballroom 1
<a href="#">Dogma-free Scrum: the Why beneath the What</a> <i>Tobias Mayer</i>	Scrum	Plaza Suite 9/10
<a href="#">Agile Release Planning by Example</a> <i>Bryan Stallings</i>	Product Owner	Plaza Suite 4/5
<a href="#">Behaviour Driven Development</a> <i>Elizabeth Keogh</i>	ScrumAnd	Plaza Suite 2/3
<a href="#">1-2-1 Clinic</a> <i>Certified Scrum Coaches &amp; Trainers</i>	Scrum Clinic	Plaza Suite 1
<a href="#">The Scrum Restructuring of a Foundation Degree</a> <i>Martin Rowe</i>	War Stories	Plaza Suite 7/8
<a href="#">Would your team survive the Zombie apocalypse.</a> <i>James Scrimshire</i>	Bonus	Plaza Suite 6



**Wednesday, October 12<sup>th</sup> – PM Sessions**

<b>LUNCH – 12:00 – 13:30</b>		<b>Thames Room</b>	
<b>SESSIONS - 13:30 - 15:00</b>			
<b>Session &amp; Speaker</b>	<b>Track</b>	<b>Room</b>	
<a href="#"><u>Cynefin – Making Sense of Agile</u></a> <i>Joseph Pelrine</i>	Change	Ballroom 2	
<a href="#"><u>Using Personality Styles to Facilitate Effective Communication</u></a> <i>Darian Rashid</i>	Coaching	Ballroom 1	
<a href="#"><u>Using the daily Scrum to identify impediments</u></a> <i>Karen Greaves</i>	Scrum	Plaza Suite 9/10	
<a href="#"><u>How do you initially get your agile projects to pass the go/no-go decision?</u></a> <i>Bent Myllerup</i>	Product Owner	Plaza Suite 4/5	
<a href="#"><u>Understanding Each Other: Crucial Skills for Teams, Leaders, and Coaches</u></a> <i>Tom Mellor</i>	ScrumAnd	Plaza Suite 2/3	
<a href="#"><u>AA: Agile Anonymous- Scrum Transition Experience Exchange</u></a>	Scrum Clinic	Plaza Suite 1	
<a href="#"><u>How to evolve from specialized individuals to a co-working team – an experience report</u></a> <i>Katharina Fritz and Ralph Miarka</i>	War Stories	Plaza Suite 7/8	
<a href="#"><u>Nobody's perfect - a game for winning by failing</u></a> <i>Björn Jensen</i>	Bonus	Plaza Suite 6	
<b>PM BREAK – 13:00 – 13:30</b>		<b>Foyer</b>	
<b>SESSIONS - 15:30 - 17:00</b>			
<b>Session &amp; Speaker</b>	<b>Track</b>	<b>Room</b>	
<a href="#"><u>Are you being gamed?</u></a> <i>Rowan Bunning</i>	Change	Ballroom 2	
<a href="#"><u>The journey from CSP to CSC</u></a> <i>Mark Summers and Edward Scotcher</i>	Coaching	Ballroom 1	
<a href="#"><u>Scrubrella - Scaling Scrum</u></a> <i>Nigel Baker</i>	Scrum	Plaza Suite 9/10	
<a href="#"><u>Collaborative prioritisation. How to engage multiple stakeholders in your prioritisation efforts.</u></a> <i>Geoff Watts</i>	Product Owner	Plaza Suite 4/5	
<a href="#"><u>Kaizen or Kaikaku - two approaches to improvement</u></a> <i>Arne Åhlander</i>	ScrumAnd	Plaza Suite 2/3	
<a href="#"><u>1-2-1 Clinic</u></a> <i>Certified Scrum Coaches &amp; Trainers</i>	Scrum Clinic	Plaza Suite 1	
<a href="#"><u>Lessons Learned from Becoming Agile at Electronic Arts: Using Scrum and Kanban to develop</u></a> <i>Mike Bassett and Roman Pichler</i>	War Stories	Plaza Suite 7/8	
<a href="#"><u>An impromptu introduction to Scrum: the experiment</u></a> <i>Alan Cymont</i>	Bonus	Plaza Suite 6	

**Thursday, October 13<sup>th</sup>**

<p align="center"><b>OPEN SPACE</b> Facilitated by Rachel Davies</p>	<p align="center"><b>BREAKFAST – 8:00 – 9:00</b> Thames Room</p>
<p>The London Scrum Gathering culminates with a day of Open Space where you can host sessions on topics you're passionate about. You may have experiences to share or a tough question that you need advice on. Bring your topic to Open Space and you'll have the opportunity to pick a time and place for your session. Open Space is often where the most interesting conversations take place, you'll hear from experts and practitioner on lots of hot topics. It's also a great place to share learning games and simulations.</p> <p>Rachel Davies is co-author of the first "Agile Coaching" book and the UK's leading expert in coaching agile teams. She is internationally recognized and presents at industry conferences worldwide. Rachel has over 20 years experience in software development in a variety of roles from software developer to manager. She has worked as an agile practitioner since 2000 and utilizes a range of agile methods including XP, SCRUM, and Lean/Kanban. She has extensive experience facilitating retrospectives and Open Space. Follow Rachel's blog at <a href="http://agilecoach.typepad.com/">http://agilecoach.typepad.com/</a>.</p>	<p align="center"><b>AM BREAK – 10:30 – 11:00</b> Foyer</p> <p align="center"><b>LUNCH – 12:30 – 13:30</b> Thames Room</p>
<p align="center"><b>PM BREAK – 15:00 – 15:30</b></p>	<p align="center">Foyer</p>
<p align="center"><b>Closing Keynote - 15:30 – 17:00pm</b>  <b>Closing Remarks - Nigel Baker &amp; Carol McEwan</b>  <b>Keynote –James Grenning</b></p>	

## KEYNOTE SPEAKERS

### Joe Justice

**Where:** Ballroom, Conference Level -2

**Date:** Tuesday, October 11<sup>th</sup>

**Time:** 9:00 – 10:30

#### **Managing a Collaborative Multi-National Team in Real Time Using Agile / Lean / Scrum /XP - Building a 100 MPG Road Car in Three Months**

Joe shares how he ported software-team best practices back to their roots to compete for \$10 million in the Progressive Insurance Automotive X Prize. Driven by a desire to optimize automotive performance while minimizing cost and environmental impact, Joe formed WIKISPEED, a small, volunteer-driven team. They are manufacturing a revolutionary 100 MPG, gasoline powered, four-seat car with a target price of \$17,995. Joe will walk through how they are accomplishing the seemingly impossible. Joe will explain Agile applied by using his experience in the Progressive Insurance Automotive X Prize as the example.



**Joe Justice** is a Seattle-area lean-software consultant and entrepreneur, and a registered automotive manufacture since 2007. In 2010, Joe's X Prize team, WIKISPEED, tied for 10th place in the mainstream class of the Progressive Insurance Automotive X Prize, a \$10 million challenge for 100+ MPG automobiles. Joe has spoken on social web application development, project methodology, and agile best practices to audiences at Denver University, University of California Berkley, Google, The Bill and Ivlelinda Gates Foundation, Rotary International and others. Joe is currently on assignment at Microsoft and CEO of WIKISPEED.

### Steve Denning

**Where:** Ballroom, Conference Level -2

**Date:** Wednesday, October 12<sup>th</sup>

**Time:** 9:00 – 10:30

#### **Making the Entire Organization Agile**

Traditional management has failed. To deal with a radically different marketplace and workplace, today the whole organization must be focused on creating a stream of additional value to customers through continuous innovation. This reinvention of management reflects in part an application of Agile/Scrum thinking to the whole organization.

Drawing on his award-winning book, *The Leader's Guide to Radical Management* (Jossey-Bass, 2010), Steve Denning shows how the reinvention of management involves five fundamental shifts in terms of the firm's goal, the role of managers, the way work is coordinated, the shift from value to values and the shift in communications from command to conversation.



**Steve Denning** is the author of the award-winning books, *The Leader's Guide to Radical Management: Re-inventing the Workplace for the 21st Century* (which was selected by 800-CEO-READ as one of the best five books on management in 2010), *The Secret Language of Leadership* and *The Leader's Guide to Storytelling*.

From 1996 to 2000, Steve was the Program Director, Knowledge Management at the World Bank where he spearheaded the organizational knowledge sharing program. In November 2000, Steve Denning was selected as one of the world's ten

Most Admired Knowledge Leaders (Teleos). He now works with organizations in the U.S., Europe, Asia and Australia on leadership, innovation, business narrative and most recently, radical management.

## James Grenning

**Where:** Ballroom, Conference Level -2

**Date:** Thursday, October 13<sup>th</sup>



**Time:** 15:30 – 17:00

James Grenning trains, coaches and consults worldwide. With more than thirty years of software development experience, both technical and managerial, James brings knowledge, skill, and creativity to software development organizations that are working to improve their products and how they work.

James' mission is to bring Agile development practices to the challenging world of embedded systems development. He started his career in embedded systems. The ink is still wet on his book Test Driven Development for Embedded C. Through his career, James has been involved in a lot more than embedded. He was one of the original extreme programming coaches and trainers with Object Mentor. He invented Planning Poker, an Agile estimation technique used around the world. James participated in the creation of the Manifesto for Agile Software Development.

## SESSION DESCRIPTIONS

**Tuesday, October 11<sup>th</sup> – 11:00 – 12:30**

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### How to Change the World

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*Jurgen Appelo*

**Track:** Change

“How do I make my managers more Agile?”, “How can I convince developers to educate themselves?”

“How can I make customers more cooperative?”

“How do I start a European network of Agile and Lean practitioners?”

When transforming organizations and other social systems people usually encounter obstacles. And these obstacles very often involve changing other people’s behaviors. Of course, we cannot really \_make\_ people behave in a different way. We also cannot really make people laugh, and we cannot really make people happy. But... we can certainly try!

This session is about Change Management 3.0. It is a new change management “super model” which views organizations as complex adaptive systems and social networks. The Change Management 3.0 supermodel wraps various existing models (PDCA, ADKAR, Adoption Curve and The 5 I’s). It lists a few dozen hard questions that can help people in their attempts to change the behaviors of other people in an organization and beyond. No matter whether you are a manager, Scrum Master, Product Owner, software developer or writer, anyone will find it useful to know how to change the world around them.

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### Getting Beyond Yes: From Cooperation to Collaboration

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*Jan Beaver*

**Track:** Coaching

**Session Type:** Middle-Out

One of the defining characteristics of an agile team is collaboration. Yet many teams, even those that have been practicing agile for a while, engage in cooperation rather than collaboration and do not realize their potential for creativity, inventiveness, and effectiveness. In this session, we will explore the key differences between cooperation and collaboration and use example scenarios to brainstorm ways to get beyond “yes” and into a state of creative disagreement that drives both innovation and team maturity.

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### Exploring Scrum: The Fundamentals

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*Doug Shimp*

**Track:** Scrum

**Session Type:** Top-Down

Doing Scrum well, consistently and still be able to embrace change when needed is all about the fundamentals. As in basketball or soccer, you are never done practicing dribbling as in Scrum you are never done practicing fundamentals. People often try to move beyond scrum fundamentals but, as this seminar will explain that makes little sense. We will explore how those fundamentals can be used to build complex products and excellence in applied practice without falling prey to process hubris.

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**Tuesday, October 11<sup>th</sup> – 11:00 – 12:30 - *Continued***

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## **Sin or Salvation - Using Kanban to Prepare a Scrum project**

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*Roman Pichler*

**Track:** Product Owner

**Session Type:** Top-Down

Scrum is silent on the visioning activities - the work necessary to prepare a development project. It rather assumes that a product backlog is available before the first sprint starts. What's more, sprints are not well suited to manage the visioning work.

In this talk we offer a simple solution: using Kanban to organise the visioning work. We introduce a Kanban board that helps product owners manage the visioning activities, and we show how the board creates transparency and facilitates collaboration and flow.

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## **Being a Professional Agile Software Developer**

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*Vernon Stinebaker*

**Track:** ScrumAnd

**Session Type:** Middle-Out

Most professionals invest significant time and energy outside of their normal 'work time' to hone their craft. This doesn't seem to hold true for many software developers. This hands-on session will investigate some techniques developers can use to develop themselves to the next level of craftsmanship.

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## **Good to Great Agile Tools: A story of success from the agile team at Microsoft**

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*David Gorena*

**Track:** War Stories

*How does the product group at Microsoft responsible for creating Agile tools, actually built these tools in an Agile way? One year ago, I started working with a mix of two teams, living in two different parts of the US. We solved a bunch of issues, and ended up creating an amazing team. Today, our team is the one in our organization whose metrics just seem astonishing. The quality of our features speak for themselves. The team enjoys what it does. How were we able to accomplish this? We did it by doing Agile the right way. Come join my presentation to learn more!*

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## **Agile Management: The Boss Who Breaks All the Rules**

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*Tiago Andrade e Silva*

**Track:** Bonus

**Session Type:** Top-Down

For 25 years, Ricardo Semler has been putting into practice what increasing numbers of modern management gurus are now preaching. He heads a democratic company, Semco, where employees set their hours, determine their salaries and choose their bosses. In this session we will talk about the main management changes that Semco introduced, which are very aligned with the agile mindset.

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**Tuesday, October 11<sup>th</sup> – 13:30 – 15:00**

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## **The Incentive Trap**

*Simon Bennett & Mark Summers*

**Track:** Change

**Session Type:** Middle-Out

In the majority of cases, Scrum is introduced into an existing environment. The way in which projects are delivered starts to change, but often the successful realisation of the full benefits are impeded by causes that are not immediately obvious. As it turns out, the manner by which an organisation chooses to reward and incentivise its employees can have unexpected, unintended & undesirable consequences. The Incentive Trap allows attendees to experience for themselves the end results of different incentive schemes & then draw their own conclusions.

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## **Facilitating Creativity for Breakthrough Problem Solving**

*Darian Rashid*

**Track:** Coaching

**Session Type:** Middle-Out

Scrum team members are routinely asked to overcome impediments and solve problems in their code and environment. Many solutions are simple but others require more breakthrough and innovative solutions. While the ability to create these types of solutions is inherent for few, the fact is, given the right facilitation, any of us are capable of creating innovative, groundbreaking solutions. This interactive workshop-style session will take participants through a series of exercises to teach the techniques and thinking modes on how to facilitate any team to create advanced, lateral solutions.

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## **Birdie-Birdie: a product-building simulation**

*Alan Cyment*

**Track:** Scrum

**Session Type:** Middle-Out

You and your team have just been hired by TopTop, the major toy manufacturer, in order to build the company's next big hit, codenamed Birdie-Birdie. But beware: you have fierce competition. Other firms have been hired and only the one who delivers the greatest business value gets the check! Using only LEGO pieces, prepare to build, integrate and test, while you struggle to appease an increasingly demanding CEO. Revel in self-organization, optimizing your process while building a complex product. A fast-paced product-building game that will take your Scrum skills to the limit!

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## **Contracting for Agile**

*Gabrielle Benefield & Susan Atkinson*

**Track:** Product Owner

As the models change so must the contracts that bind them. Traditional contract models for projects place great emphasis upon conformance to a pre-defined plan. However, this places completely unwarranted trust in the original plan and it blocks organisations from exploiting emergent opportunities. We live in an uncertain world. The pace of innovation today is unprecedented; the competitive environment changes; business conditions change; end user expectations change; rules and regulations change. Contracts must recognize valuable new information is constantly emerging throughout the project. Rather than remaining frozen in time, locked to the original plan, contracts must embrace emerging information

**Tuesday, October 11<sup>th</sup> – 13:30 – 15:00 - *Continued***

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### **Understanding Each Other: Crucial Skills for Teams, Leaders, and Coaches**

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*Tom Mellor*

**Track:** ScrumAnd

**Session Type:** Middle-Out

This session will involve discussion and exercises aimed at informing attendees about "crucial skills" team members, leaders and coaches need to have in order to communicate and interrelate effectively. These skills will help team members and others by keeping dialogue safe and by avoiding having to make the "sucker's choice" of moving to silence or violence in times of stress and conflict. People will have a foundation by which they can tactically approach others to have crucial dialogues.

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### **Evolution to Revolution: eBay APD's Journey of Scrum Adoption**

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*Daniel Gu*

**Track:** War Stories

**Session Type:** Top-Down

The session is a recap of the 3-year from-none-to-all journey of Scrum adoption in eBay APD. How to plant the seed, how to take risk wisely, how to get early success, how to nurture environment for Agile, how to prove its value, how to handle the doubts and gain management's support, how to make it blossom when the time is right... It's a rich-content story of evolution to revolution, and everyone in various adoption stages can benefit from it.

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### **The Rise of Corruption on Software Projects and the Strategies to Overcome Them**

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*Jorrit-Jaap de Jong & Jamie  
Dobson*

**Track:** Bonus

**Session Type:** Middle-Out

This talk will cover trade and specialisation, and then explain how power and corruption arise from these. This metaphor will be applied to Scrum. We will then drop into a simulation that will cement these concepts.

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**Tuesday, October 11<sup>th</sup> – 15:30 – 17:00**

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## Organizational Change Battle Mapping

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*Giora Morein & George Schiltz*

**Track:** Change

**Session Type:** Top-Down

As Agile adoption efforts increase, most initiatives focus solely on delivery and execution while ignoring the impact that such a radical change may have on an organization. Human nature tends to reject and resist change as a way to avoid the associated discomfort. In Agile Enablement terms this resistance takes the form of individuals do not buy into the Agile value proposition, or simply view it as a threat. Participants will be introduced to a simple, lightweight influence-mapping technique to help identify direct and indirect change forces and respond to potential hazards and risks.

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## ScrumMaster - role or job?

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*Paul Goddard*

**Track:** Coaching

**Session Type:** Bottom-Up

To explore a common response to the role of the ScrumMaster as one which can be 'played' rather than 'owned'. More people seem to be questioning if a ScrumMaster needs to be a full time role on the team. This session will discuss both some of the myths and misconceptions as well as create some new artifacts to consolidate our findings.

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## The Anatomical Dissection of a Sprint Backlog

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*Mike Pearce*

**Track:** Scrum

**Session Type:** Top-Down

Unless you're in a distributed team, a whiteboard is the most fun and most useful type of sprint backlog! The session aims to dissect some sprint backlogs in the wild; from the pixel perfectionist adding keys, columns and colour coded gridlines, to the slapdash, three column badly scrawled post-its that drop off the board! Each have their pros and cons and this session will, hopefully, give you some new ideas on making your backlog more exciting, getting better metrics and a smug satisfaction that, maybe your sprint backlog shouldn't be in a digital tool, but on a Big Visible Board, instead.

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## Finding your valuables

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*Aislinn Green*

**Track:** Product Owner

**Session Type:** Middle-Out

Do you want to really understand where the most valuable aspects for your project lie, from what areas will you get the biggest bang for your buck!

Many projects fail to identify the key value generation areas. This can be due to various reasons:

- No clarity on the overall goal and key business drivers of the project.
- Failing to consider the cost of delivery and evaluate the return on investment.

This workshop will provide the participants with tools to help them address these problem areas.

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**Tuesday, October 11<sup>th</sup> – 15:30 – 17:00 – *Continued***

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## **Maximizing Sustainable Pace: How Teams Raise Their Own Bar**

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*Bob Sarni*

**Track:** ScrumAnd

The core team members on a Scrum project are continuously engaged over the life of the project, rather than contributing only for certain phases. The team is also focused on delivering potentially shippable product increments in short time-boxes. Agile product delivery frameworks and the focus on self-organizing and cross-functional teams pose a special challenge for the Scrum Team. How can we as a team reach a high performance level and maintain it over a longer period of time, without burning out? Come hear strategies and practice techniques on how as a ScrumMaster you can help your Agile/Scrum team perform at a peak levels over the entire life of the product development effort.

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## **Ericsson Finland Agile Transformation**

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*Henri Kivioja*

**Track:** War Stories

**Session Type:** Top-Down

Ericsson Finland started Agile transformation in 2008 with the first Scrum Team. Since then we have scaled up to 30+ teams and set up a complete e2e setup supporting Agile. This transformation has been (and still is) profound change in organizational thinking and culture. We are now delighted to share our experiences and learnings from our journey also externally.

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## **Mastering the Basics of Leadership Storytelling**

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*Steve Denning*

**Track:** Bonus

A central challenge for leaders at every level of an organization is communicating what needs to be done so as to inspire enduring enthusiasm for change. In this interactive workshop, Steve Denning shows how a specific kind of story can be used to communicate complex new ideas and spark rapid energetic action towards their implementation. In the workshop, participants learn how to craft and perform a springboard story i.e. a story that communicates a new idea and springs the audience into action. Using a simple exercises and a template, participants are equipped to start crafting their own springboard stories which they can use immediately in their work.

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**Wednesday, October 12<sup>th</sup> – 11:00 – 12:30**

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### **Don't start with Kanban !**

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*Marcin Czenko & Josef Bacher*

**Track:** Change

**Session Type:** Bottom-Up

You decided to bring Scrum to your organisation. As you learn more about this popular lightweight framework that is said to be the only way to deal with complex environment like yours you realise that adopting Scrum in your organisation will not be that easy. There are so many things to change... Looking desperately for alternative you find an image of a Kanban board. You read shortly what it is all about and then think with a wide smile: we can do that. It looks so much simpler than Scrum. Isn't it?

No, it is not! And in this session we will look why one should not start with Kanban.

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### **Coaching self-organising teams**

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*Joseph Pelrine*

**Track:** Coaching

**Session Type:** Top-Down

Self-organisation is one of the most misunderstood concepts used in agile practice. If people really understood the dynamics of self-organising systems, they most probably would avoid trying to use it. Instead, they (mis-)apply some ideas, close their eyes, wish real hard, hope that magic happens, and then use the term "unintended consequences" to describe the result. Nevertheless, self-organisation is a basic Agile principle, which Scrum teams are expected to use, so this session will help you learn to understand how it works, and how to implement it in your teams.

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### **Dogma-free Scrum: the Why beneath the What**

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*Tobias Mayer*

**Track:** Scrum

**Session Type:** Top-Down

Scrum is too often understood (indeed sold) as a process or framework that requires compliance to a set of rules. The underlying principles of Scrum are often misunderstood or lost completely in the desperate grasping for a quick-fix solution, making its rules seem random, even stupid.

Scrum is not roles, meetings and artifacts, but something altogether more profound.

This session will challenge the traditional 3x3x3 rules of Scrum, not by rubbishing them but by looking inside them for the true value that lies within. Think of this as a treasure hunt. There are diamonds to be found.

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### **Agile Release Planning by Example**

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*Bryan Stallings*

**Track:** Product Owner

Too many Scrum teams do not know how to plan beyond the next sprint, and yet customers have no problem establishing their release expectations! Effective agile release planning extends the planning horizon through future release(s) and enables teams to convey their expectation about what is likely to be developed, in what timeframe, and with what risks. While the basic concept of release planning is mentioned in Scrum training courses and books, many teams aren't doing it because the practice can be a complex activity, one that is best internalized through example and experience. This tutorial will provide participants with both.

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**Wednesday, October 12<sup>th</sup> – 11:00 – 12:30 – *Continued***

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### **Behaviour Driven Development**

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*Elizabeth Keogh*

**Track:** ScrumAnd

BDD is a set of practices which help software development teams to have conversations about the behavior of their system and how it delivers value to the project stakeholders. BDD has changed from its early roots as a replacement to TDD and now works as a mini-methodology across the whole software lifecycle. In this talk we look at the original reasons behind the creation of BDD, bringing the focus back to the language and conversations which lie at its heart.

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### **The Scrum Restructuring of a Foundation Degree**

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*Martin Rowe*

**Track:** War Stories

**Session Type:** Bottom-Up

After 1 year of Scrum the Foundation Degree in Computing course is undergoing restructuring. A first step is Module content and Assessment being decoupled. Can the Lecturers get to 16 times efficiency and become a Hyper Productive team? Can the students become hyper productive in their learning?

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### **Would your team survive the Zombie apocalypse.**

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*James Scrimshire*

**Track:** Bonus

**Session Type:** Middle-Out

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**Wednesday, October 12<sup>th</sup> – 13:30 – 15:00**

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## **Cynefin – Making Sense of Agile**

*Joseph Pelrine*

**Track:** Change

**Session Type:** Top-Down

Agile methods have helped many software projects to success, although it's not always clear why and how. An understanding of the roots of agility is a requirement for adapting agile processes. Social complexity theory provides an explanation for how agile methods work. By using techniques from this new field, coaches and managers can more easily adapt agile methods to the idiosyncracies of specific organizations. This talk provides a short introduction to social complexity theory, and illustrates its application to agile software development.

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## **Using Personality Styles to Facilitate Effective Communication**

*Darian Rashid*

**Track:** Coaching

**Session Type:** Middle-Out

Ever know someone that you can't seem to communicate with no matter how hard you try? Sometimes it's not the message but the delivery. This interactive, workshop-style session will teach participants how to understand the basic human personality styles and how differences in these styles among people can lead to communication breakdowns. Participants will perform a simple self-assessment and use that information in a workshop designed to expose and explain communication gaps. Participants will walk out with a different way to listen to people and better ways to effectively converse with them.

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## **Using the daily Scrum to identify impediments**

*Karen Greaves*

**Track:** Scrum

**Session Type:** Bottom-Up

Team's don't often raise impediments directly, however by listening carefully in a daily Scrum you can usually spot at least 10 impediments. This interactive session will help you sharpen your skills for identifying impediments as well as learning what to do next, i.e. how to prioritise and how to tackle impediments.

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## **How do you initially get your agile projects to pass the go/no-go decision?**

*Bent Myllerup*

**Track:** Product Owner

**Session Type:** Middle-Out

Which approaches are feasible to use in order to collect information about a new project, compile it and communicate this to the decision makers for the go/no-go? In this session we will share great ways in initiating projects by describing and estimating the backlog, forming the release plan and getting the project approved. Scrum teams are interested in deliver valuable functionality by compiling user stories (estimated in story points) with their technical excellence. Decision makers are interested in sales numbers, launch dates and the investment in \$\$\$'s. How do we bring this together?

**Wednesday, October 12<sup>th</sup> – 13:30 – 15:00 - *Continued***

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### **Using Scrum, Kanban and Open Space to transform the world of instructional design**

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*Jasmina Nikolic*

**Track:** ScrumAnd

**Session Type:** Bottom-Up

Higher education institutions have undergone a significant change from stable, self-contained, and change-resistant institutions that produce and distribute knowledge, to enterprises that need to respond to complex and quickly changing requirements of the society. Higher education institutions have actually clients and a requirement for rapid design and implementation of fairly complex products (curricula and learning outcomes). Agile frameworks can successfully replace the more traditional methods of instructional design.

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### **How to evolve from specialized individuals to a co-working team – an experience report**

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*Katharina Fritz & Ralph Miarka*

**Track:** War Stories

**Session Type:** Top-Down

During our Scrum transition we realized that without major changes we might not be able to finish our stories according to their priority and that work could be left undone when specialists drop out. We provide insights on how a group of people changed from specialized individuals to a collaborating team. We present initial worries, like: Does everyone have to know everything? We introduce a coaching system, its values, principles and practices. We show how the team charter played an important role and how the team evolved it. The team felt that motivation, collaboration and quality increased.

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### **Nobody's perfect - a game for winning by failing**

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*Björn Jensen*

**Track:** Bonus

**Session Type:** Bottom-Up

This is an interactive session where we will play a game with the participants which promotes open and visible failure. Failing visibly still is a problem in most company environments, where success is supposed to be public but failures are to be hidden. With this game I'd like to present a tool for shifting the mindset towards a more tolerant, positive failure culture. For winning the game, participants have to present a variety of failures and problems they experienced - from glitches to disasters. Participants try to collaboratively find possible solutions.

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**Wednesday, October 12<sup>th</sup> – 15:30 – 17:00**

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## **The journey from CSP to CSC**

*Mark Summers & Edward Scotcher*

**Track:** Coaching

**Session Type:** Top-Down

In order to transform the world of work there is a need for high quality coaching, the coaching journey can be a bumpy one. 2 Certified Scrum Coaches will share their journeys with you, highlighting their failures, their successes and tips on places to seek support. We will also explore the differing approaches of coaches who we have worked with along the way, exploring the skills that need to be developed to make the transition from CSP to CSC. Participants will also get the opportunity to share their journey so far and we will explore how we can support each other moving forward.

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## **Are you being gamed?**

*Rowan Bunning*

**Track:** Change

**Session Type:** Middle-Out

Many barriers to an Agile adoption stem from the psychological level – the (often irrational) fear of the unknown, perceived loss of power, threats to ego, identity etc. To deal with this, many people revert to playing mind and power games.

Drawing on Transactional Analysis and our own experience, this session provides a practical guide to interpreting and resolve problematic interactions in an agile project. It will allow you to foster a more collaborative working environment and be more aware of when you are involved in playing games yourself.

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## **Scumbrella - Scaling Scrum**

*Nigel Baker*

**Track:** Scrum

**Session Type:** Top-Down

Scaling Scrum has been back in the news lately, with many accusations and problems occurring in industry. Why are some people having so many problems, when others are finding great success? This session will walk us through the basics of scaling, some typical scaling anti-patterns, it will introduce some terms and language for scaling methods and tricks and then onto a more advanced way of looking at scaled projects: The Scumbrella.

**Wednesday, October 12<sup>th</sup> – 15:30 – 17:00 - *Continued***

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### **Collaborative prioritisation. How to engage multiple stakeholders in your prioritisation efforts.**

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*Geoff Watts*

**Track:** Product Owner

This hands-on workshop explores some of the difficulties Product Owners have with working with multiple stakeholders and some potential techniques for helping mitigate those problems. We will pitch the attendees in a scenario in which they must represent the various interests of a project's stakeholders when prioritising a large, varied backlog. There will be plenty of learning opportunities throughout and while it is difficult to predict the outcome of something as interactive as this, I expect the following discussion points:

How to encourage collaboration in an institutionally competitive environment

Looking for synergies to maximise overall ROI

Common Product Owner traps and tips to avoid them

How maximising individual stakeholder ROI can be detrimental to the organisations ROI

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### **Kaizen or Kaikaku - Two Approaches to Improvement**

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*Arne Åhlander*

**Track:** ScrumAnd

**Session Type:** Middle-Out

Scrum is about continuous improvement among other things.

When discussing continuous improvement many think about Kaizen. In this session you will get the opportunity to discuss Kaizen and Kaikaku, another Lean approach to improvement, their suitability, benefits, and pitfalls.

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### **Lessons Learned from Becoming Agile at Electronic Arts: Using Scrum and Kanban to develop**

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*Mike Bassett & Roman Pichler*

**Track:** War Stories

**Session Type:** Middle-Out

The drive continues to make games ever more realistic. At the core of enhancing the player's experience and of simulating reality is the physics engine. Take Electronic Arts' SPORTS FIFA 2012 football game: EA's physics engine brings a level of believable player interaction and emergent behaviour never seen before in a sports title.

This talk tells the story of a journey into agility: We'll share the success and challenges of the group responsible for EA's physics engine. We'll talk about the application of Scrum and Kanban to develop new engine features and to research new technologies.

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### **An impromptu introduction to Scrum: the experiment**

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*Alan Cyment*

**Track:** Bonus

**Session Type:** Bottom-Up

Have you ever had trouble summarizing what Scrum is? Worry not, we've all had. Despite the fact that Scrum is a very simple framework, it condenses many concepts that are not trivially conveyed.

Join us in this unconventional session, during which attendants will improvise an introduction to Scrum. During the first half of the session we will play several improv games in order to warm up and get ready to the second half, during which we will actually improvise a class following a series of simple rules. Come revel in sheer collaboration!

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