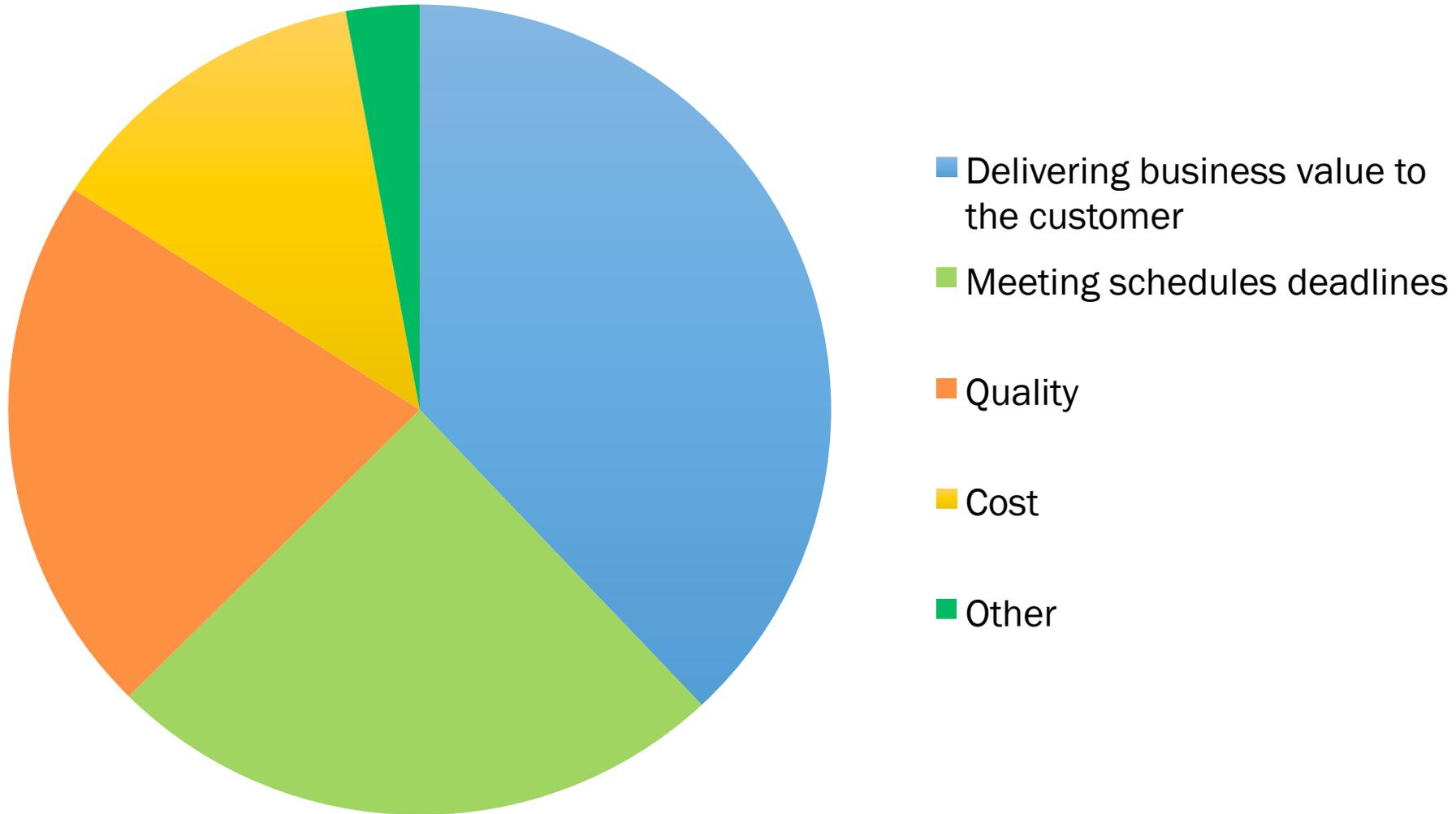




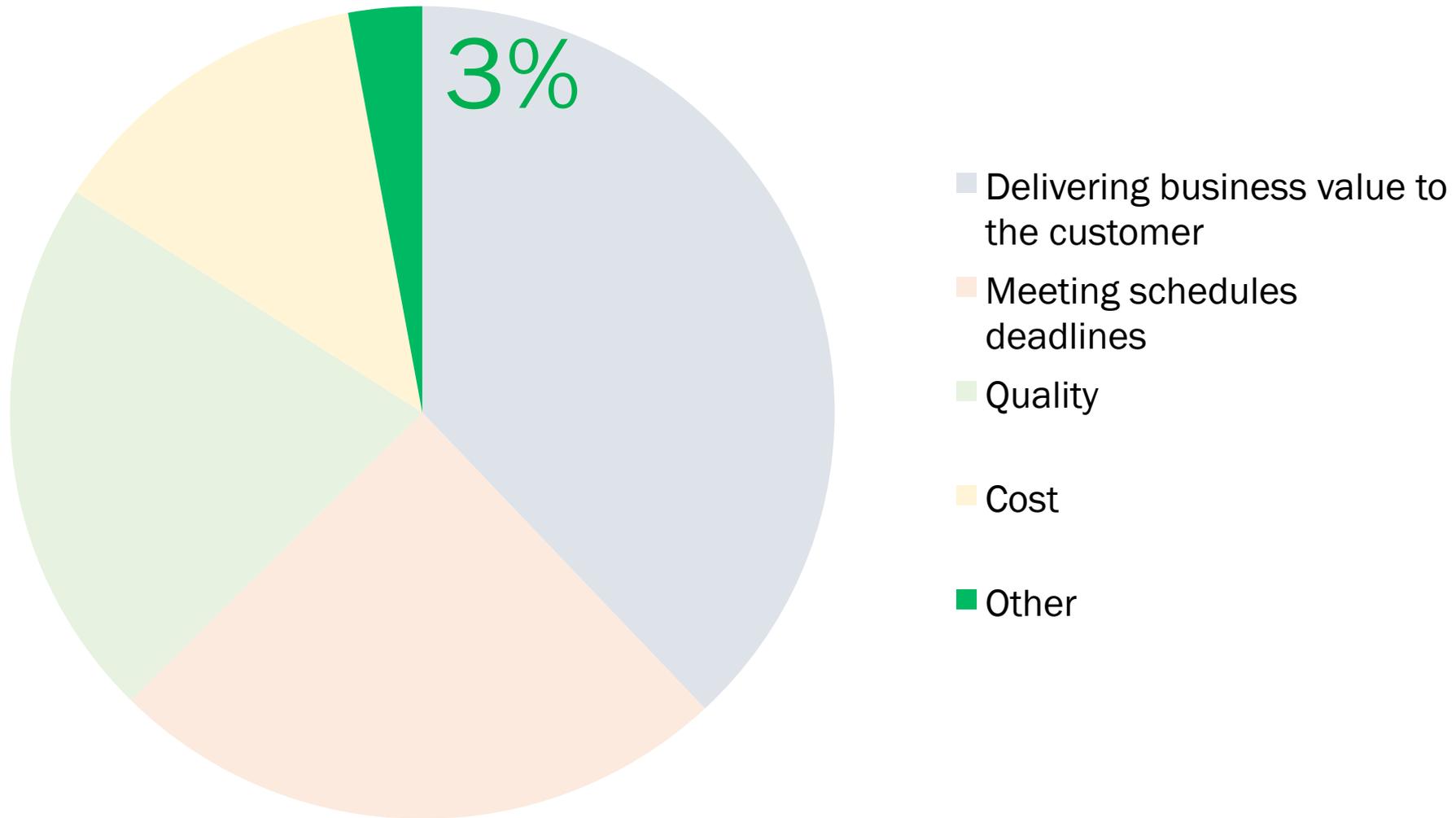
A workshop with Geoff Watts & Paul Goddard



Valued Most By Executives For Scrum-Based Projects



Valued Most By Executives For Scrum-Based Projects





Agile Benefits



You get what you measure

EASIER TO MEASURE

- Velocity
- Business Value
- Quality
- Ceremonies
- Certifications
- Cycle Time
- Utilisation
- Transparency
- Waste

HARDER TO MEASURE

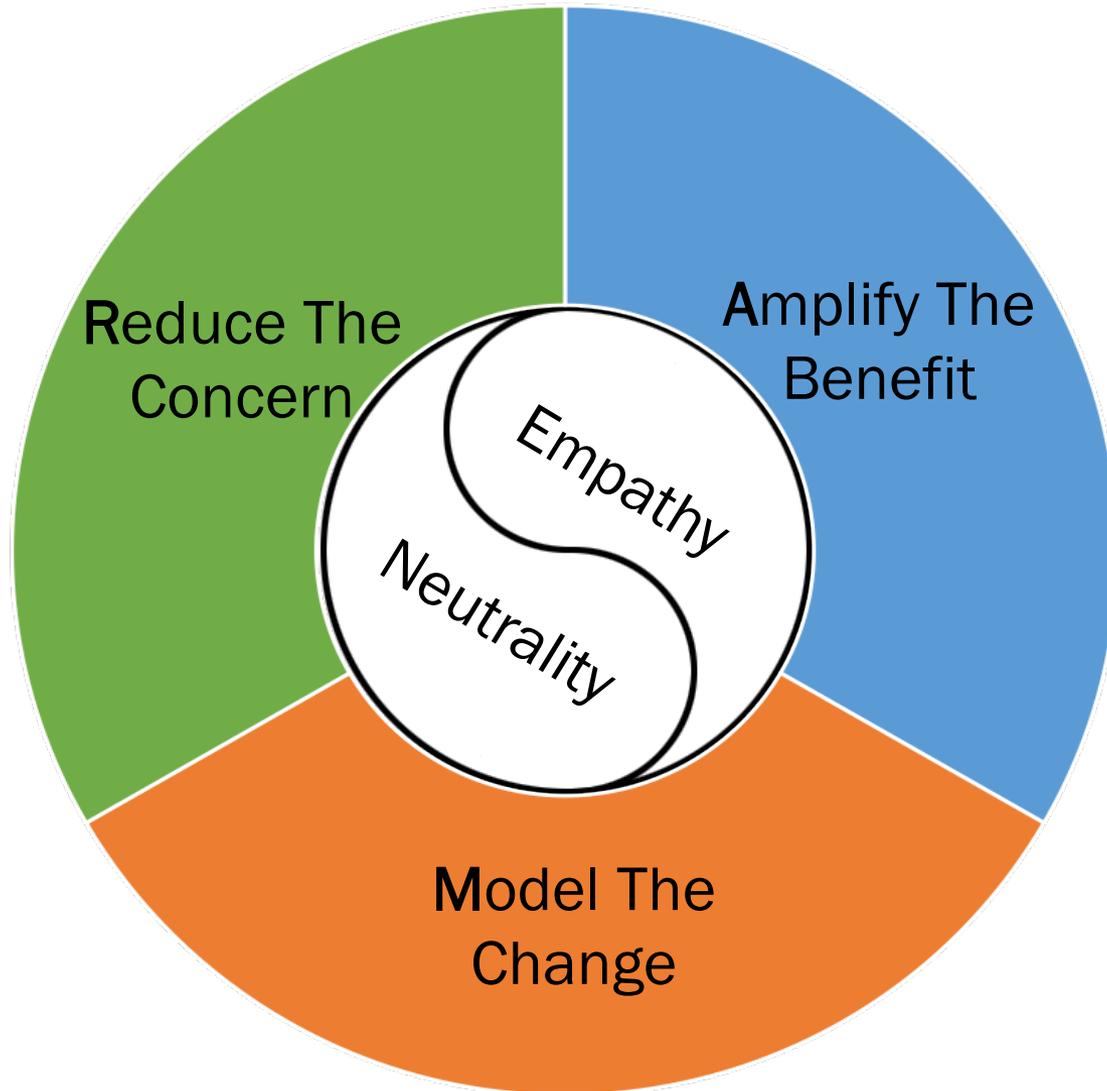
- Creativity
- Autonomy
- Morale
- Motivation
- Skills
- Communication
- Collaboration
- Emotional Intelligence
- Joy

It's easier to sell the things we can

MEASURE



The RAM(en) Model



Empathy/Neutrality



Developing Empathy & Neutrality

The Client will:

- Describe a situation that they are currently experiencing difficulty with
- Give enough background to help the coach understand the scenario
- Remember the working agreements – only share what you feel comfortable with sharing

Developing Empathy & Neutrality

The Coach will:

- Listen to what the client says and playback what you hear and detect
- Structure your responses with:
 - “What I am hearing is...[STATE EXACTLY WHAT YOU HEARD]
 - “I imagine that made you feel...[STATE THE EMOTIONS EXPERIENCED BY THE CLIENT IN THAT SITUATION]”
- Repeat as necessary as the conversation proceeds

Developing Empathy & Neutrality

The Observer will give feedback to the coach on:

- How neutral they remained.
- How empathic they appeared to be.
- How comfortable they appeared.

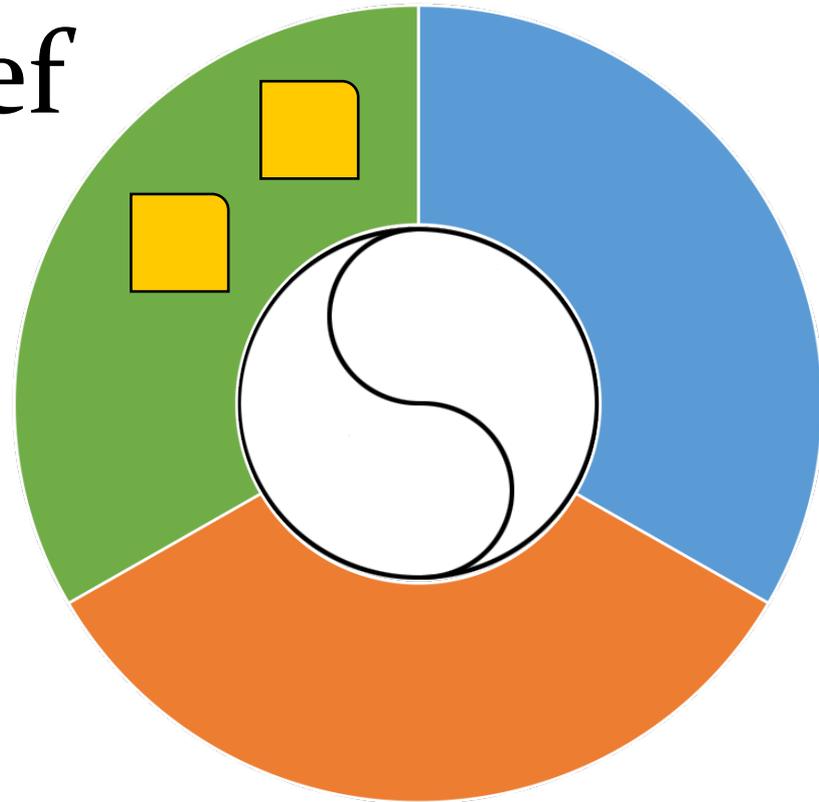
- What emotions do you think the coach was experiencing during this exercise?

How can developing empathy and neutrality help you sell the fluffy side of Scrum?

What was difficult about being empathic and neutral?

Debrief

How did it feel to have someone be empathic and neutral?



Reduce The Concern



Name the concerns

Objectively assess them

Analyse underlying assumptions

How can we reduce them by a little?



The Agile Pubcast

with Geoff Watts & Paul Goddard

Reduce The Concerns

The Coach will:

1. Invite the client to talk about the concerns they have with the fluffy aspects of agile.
2. List these concerns as they are spoken. If they need to be summarised, ask the client to summarise them.
3. Invite the client to wear “The Hat of Hope” then look at the list of concerns again.
4. Invite the client to score the remaining concerns on a scale of 1-10 where 10 is a show-stopping concern and 1 is a mild feeling of discomfort.
5. Challenge the client to identify ways that they could reduce their total score by at least 3 points. Could they even delete some of those concerns

Reduce The Concerns

The Observer will give feedback to the coach on:

- How neutral they remained.
- How empathic they appeared to be.
- How comfortable they appeared.

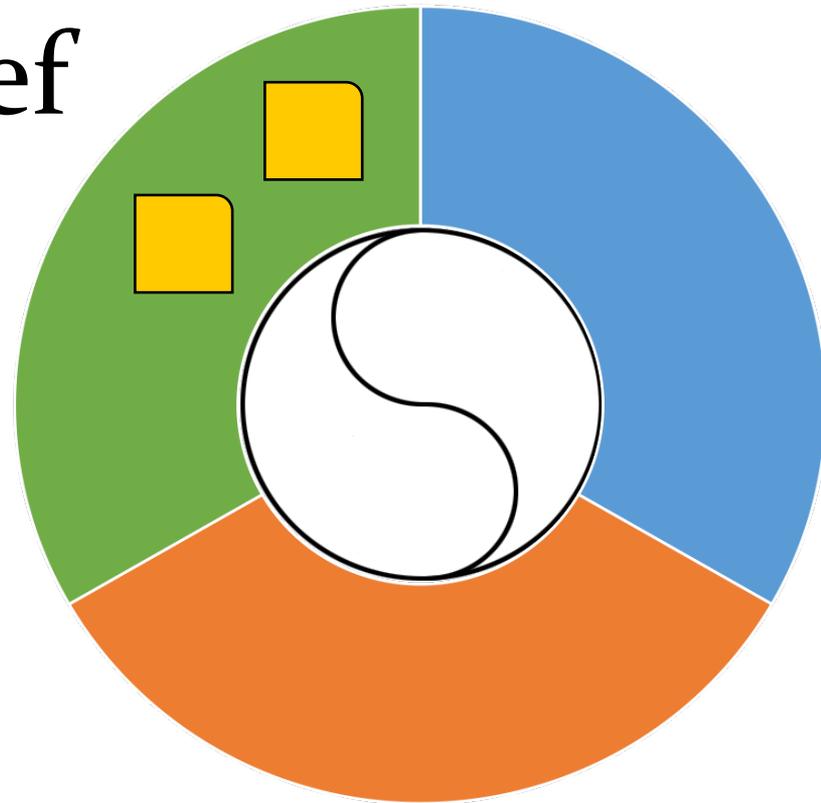
- What emotions do you think the coach was experiencing during this exercise?

How can actively reducing the concerns help you sell the fluffy side of Scrum?

How did you feel about the prospect of wearing the hat of hope? What about wearing it?

Debrief

How will empathy and neutrality help you help others reduce their concerns?



Amplify The Benefit

Why is this a good idea?

Rationalise the hard consequences

Visualise the soft consequences

Assess alignment with our values



Know How

The Coach will:

- Position two empty chairs in front of the client
- Clarify the goal “To explore whether embracing the fluffy side of agile is worth it”
- Explain that the first chair represents a future, perhaps 3 years from now, where you and the organisation have NOT embraced the fluffy side of agile.

Know How

The coach will invite the client to imagine themselves in this future and to describe it as vividly as possible. Keep them associated and prompt them to visualise and experience the specific details.

- Picture yourself going in to work. Who is there? What are they doing?
- What are work meetings like?
- How are the teams doing?
- What is the energy in the office like?
- How successful is the company?
- How much do you look forward to going to work?

Know How

- Invite the client to shake off the visualisation of Chair One and then look at Chair Two.
- This chair represents another alternate future, perhaps 3 years from now, where you and the organisation HAVE embraced the fluffy side of agile.
- Invite the client to sit in Chair Two

Know How

The coach will invite the client to imagine themselves in this future and to describe it as vividly as possible. Keep them associated and prompt them to visualise and experience the specific details.

- Picture yourself going in to work. Who is there? What are they doing?
- What are work meetings like?
- How are the teams doing?
- What is the energy in the office like?
- How successful is the company?
- How much do you look forward to going to work?

Amplify The Benefits

The Observer will give feedback to the coach on:

- How neutral they remained.
- How empathic they appeared to be.
- How comfortable they appeared.

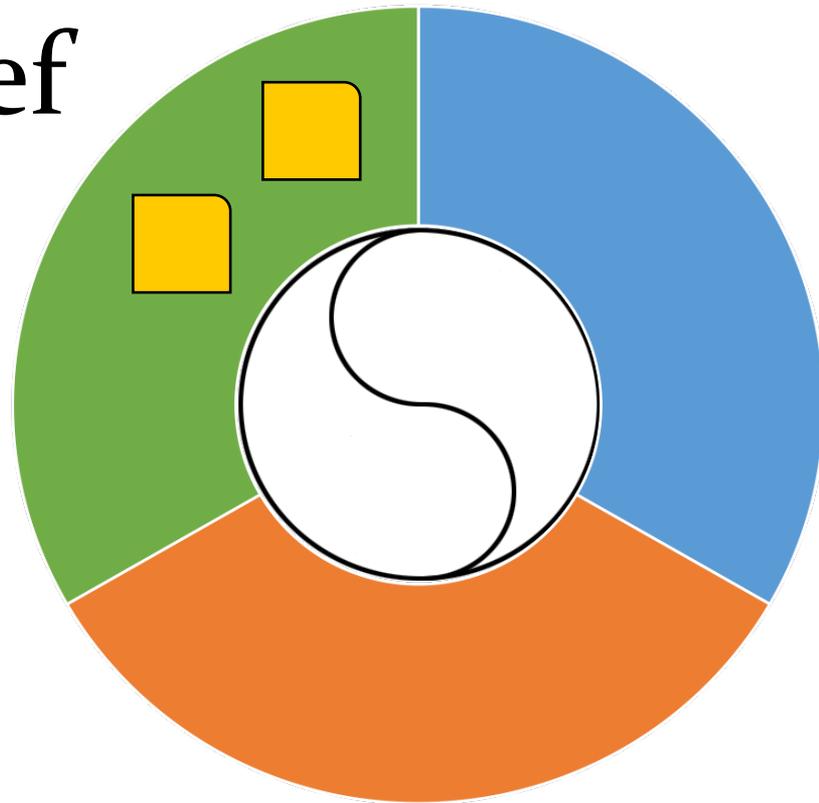
- What emotions do you think the coach was experiencing during this exercise?

How could an activity such as this help you sell the fluffy side of Scrum?

How did you feel about the visualisation exercise? Apprehensive? Excited?

Debrief

How will empathy and neutrality help you help others amplify the benefits?



Model The Change

Put your
money where
your mouth is

Walk the
talk



Prove it

Make it easier
to follow

When I look at myself in the mirror



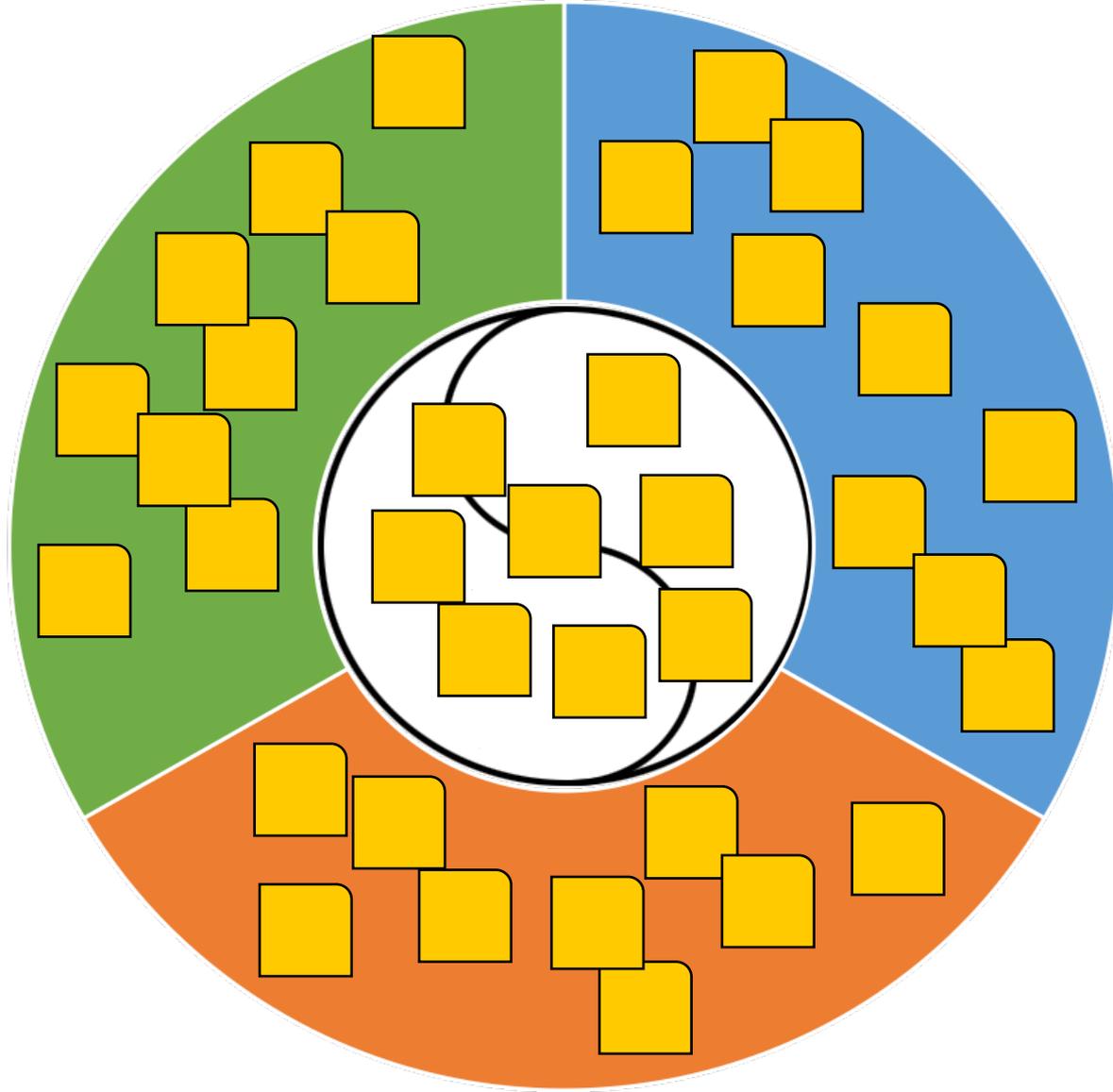
I see a unicorn.

A badass unicorn.

Reflect

Take 5 minutes to personally reflect on this workshop and ask yourself these questions:

- “How can I make it easier for others to evaluate and embrace the ‘fluffy’ side of agile?”
- “How am I getting in the way of others?”
- “How can I make it easier for myself to talk to others about the ‘fluffy’ stuff?”



THANK YOU!



@paulkgoddard

@geoffcwatts

