

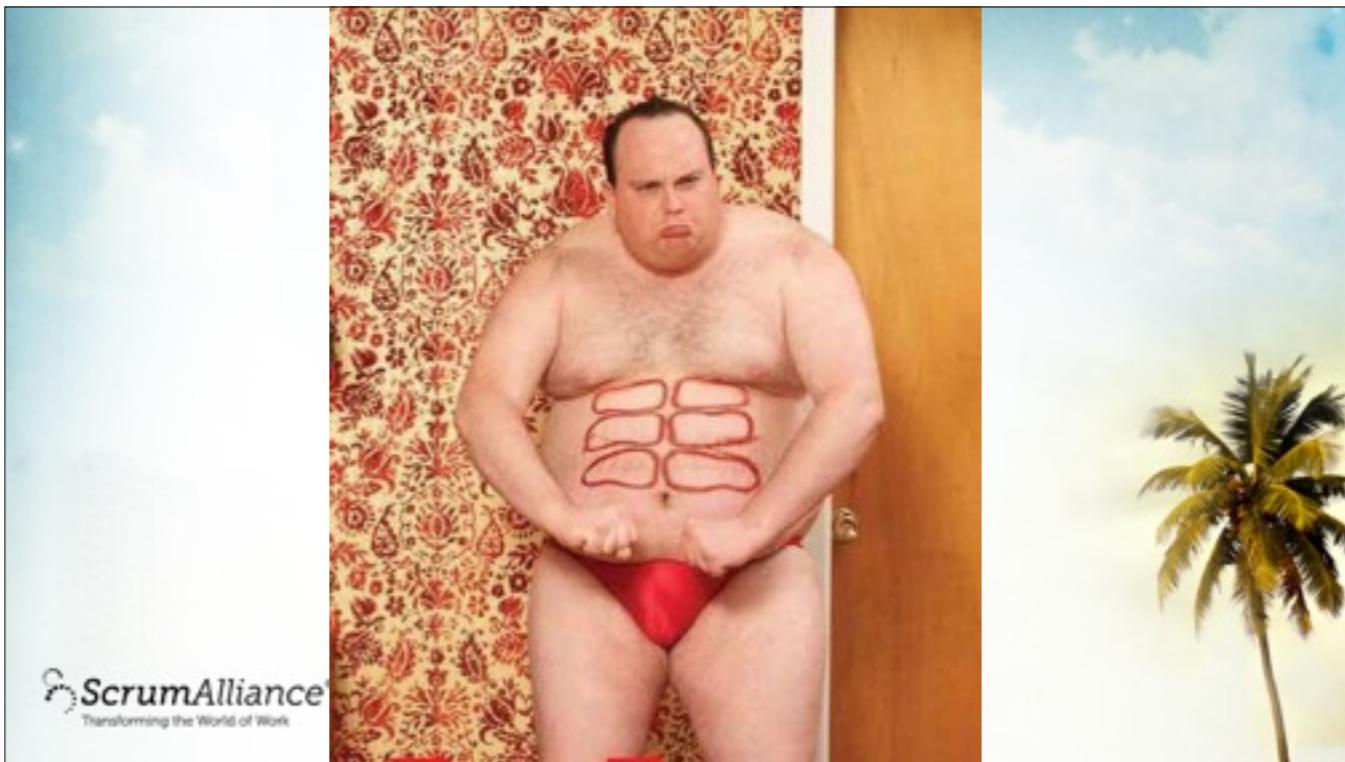


Don't Shrink.
Don't puff up.
Stand your sacred ground." ~ Brené Brown



Good morning my name is Scott Dunn I run a boutique (that means small) agile coaching and training company in Southern California. Any Southern California people up there?

Imagine for a moment that you want to get in shape for a marathon, so you go to the gym and you ask for a personal trainer to help you get from point a to point B and the person that comes out...



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...is this guy. What's your confidence level? How do you feel about?

What if your counselors have anger issues, your doctor smokes?

We're here because we believe, we're passionate about scrum. We are practitioners, we are scrum Masters, we are advocates, coaches, we are trainers.

Aspects of Scrum

- Vision
- Roadmap
- Release
- Sprint
- Daily
- Continuous Improvement
- Safe to Fail
- Working Agreement
- Impediment Remover
- Change Agent
- “Let’s run an experiment.”



Now, these are some aspects of Scrum that we advocate. We believe in the importance of a vision, a roadmap, sprint planning, and checking in daily. We value continuous improvement, running experiments. This is the stuff we believe in.

Now, I have this wild thought. This is just crazy talk here, but hear me out... What if we lived this? What if we did this in our own lives?

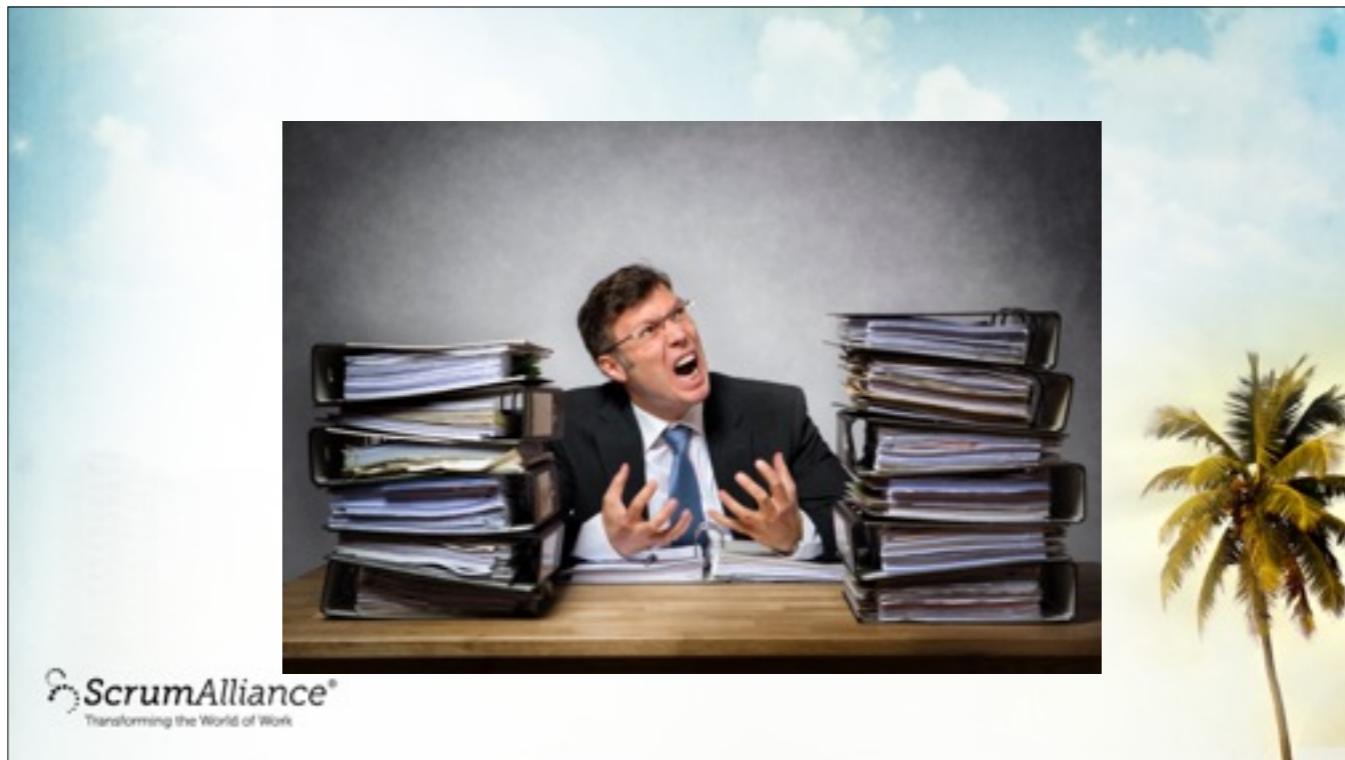
Aspects of Scrum in OUR Life

- Personal Vision
- Career Roadmap
- Next 3 Months
- This Week
- Daily
- Continuous Improvement
- Safe to Fail
- Self-Work Agreement
- Impediment Remover
- Change Agent
- “Let’s run an experiment.”



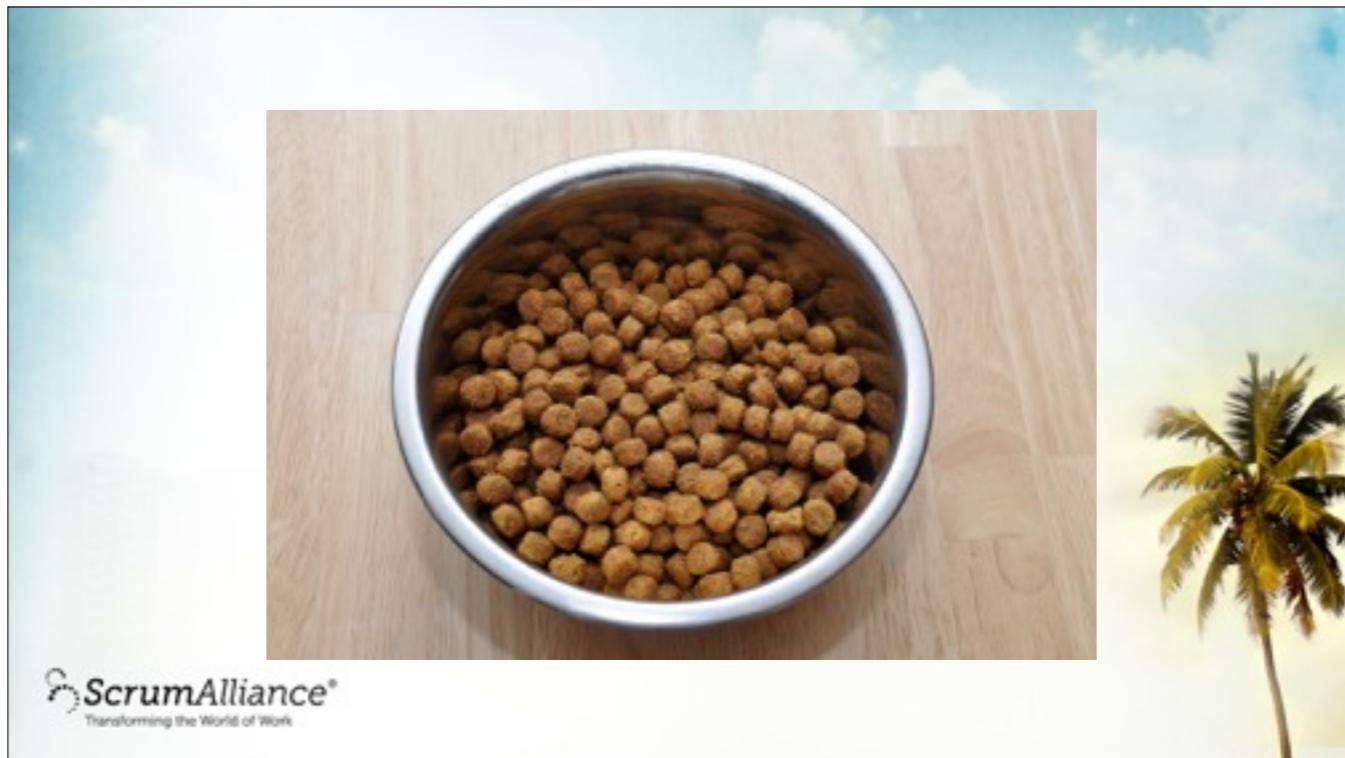
Here are the personal aspects of scrum, as I see them. Having a personal vision, a career roadmap, planning out this next week, and checking that plan daily.

And if we could be honest for just a moment, if it was just me and the thousand of you sitting having coffee, can I ask if your life is continuously improving? Do you have work life balance? Do you take risks as experiments?



Now Scrum is so great at work because it's great at complex projects.

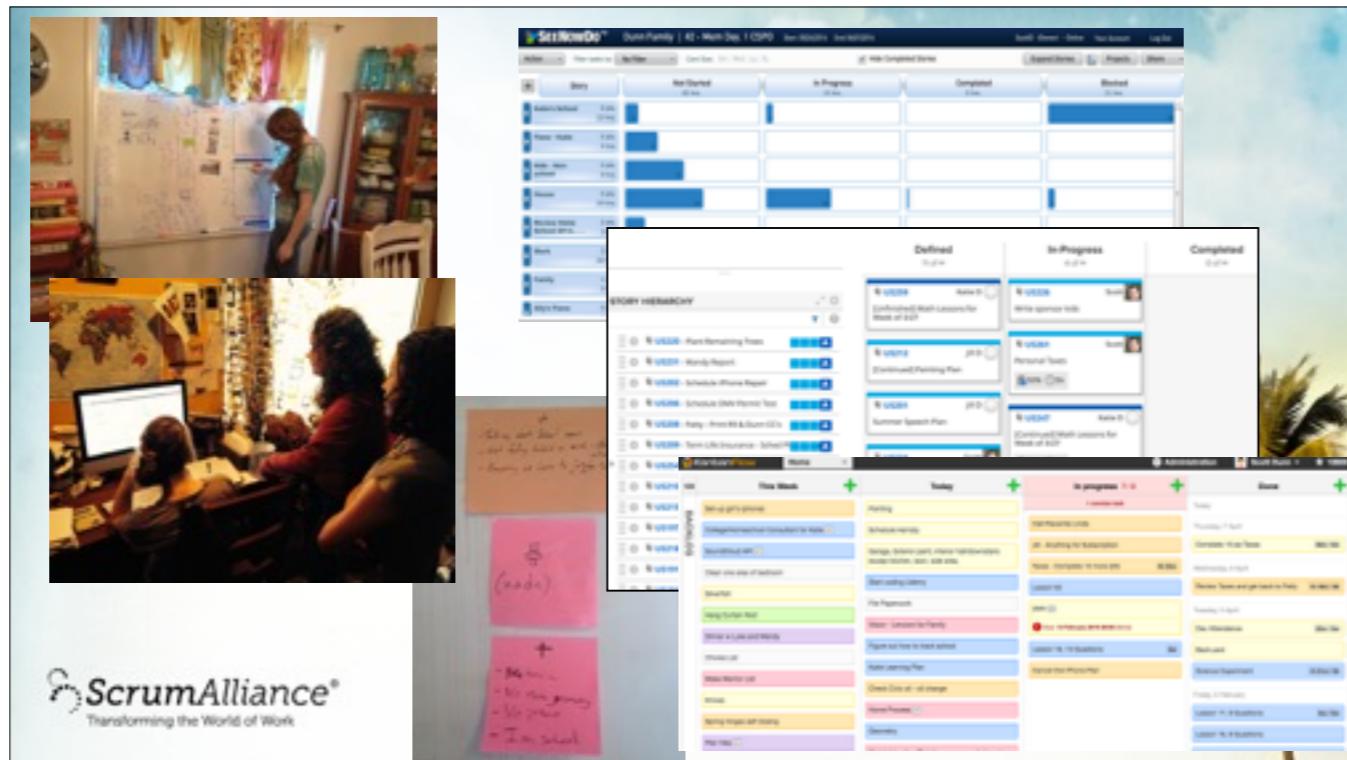
But isn't life complex? Anyone else out there following the plan that you came up with when you were 16? What about marriage? Any adjustments to the plan there? Or parenting - my kids are all Beta and we'll see what the market thinks.



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So, does it make sense to use what we believe in? With what you're using now, how's it working for you? This might, just might, help.

And if nothing else, it certainly could build empathy.



Here's a glimpse of our plans, stand-ups and retros. We've iterated a bit on it, stop-started and struggled. But we have the Honey-do list, and kid's projects, and other things in there. If it's important, we make it visible.

Guess who the Product Owner is at home? It's not me...

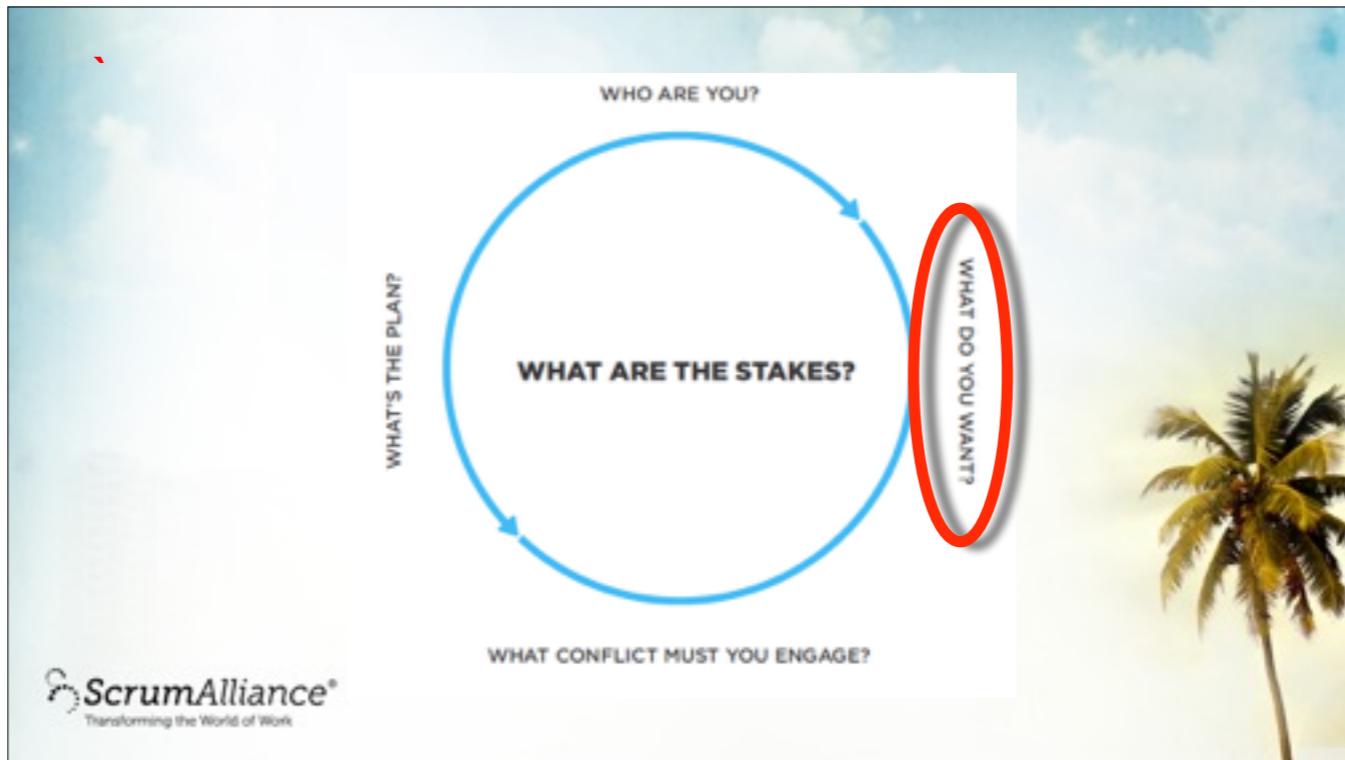
It's hard to do release planning if you don't have a life roadmap.



So, one tool I use is Storyline. Based on the books and conferences by Don Miller around the classic story arc.

If your life was a movie, what would it be? Engaging, exciting?

Who's writing your story? You have a lot more agency than you think to pickup the pen and change the next chapter.

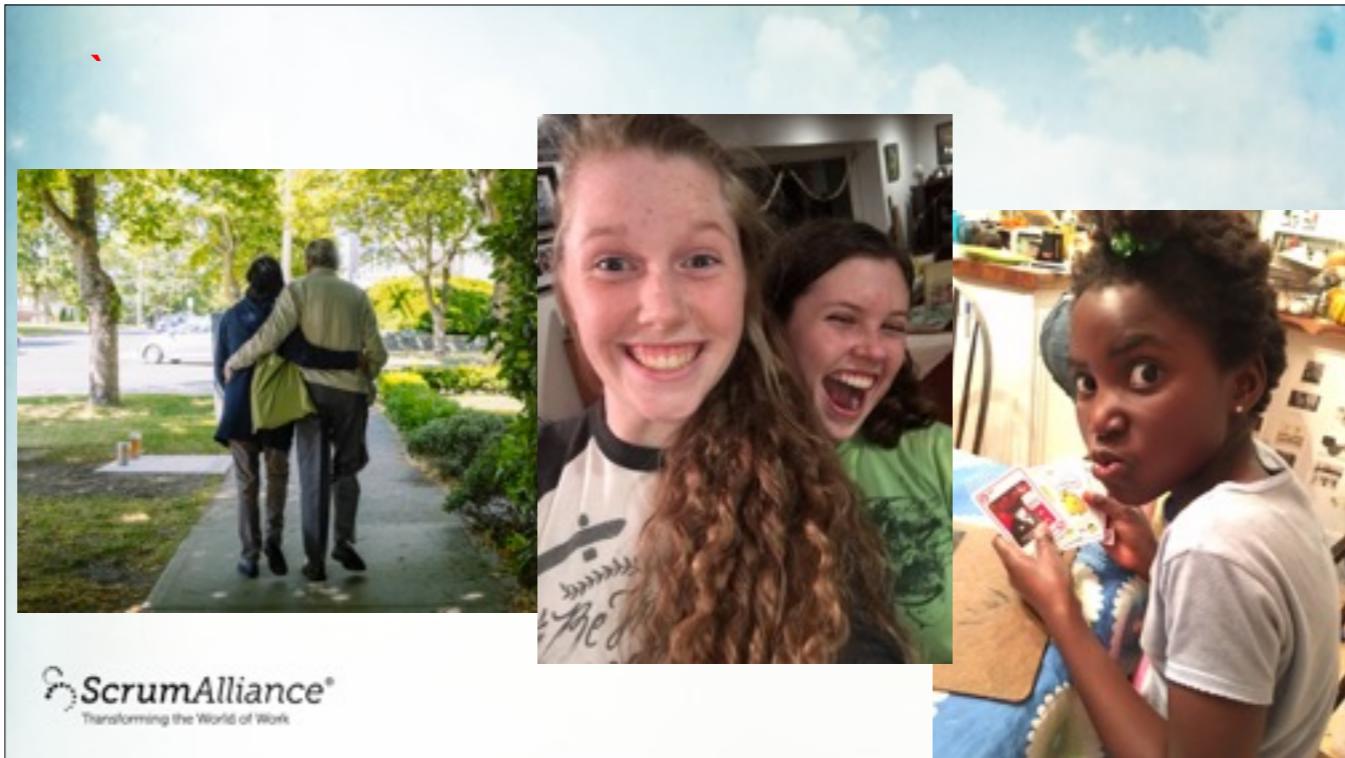


Here are the steps. Stuart's already covered a lot about Who You Are, so we'll move on.

So, next, What do you want?

And we're not talking about more stuff. A great movie isn't one about a guy who wants a new Mercedes.

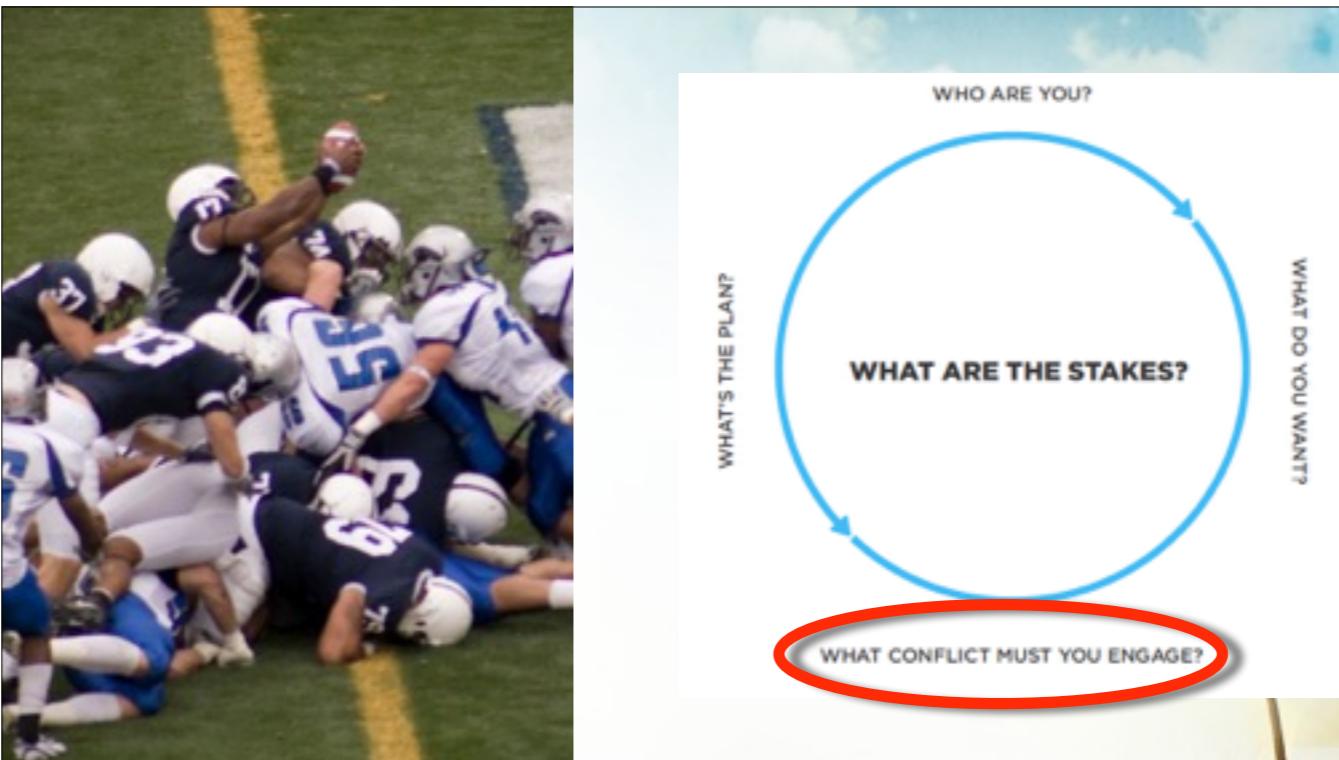
Psychologist Viktor Frankl found that the most meaningful work was when it was bigger than you. A cause, your family, community, society as a whole. So I've come back to asking the question of what's really important to me.



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My legacy is my relationships. I've always meant to invest more, spend more time, but work's demands seem to push out the IMPORTANT but not URGENT.

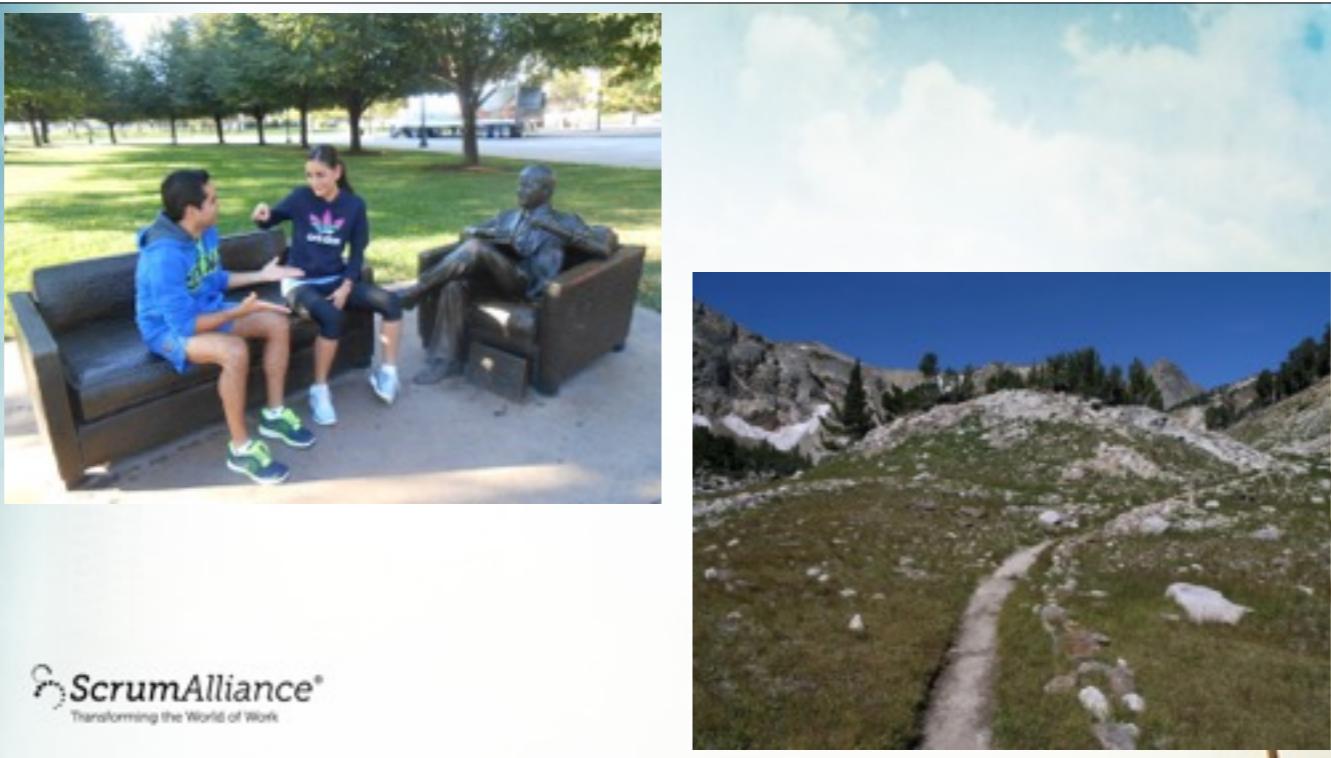
Roadmap and release planning, as well as tracking each week to see if I actually DID what I SAID I'd do only made that issue BLACK and WHITE. We've had some tough retrospectives, too, some conflict.



But this is good. When you go for these goals, you will face conflict. You're going to face resistance - yourself, others, the environment.

A great story is someone who wants something and overcomes obstacles to get it.

Conflict changes you, making you a better person at the end of the story.

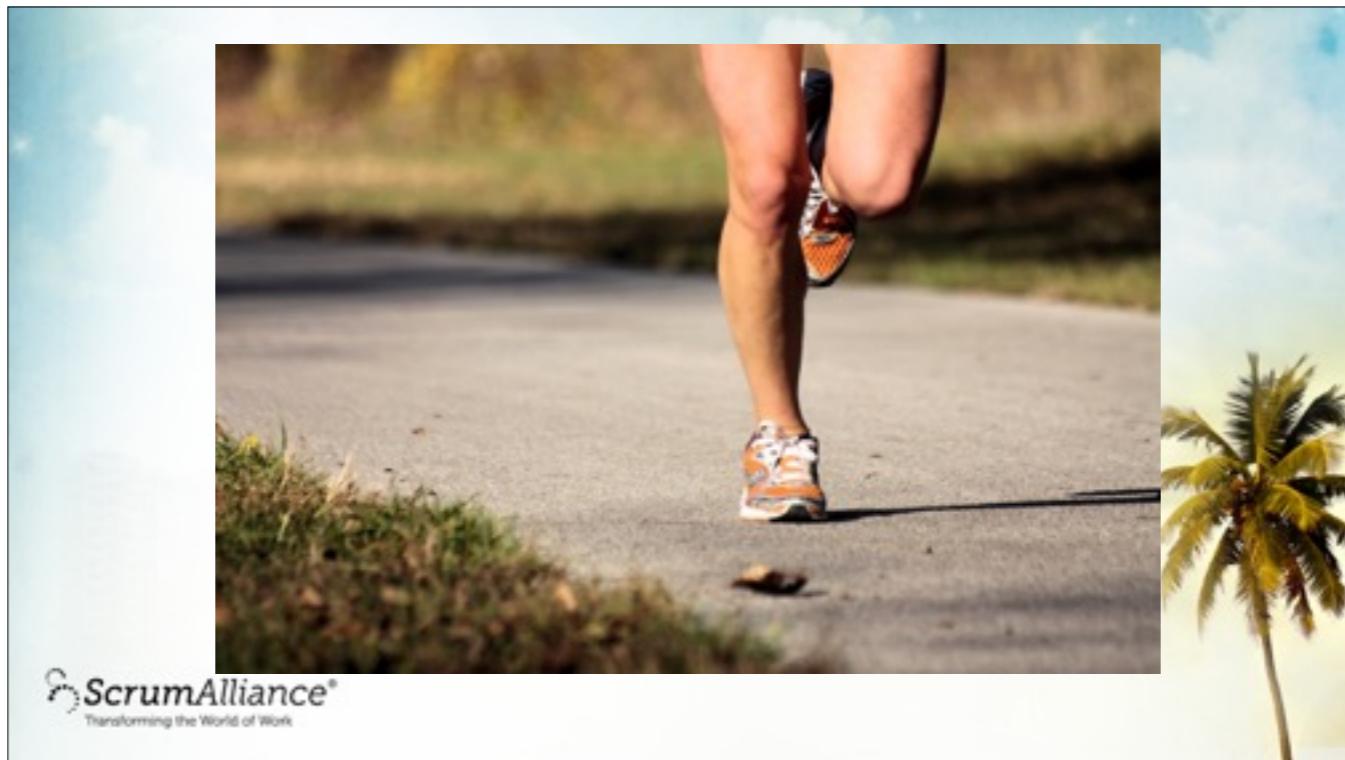


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You may find yourself not having the time - too much WIP, right? So you have to change your schedule, your priorities - and that's hard.

Growing up in Colorado, we would say that climbing the mountain is more about the journey than reaching the peak. Although the view at the top's pretty nice.



Consider a marathon. You don't go and run 26.2 miles tomorrow. But you decide NOW. Then go and get your shoes. Get the Couch to 5K app. Set your alarm a little earlier tomorrow and go out and walk. Then, with enough time and effort on your part, you will get there. That is the art of the possible.

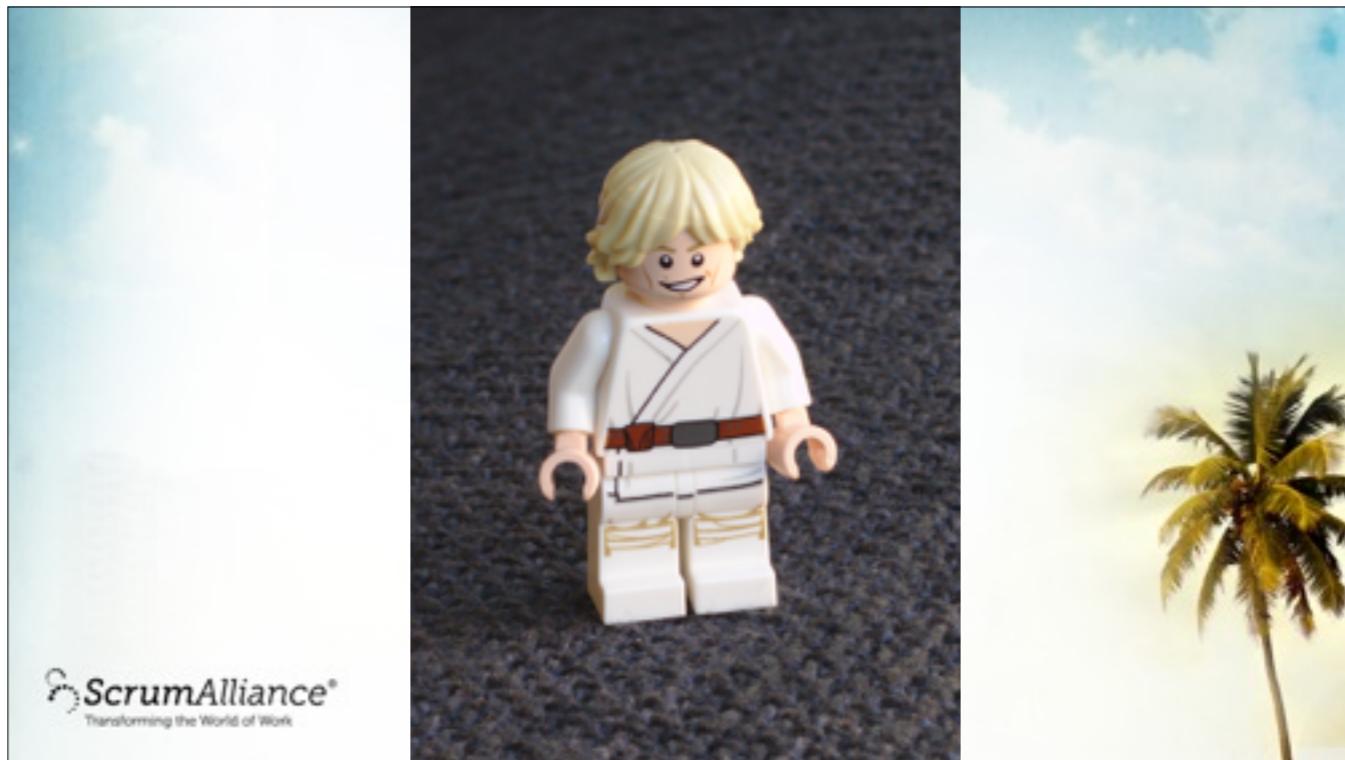
The art of the possible asks....What if...?



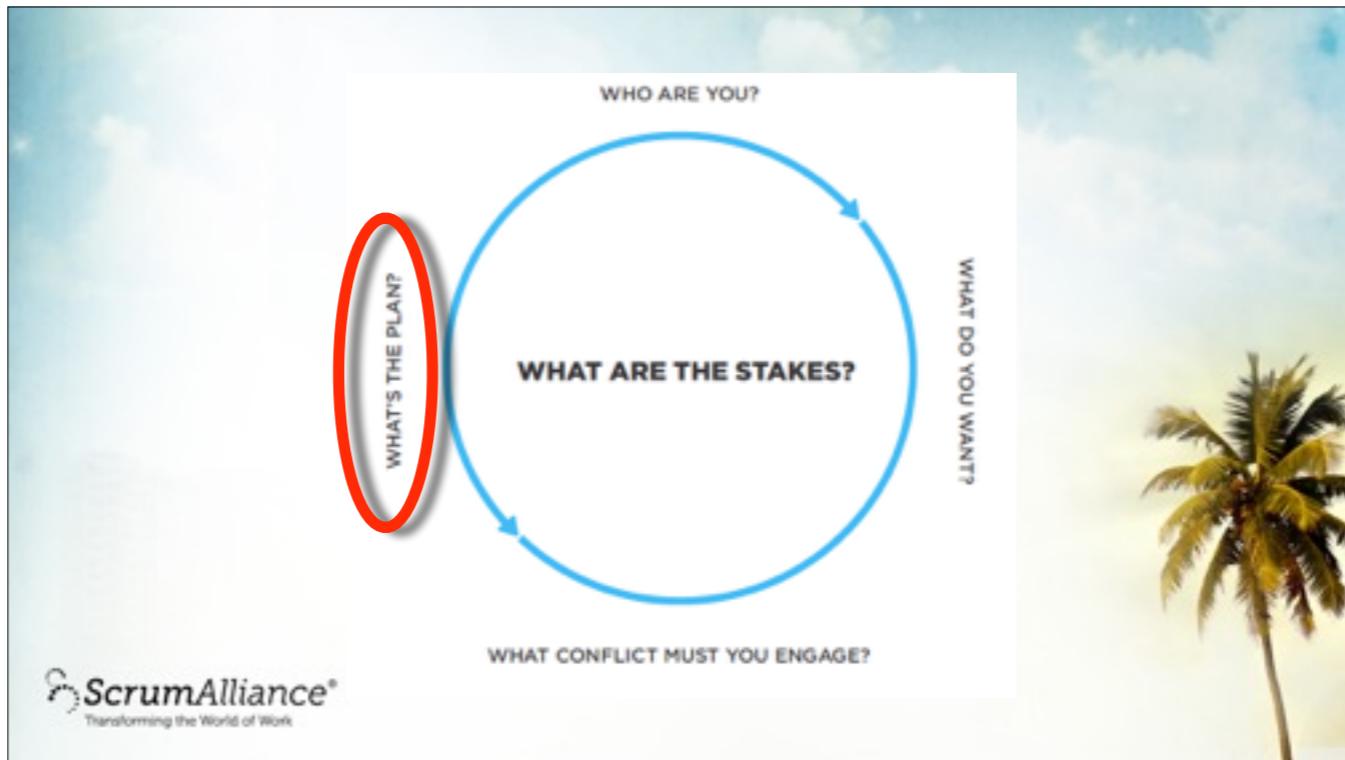
A calendar view for March 2016 showing various events. The ScrumAlliance logo is visible in the bottom left corner.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	Mar 1	2	3	4	5
	Home Rules School Rules	8:45 EMC 4 No lunch ~4. 10 1:1 with Beaver 5p Mtg w Tonya +3 more	Scott R9 Public Class Scott R9 Public Class		Concordia Challenge	
		9 Certified Scrum Pro +3 more	6 TAC Chat +3 more	+5 more	+8 Scrum of Scrums 10 Scrum of Scrums	10 Ju JuJu 7:15p White Compass
6	7	8	9	10	11	12
Home Rules School Rules	Mike Cohn	9 EMC 9 - 5 PM Tp Katie	EMC Planning Day ~4. 10 Scrum of Scrums +4 more	Santa Clara 6 TAC Chat +6 more	9:30 CBMC Irvine 10 FIV: Demo Fair Mi +2 more	Weekend GSM b/f 10 Ju JuJu 7:15p White Compass
13	14	15	16	17	18	19
Scrum Coaching Retreat - San Diego				Camelback Classic, PHX		

Scrum made the problem of trying to do too much transparent to my family. You saw yesterday the video of the Scrum Alliance Agile Leadership team of Angela, Pete, Peter & Sanjiv doing great thought work on a critical leadership offering. Because of my WIP, I declined and actually stepped out of the group. Do you know how important this is to me, how much I'd love to have been there? But before Scrum, everything was important and I tried to do it all and what was truly most important suffered. This was hard for me. But freeing, once I stepped across the line. I also cancelled my registration for the Coaching Retreat.

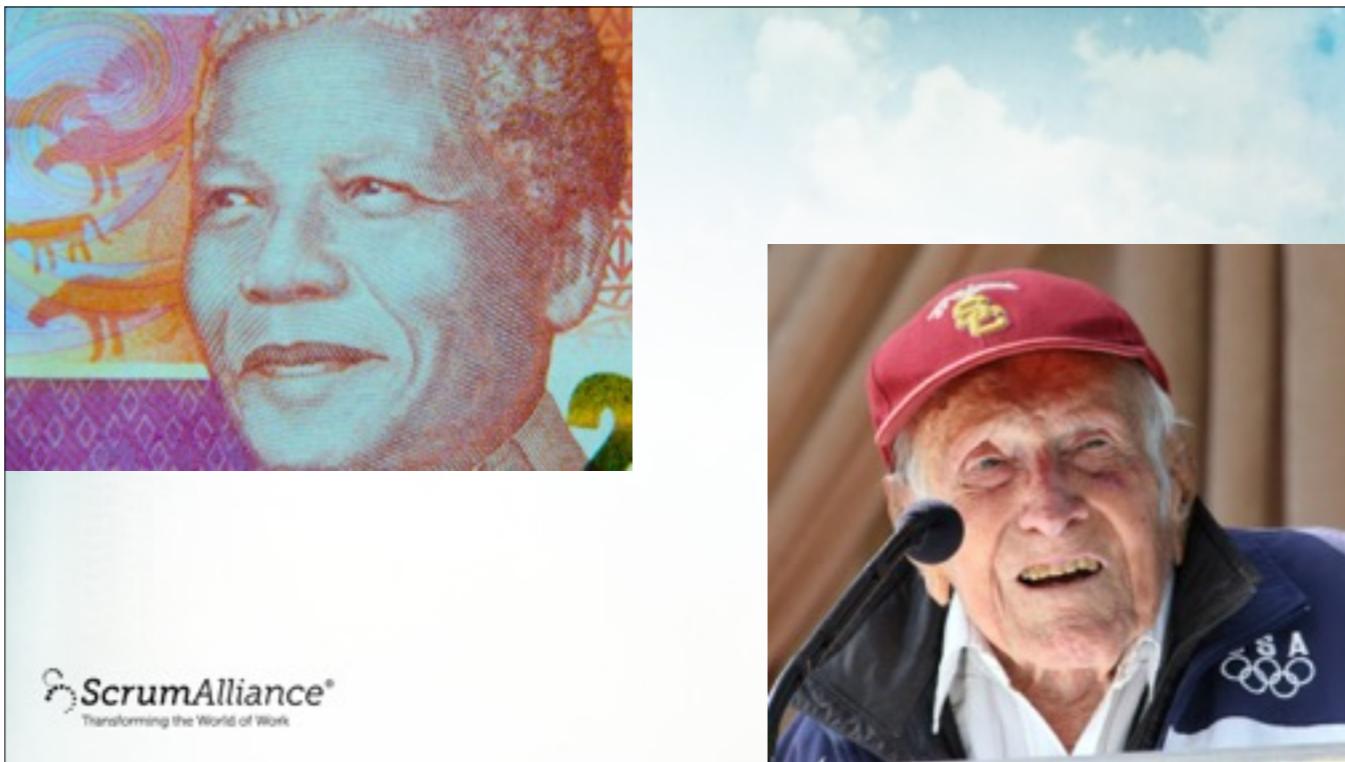


Let's look at a classic story example - Luke Skywalker. What was he like at the beginning? Who was he? Kind of milk toast guy. What does he want? To be a Jedi? What conflict does he face - storm troopers, himself, issues with his father. At the end, he's a brave fighter pilot. That's the storyline of the hero's journey.



So, what's the plan? Use Scrum to, first, do something, and then, Inspect and Adapt. Start writing down everything you need to do.

And find out what works for you. For me, it's having our review, retro and planning Sunday afternoon. And I've found that it's up to me to chart the vision for my family. No one will do that for me.



And one other personal lesson I've learned. It's good to have heroes - those who have lived this, skin on bones. Nelson Mandela and Louis Zamperini are two recent ones who took their hardships and turned them into redemptive, meaningful causes.

But they aren't the only heroes. We have here heroes waiting to happen.



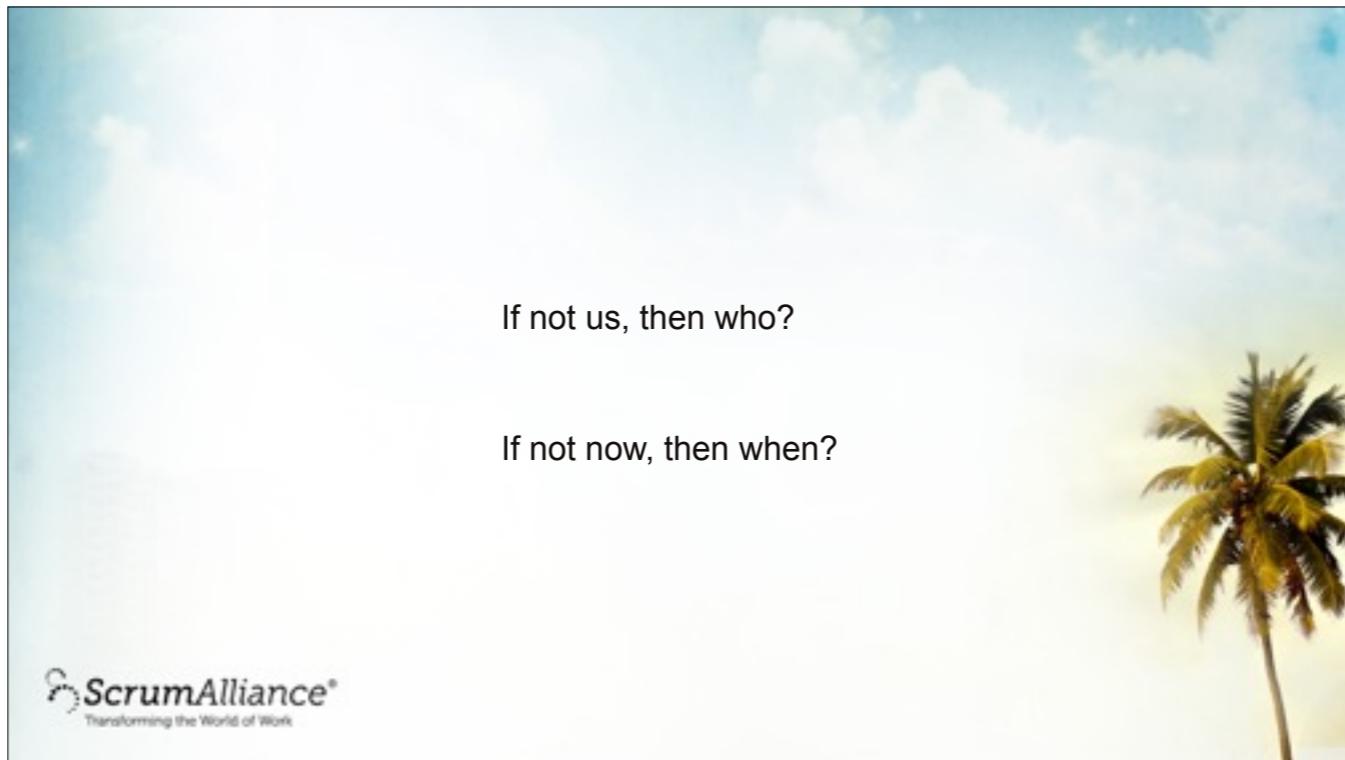
No one has the unique fingerprint of your skills, experience and personality. The world needs you - uniquely.

And we've been given the gift of tools and mindset from Scrum that gets real results, creates change and has literally changed lives.

What if...

What if the world recognized us as THE MOST

- vision-oriented, meaning-filled lives, the
- MOST Focussed
- MOST Productive
- MOST Impact and Open and Courageous and Committed people that you would ever meet in any job, any industry, any country anywhere?



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Thank You.

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