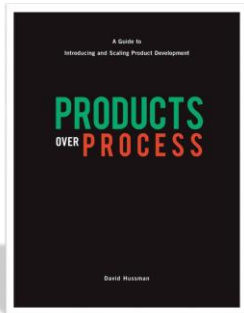


Product Agility – Version 0.1.0



We're moving to **product** over **process**

It takes a village (and some time)



www.devjam.com/productsoverprocess

From **Project** to **Process** to **Product**

Changes: To the Practical Agility group

The screenshot shows a web browser window with the DevJam logo and navigation menu (Coaching, Studios, Courses, DevJammers, News/Events, About). The main heading is "Calling all Twin Cities Agile / Lean Practitioners". Below it, a paragraph describes "Practical Agility" as a discussion forum. A red button says "Click to Find the Next Practical Agility Gathering". Another paragraph describes the evening's format. At the bottom, there are three photos from "Product Conf 2016" on August 24 in St. Paul, MN, showing people at tables and in a bar area.

Changes: Product Conf (new unconference)

Product Conf 2016 Videos

On a warm August day in 2016, over 300 product-concerned members of the Minneapolis-St. Paul product community, communed at Minnesota's History Center for a day of non-stop, full-steam ahead product discussion. Never before (and probably never again) will such a diverse and concerned group of product presenters appear together in the same lineup. For those of you who were able to attend the day we wanted to make these videos available for reflection and conversation. For those unable to attend, we wanted to share what made Product Conf special—our presenters. Below you will find their talks.



Don Rienertsen

Though Lean methods have been used for over 50 years, there's plenty of room for improvement. In his talk, *An Introduction to Second Generation Lean Product Development*, Don Rienertsen talks how to get more out of Lean, how to do it right.

devjam.com/product-conf-videos-2016/

Changes @ DevJam: Product Coaching



Helping teams **learn faster**

Product riffs off the Agile Manifesto ...

Measuring Impact over Counting Story Points

Validated Learning over Getting Work Done

Learning over Commitments

“Too Big” over “How big?”

Investing over Budgeting

... as part of a move to product

Building Product Communities



Blending Discovery and Delivery

More Challenges to the Status Quo

Product Developers over Software Engineers

Story Maps over Epic Stories

User Experiences over Single Stories

Customer Journeys over Iteration Buckets

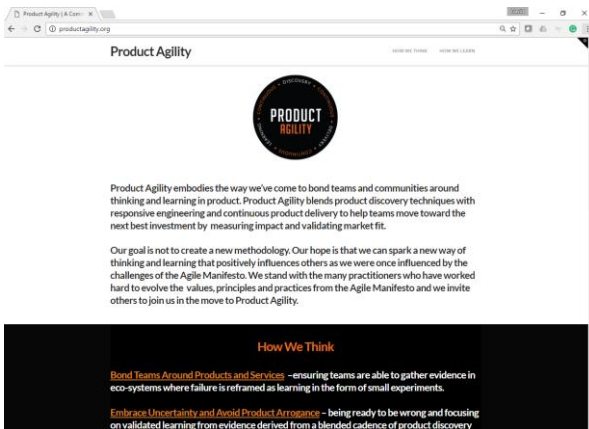
Continuous Learning over Continuous Integration

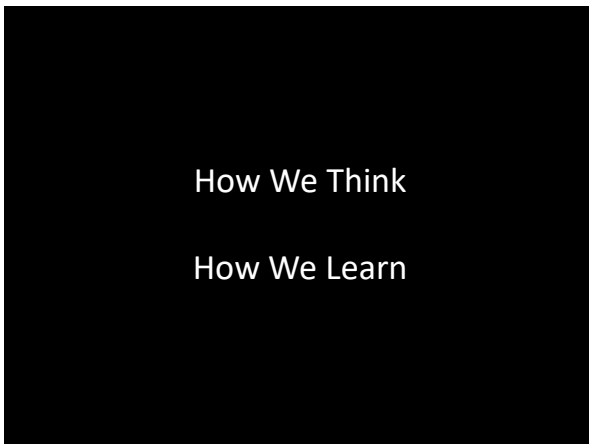
Learning Faster over Getting More Done

We're ready for **change**

We're ready to move to **Product Coaching**

We're ready to launch **something new ...**







A New(ish) Perspective

Product Agility

How We Think

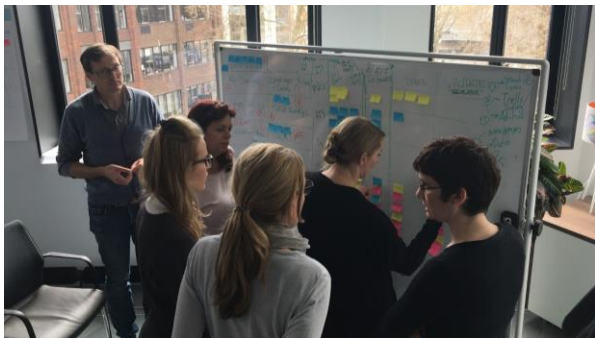
Bond Teams Around Products and Services - ensuring teams are able to gather evidence in eco-systems where failure is reframed as learning in the form of small experiments.

Embrace Uncertainty and Avoid Product Arrogance - being ready to be wrong and focusing on validated learning from evidence derived from a blended cadence of product discovery and product delivery.

Build Lean and Anti-Fragile Environments - automating and collaborating across perspectives, allowing more access to more people. Build visualizations that promote discussions of environment health and complexity.

Validate Against Concise and Measurable Goals - using evidence to bravely decide to pivot or persevere. Balance a willingness to be wrong with the discipline of not giving up without a fight. Strive toward your next best investment instead of merely getting more done faster.

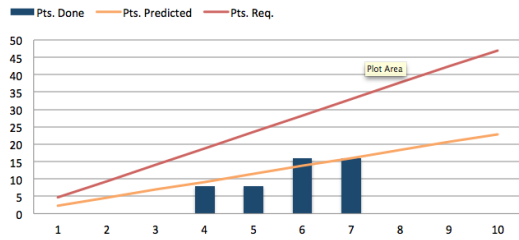
1) Bonding Teams Around Product and Services



Focusing on measurable impact

2) Embrace **Uncertainty**; Avoid **Product Arrogance**

Story Point Burn Up



How many **wrong points** were there?

3) Build **Lean** and **Anti-Fragile** Environments

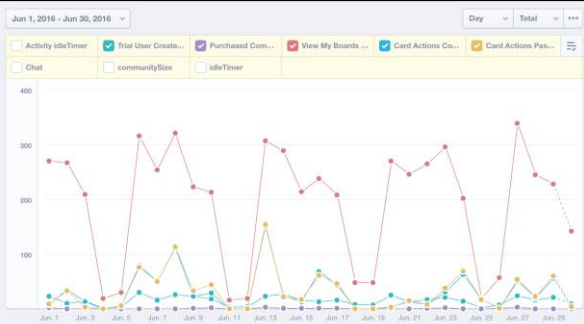
Building Failure as a Service



FIT - Failure Injection Testing

NETFLIX

4) **Validate** Against Concise & **Measurable** Goals



Impact Driven Development

How We Think

How We Learn

Tools to Foster Product Learning

Product Agility

How We Learn

Product Communities

- Mapping Teams to Products and Services
- Creating Safe Work Spaces
- Selecting Just Enough Process
- Fostering Ubiquitous Leadership

Early Discovery

- Collaborating and Clarifying "Why?"
- Discussing "What?" to Learn About
- Exploring "What?" are People's Needs
- Selecting "Where?" to Start

Planning to Learn

- Learning Outside the Code
- Right Sizing Work
- Adding Early Validation
- Creating a Impact-Oriented Roadmap

Continuous Product Learning

- Blending Discovery and Delivery
- Bonding Teams Around Product
- Responsive Engineering / Impact Driven Dev
- Visualizing and Addressing Complexity

Building Product Communities

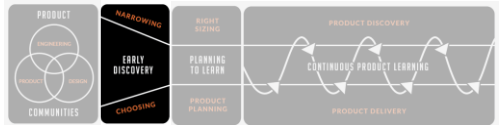


Leading Early Discovery (narrowing and choosing)

Product Ideas

- Collaborative Framing
- Customer Learning
- Story Mapping
- Customer Journeys
- Validation Measures

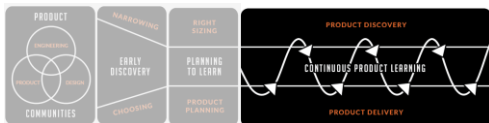
Product Choices



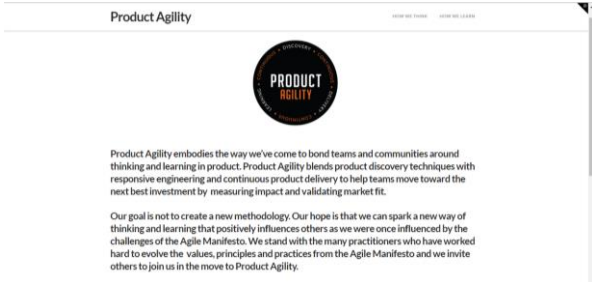
Planning to Learn



Continuous Product Learning



Are you ready to for **product agility**?



If so, ping info@productagility.org to join us
