How to Build the Wrong thing Faster ...

INTERVIEWS WITH THE FOUNDERS OF

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FOUNDERS AT WORK STORIES OF STARTUPS' EARLY DAYS

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ESCAPE VELOCITY

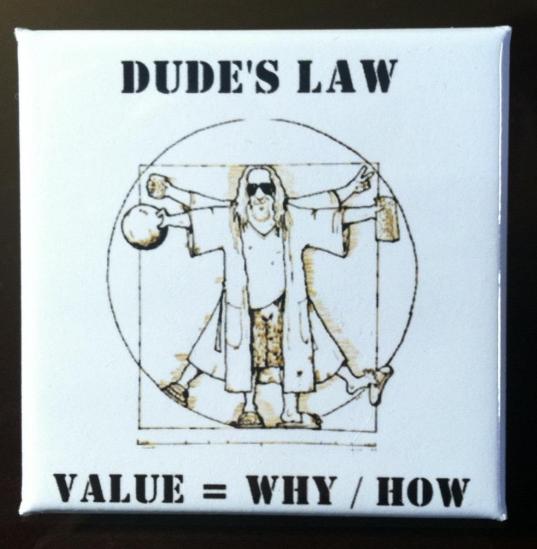
FREE YOUR COMPANY'S FUTURE FROM THE PULL OF THE PAST

overly certain

JESSUACERtain GSTON

... and Learn from It

Changing what I can, one dude at a time



NonBan

"the least amount of process with the most real and measurable value"



The story of "it"

"It" starts at a large, game development effort in California ...

... but "it" lurks in many corners of many companies in many countries

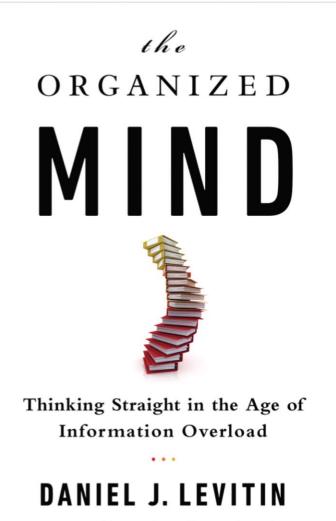


The bigger "It" is, the more likely we will be wrong, even if we were right

This got me thinking ...

Let's riff on "it"

How do you frame your world?



New York Times bestselling author of This Is Your Brain on Music

What if we moved from process to product?

Scrum Team → Product Team Scrum Master → Producer

Or, from absolutes to uncertainty

Transformation — Adoption Requirements — Outcomes

from How Much? to How Wrong? (progress) (product)

Let's connect and reflect ...

For your last delivery, how wrong were you, and how soon did you know (or not)?



Product Arrogance "the difference between what people need, and what you think they need" Planning to Discover (exploring contextual wrongness)

The Anatomy of Discovery



Discovering within Constraints



Science as a Product



Product Driven Architecture



A Distributed Version

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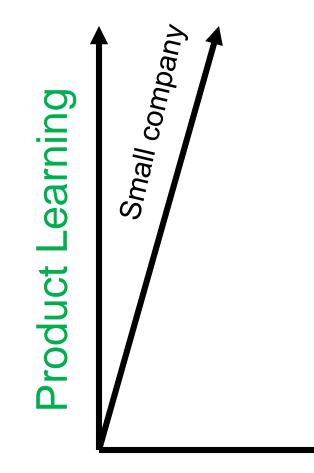
How ready are you to shift towards product over progress?

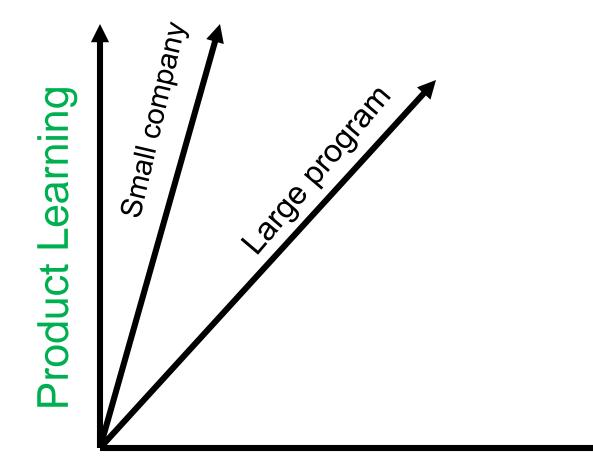
Can you produce working product often?

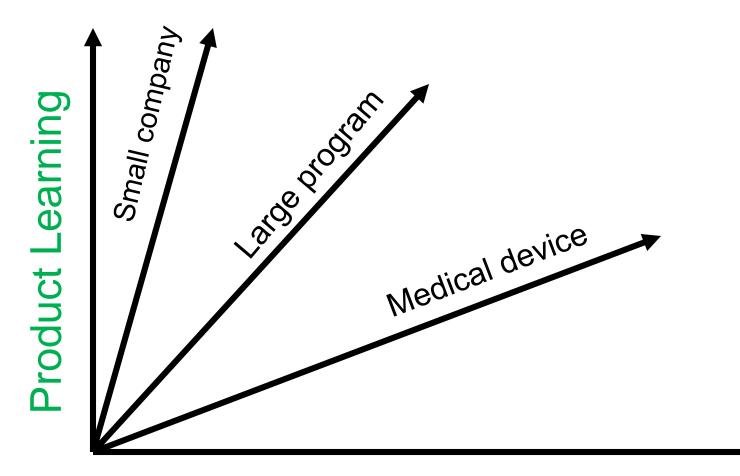
Continuous Deployment Refactoring Continuous Integration Test Driven

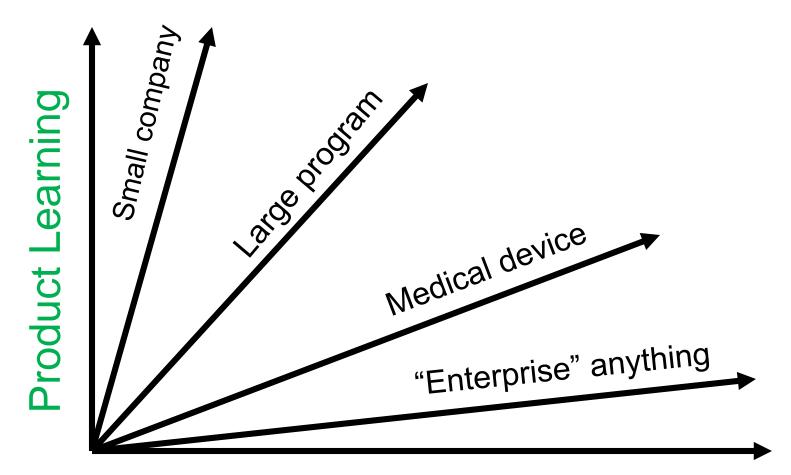
Personas Acceptance Tests User Stories Story Map Chartering Retrospectives

Product Backlogs Burndown Burnup Iterations Sprints WIP Limits Daily Scrum Meeting Cross Functional Teams Common Workspace









Does your process feed product learning?

Do your team structures promote product learning?



Cross Cutting Constraints

Are you practicing product driven architecture?



Cross Cutting Constraints

Are you learn to scale process or learning to scale product learning?



Cross Cutting Constraints

A New Frame / Cadence: Product Design and Product Delivery

How wrong are you ready to be?

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GEOFFREY A. MOORE ESCAPE VELOCITY

FREE YOUR COMPANY'S FUTURE FROM THE PULL OF THE PAST

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