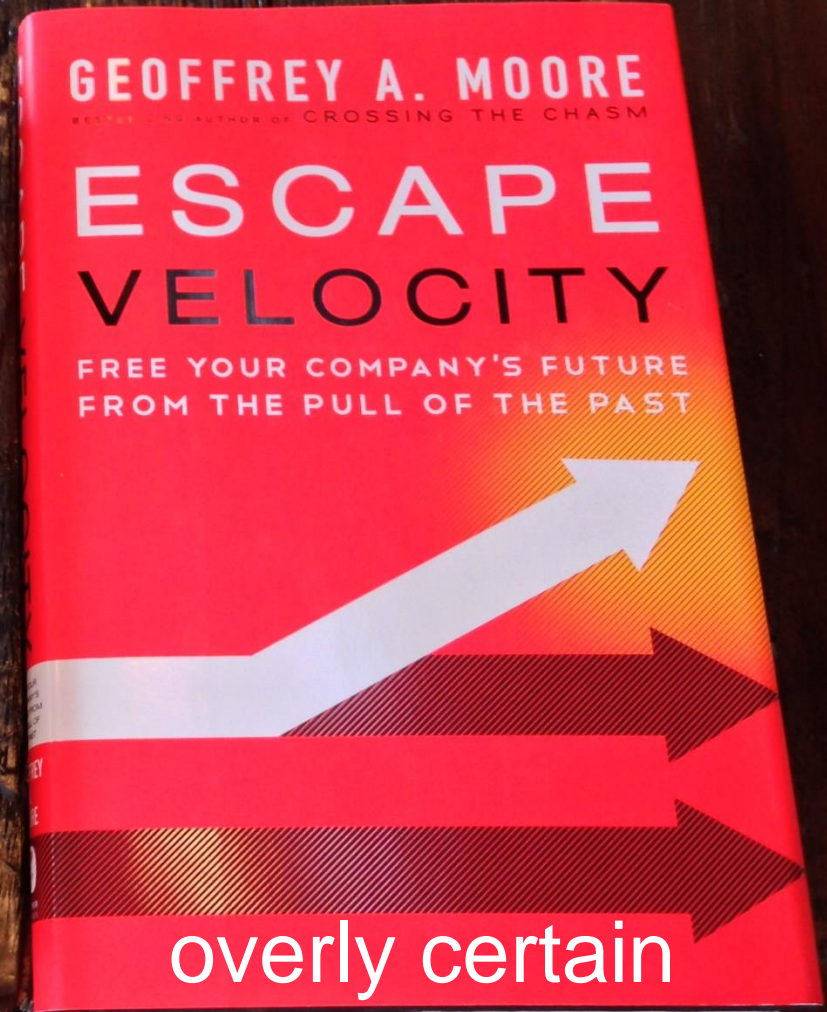
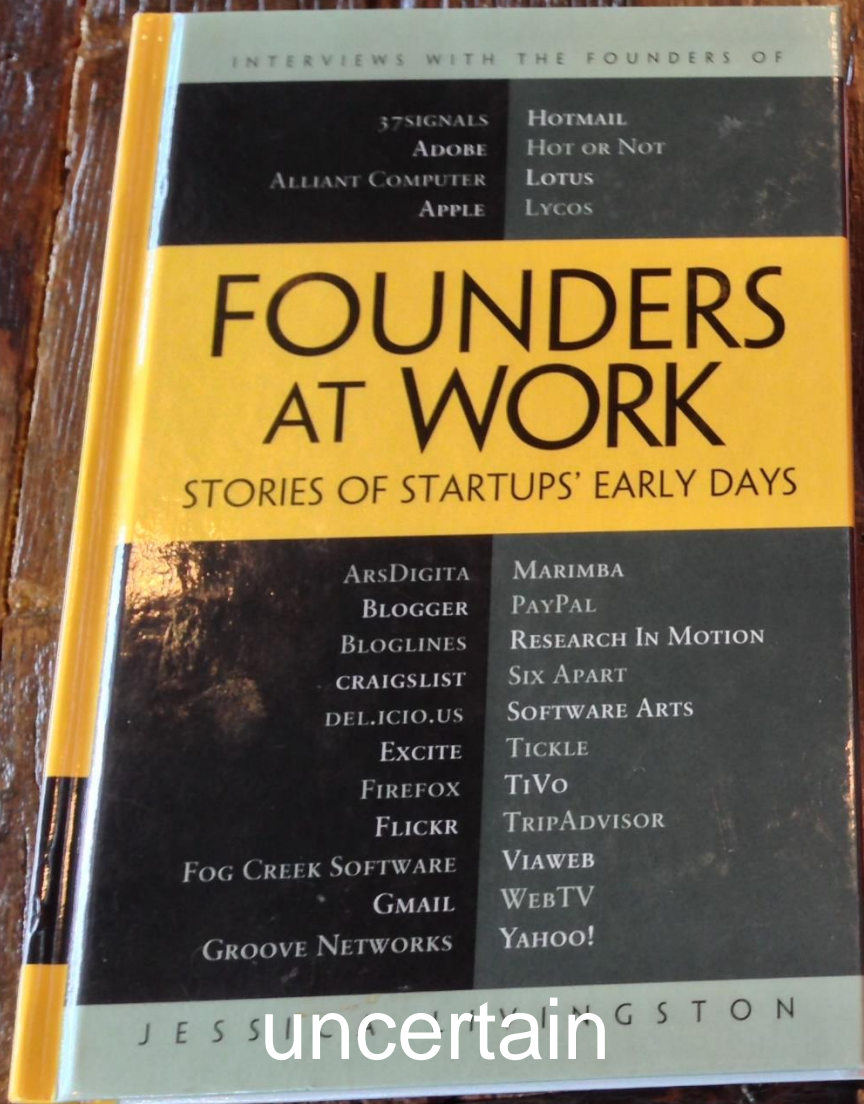


# How to Build the Wrong thing Faster ...

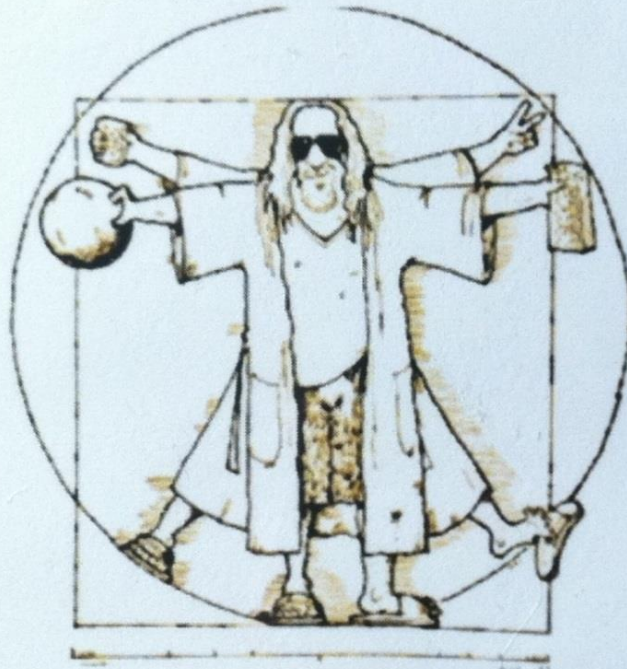


... and Learn from It



Changing what I can, one dude at a time

## **DUDE'S LAW**



**VALUE = WHY / HOW**

# NonBan

“the least amount of process with  
the most real and measurable value”



Because process is only part of the meal  
[nonban.org](http://nonban.org)

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



Will **it** be done  
on time?



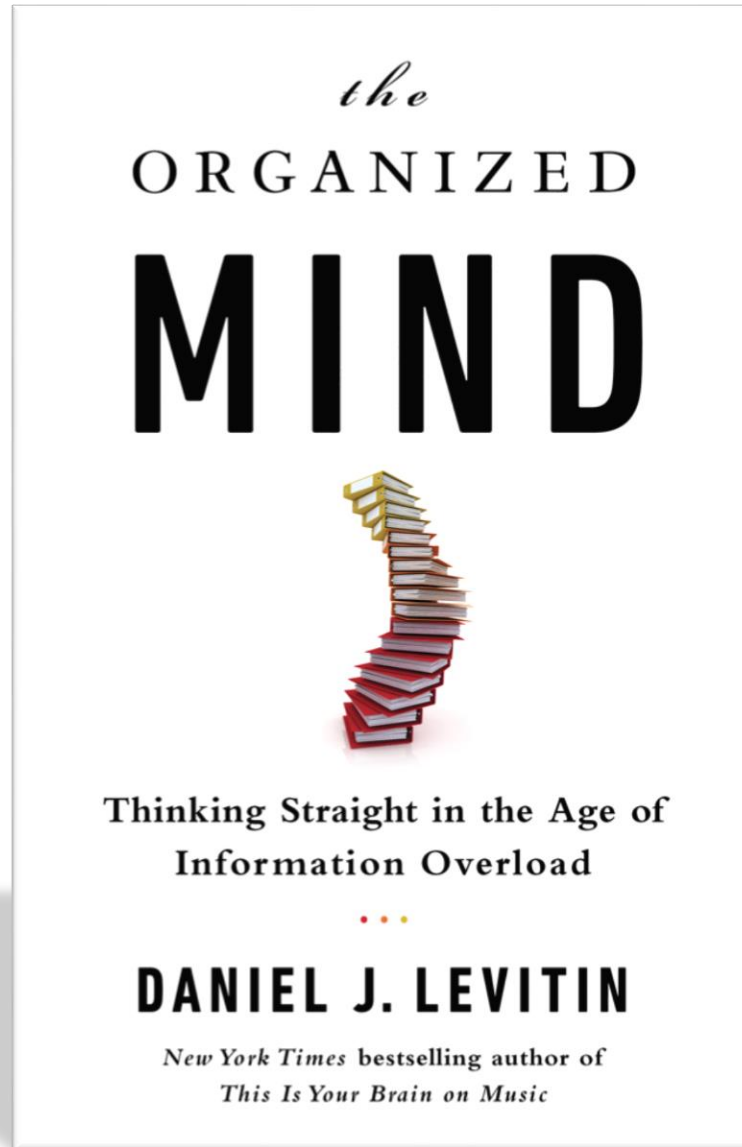
The bigger “It” is, the more likely  
we will be wrong, even if we were right

This got me thinking ...



Let's riff on "it"

# How do you frame your world?



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





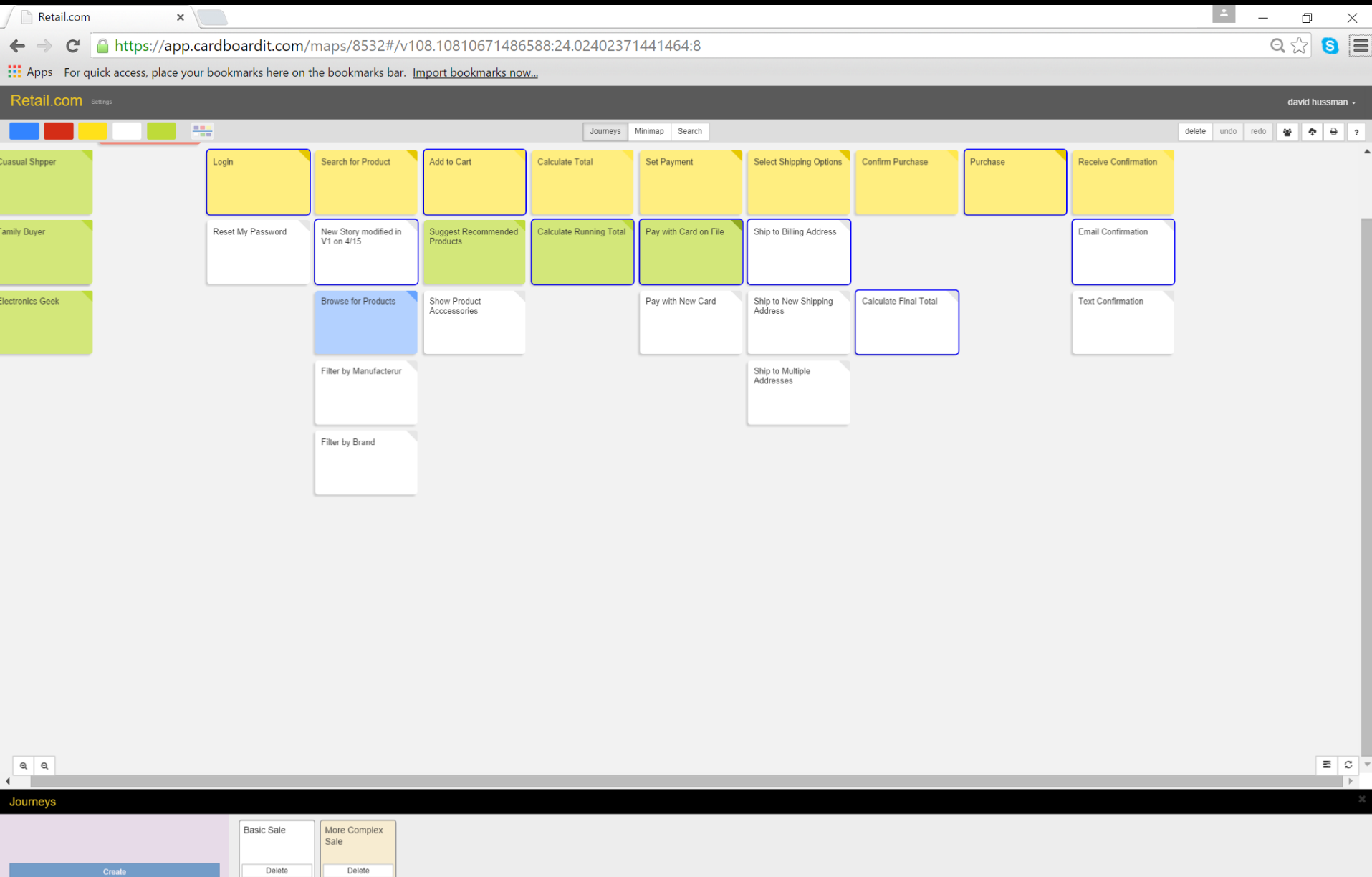
# Science as a Product



# Product Driven Architecture



# A Distributed Version



How ready are you to shift  
towards **product** over **progress**?



# Can you produce working product often?

*Refactoring      Continuous Deployment*  
*Continuous Integration      Test Driven*

*Personas*

*Product Backlogs*

*Acceptance Tests*

*Burndown      Burnup*

*User Stories*

*Iterations      Sprints*

*Story Map*

*WIP Limits*

*Chartering*

*Daily Scrum Meeting*

*Retrospectives*

*Cross Functional Teams*

*Common Workspace*



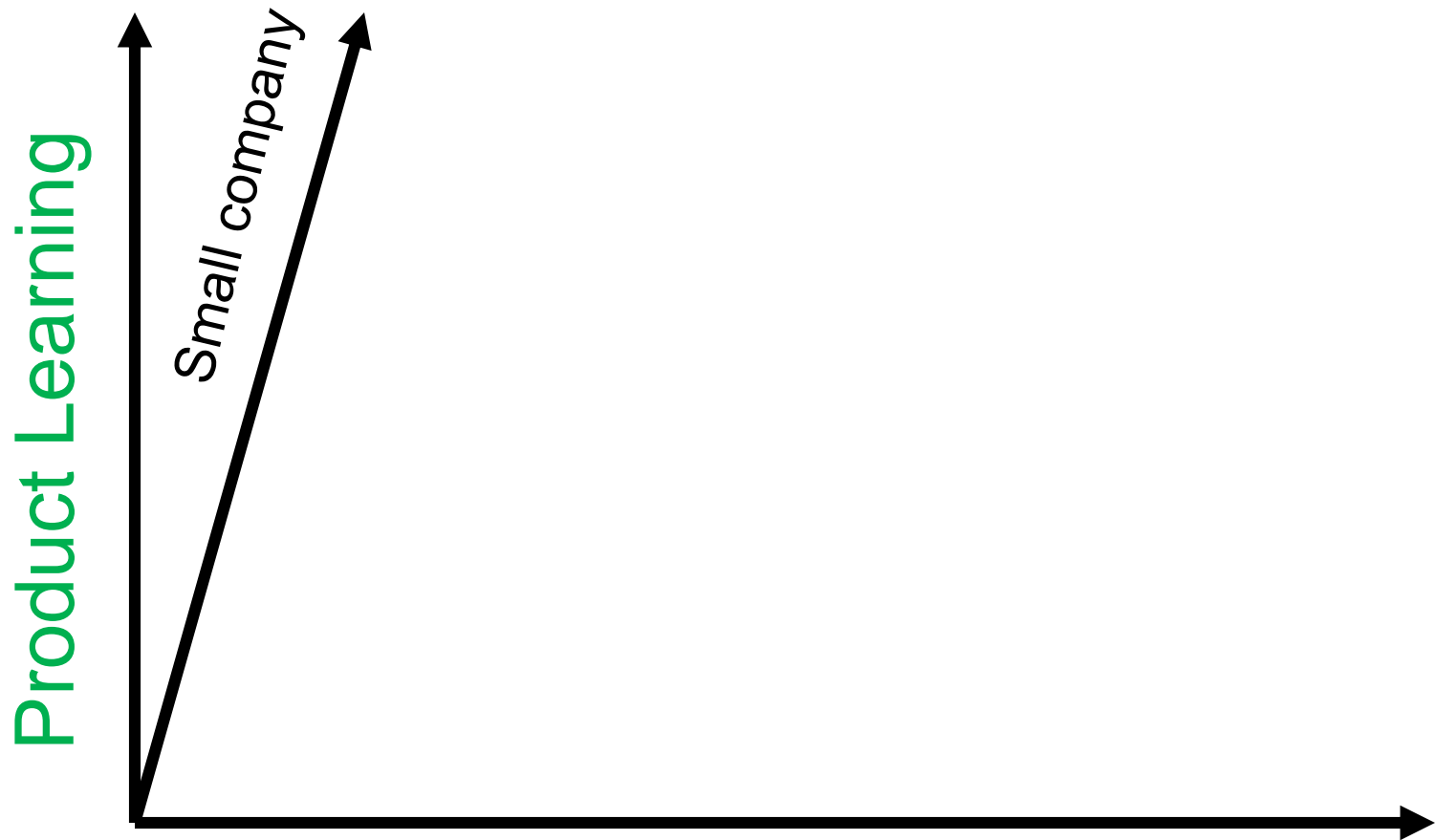
## Cross Cutting Constraints

Process and procedures

Architecture and technology

Roles, titles and HR

Governance and governments



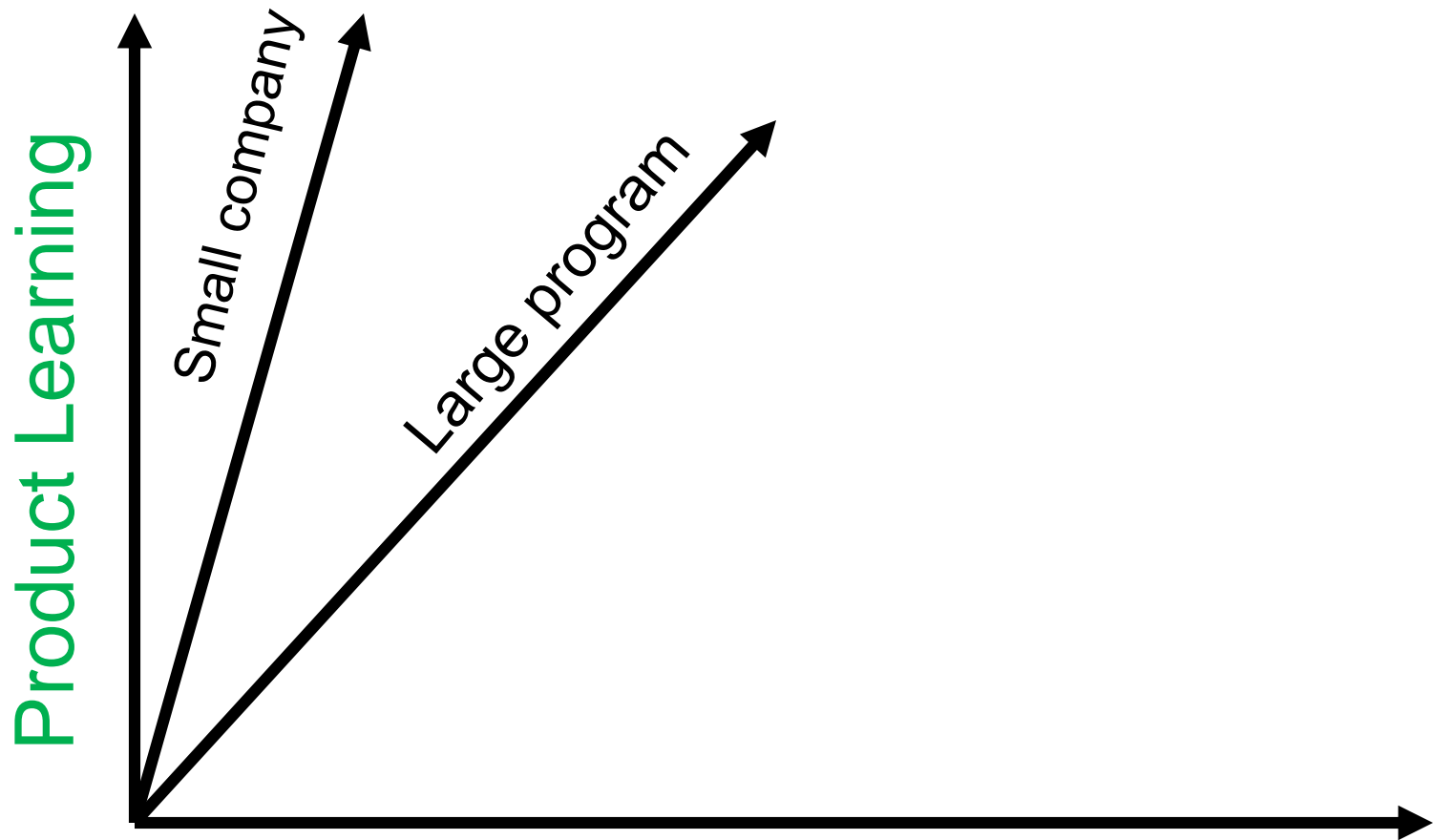
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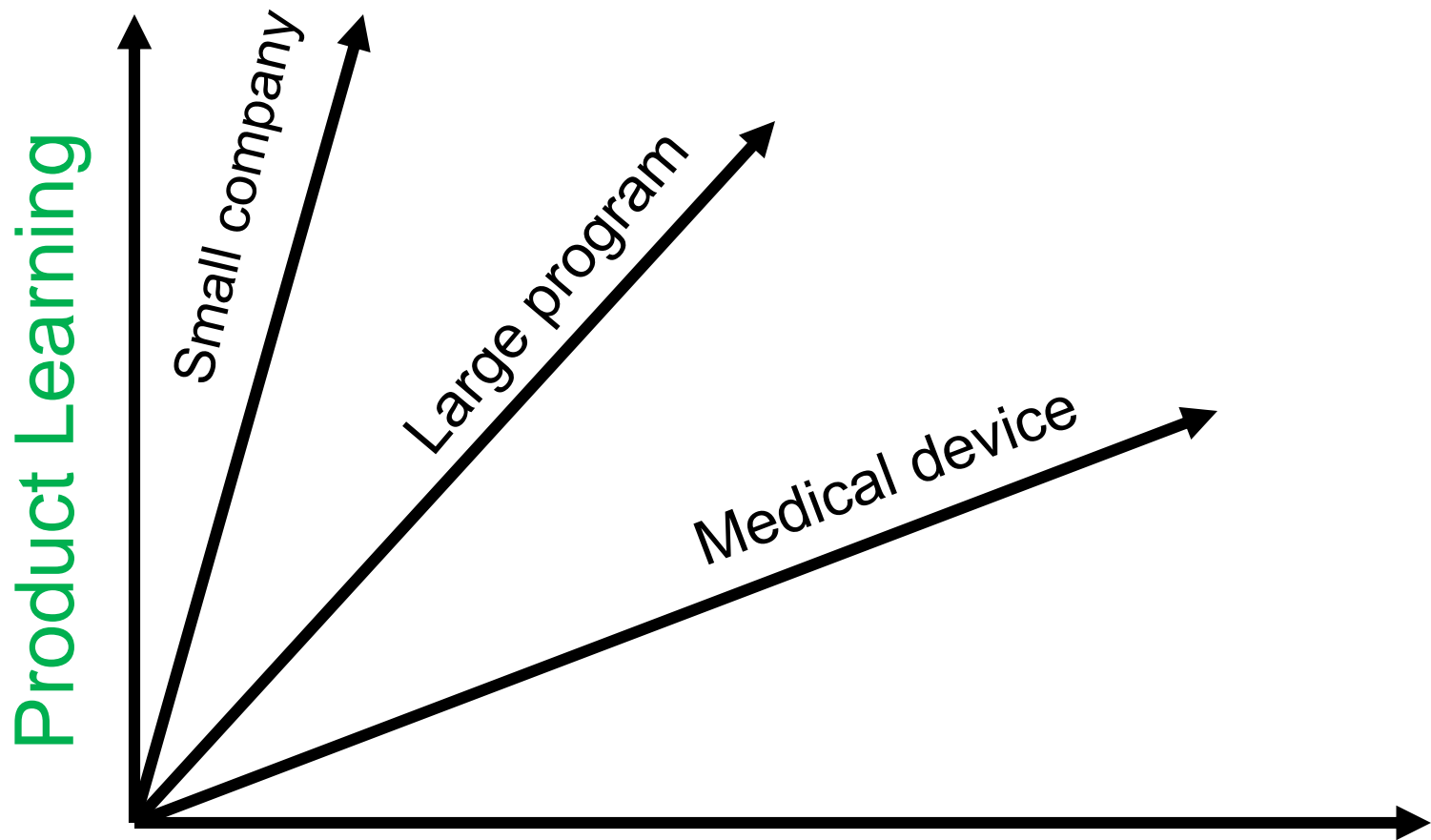
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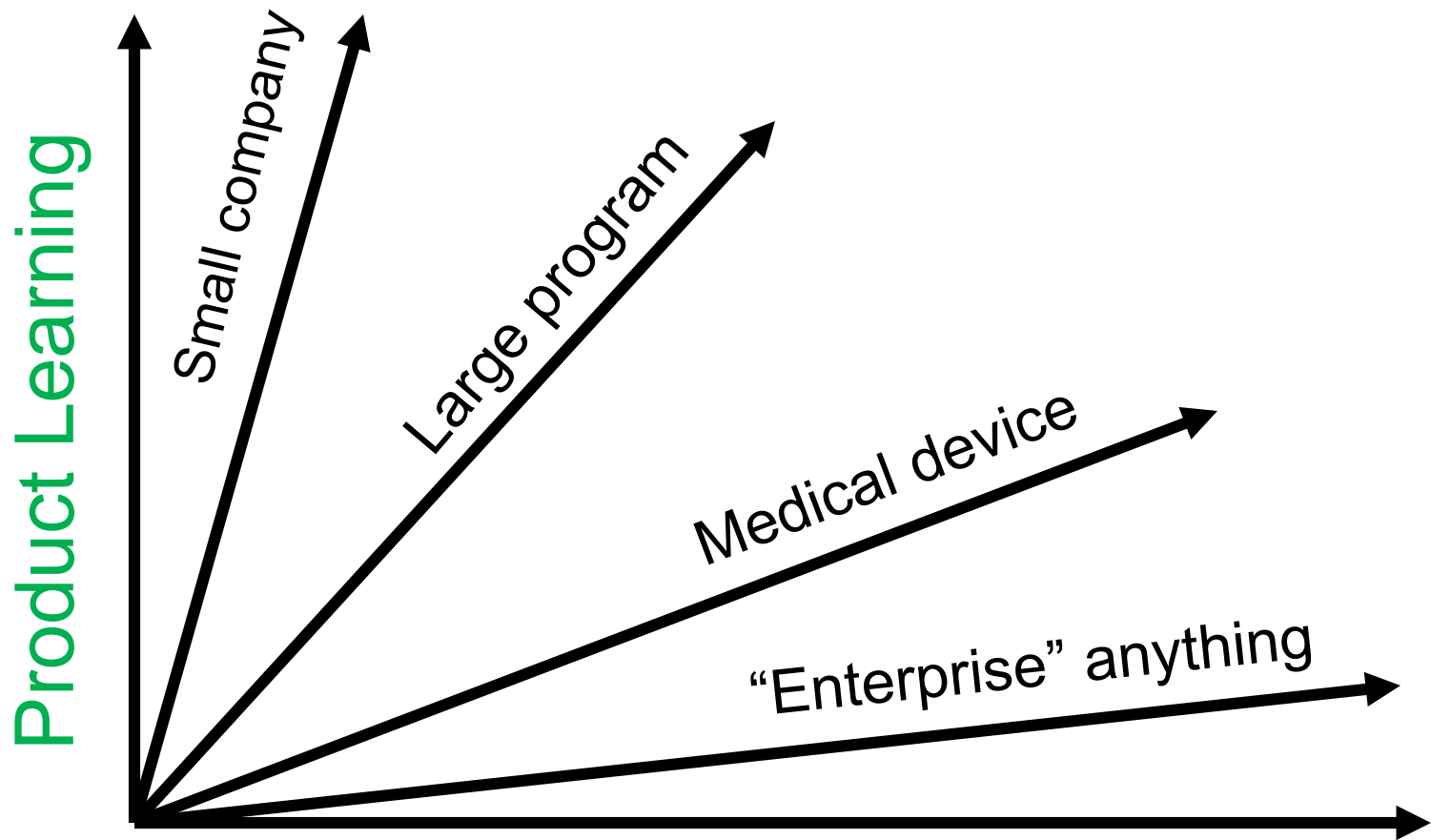
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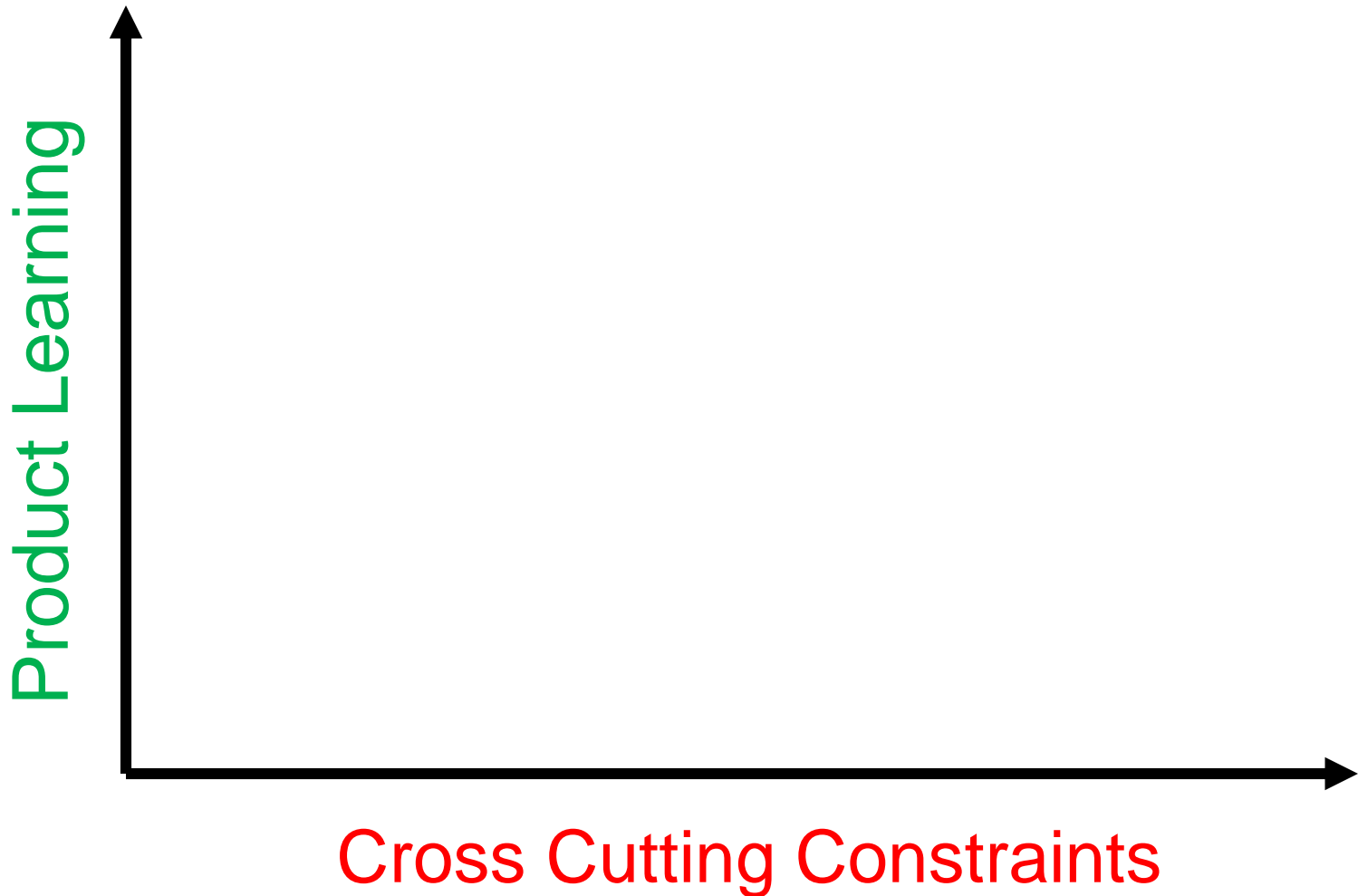
Governance and governments



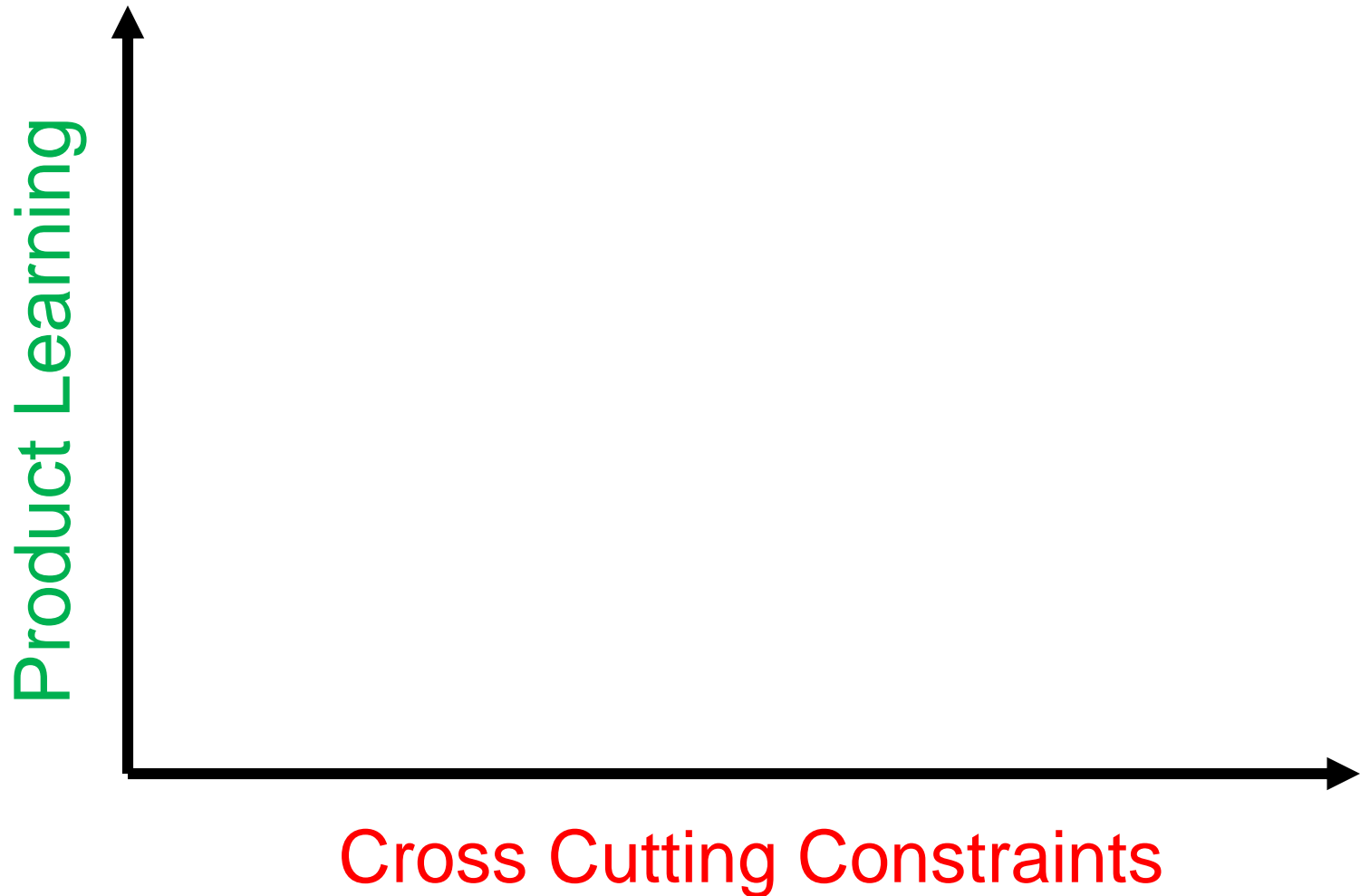
# Does your process feed product learning?

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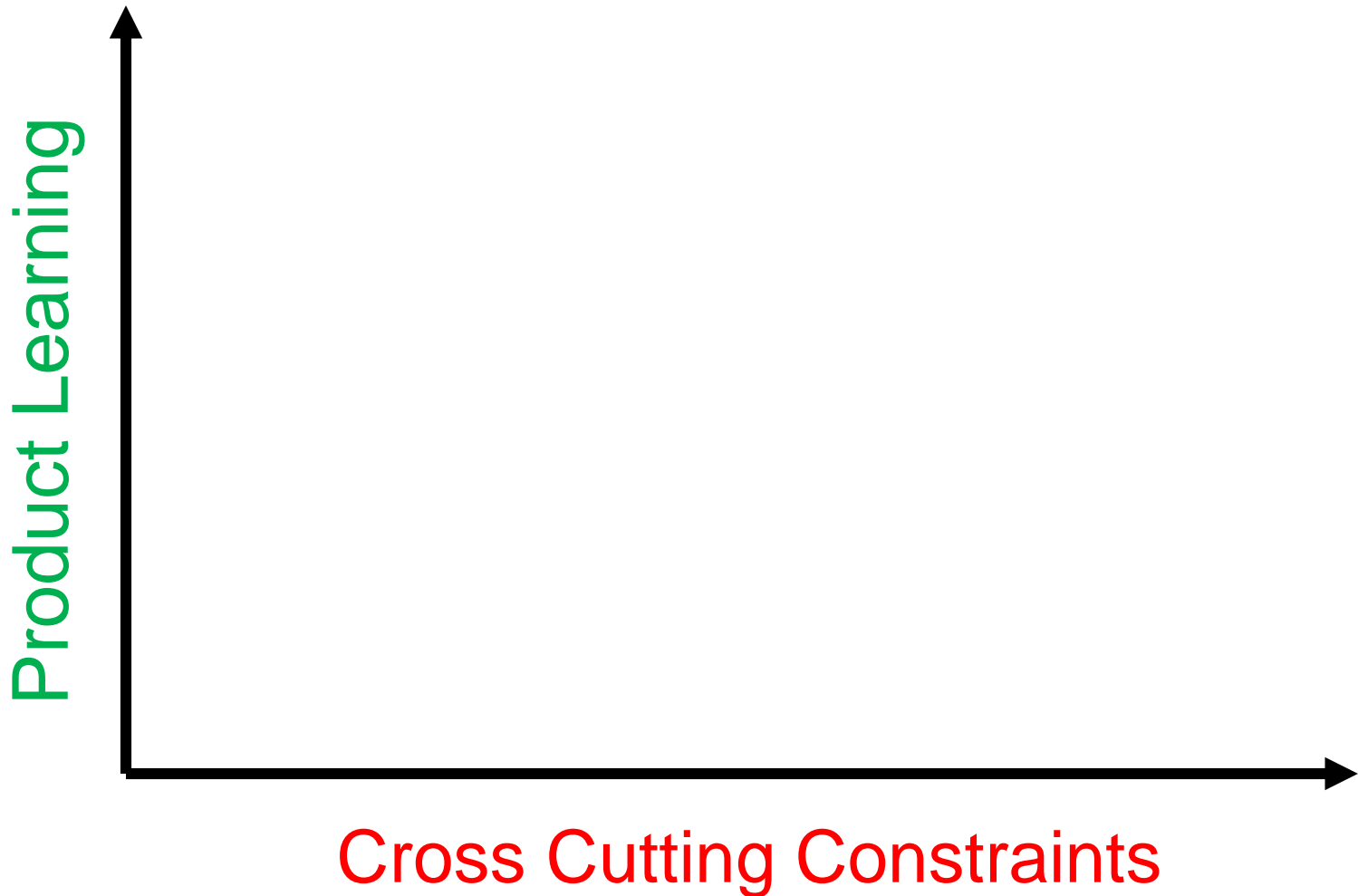
# Do your team structures promote product learning?



# Are you practicing product driven architecture?



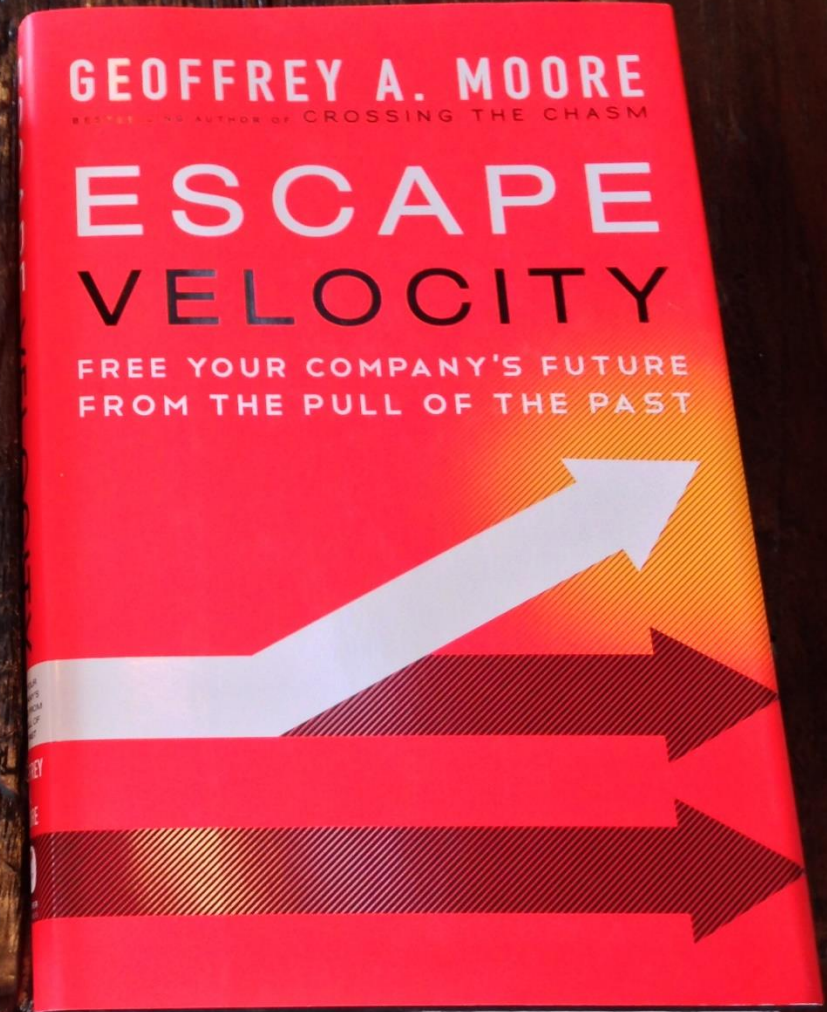
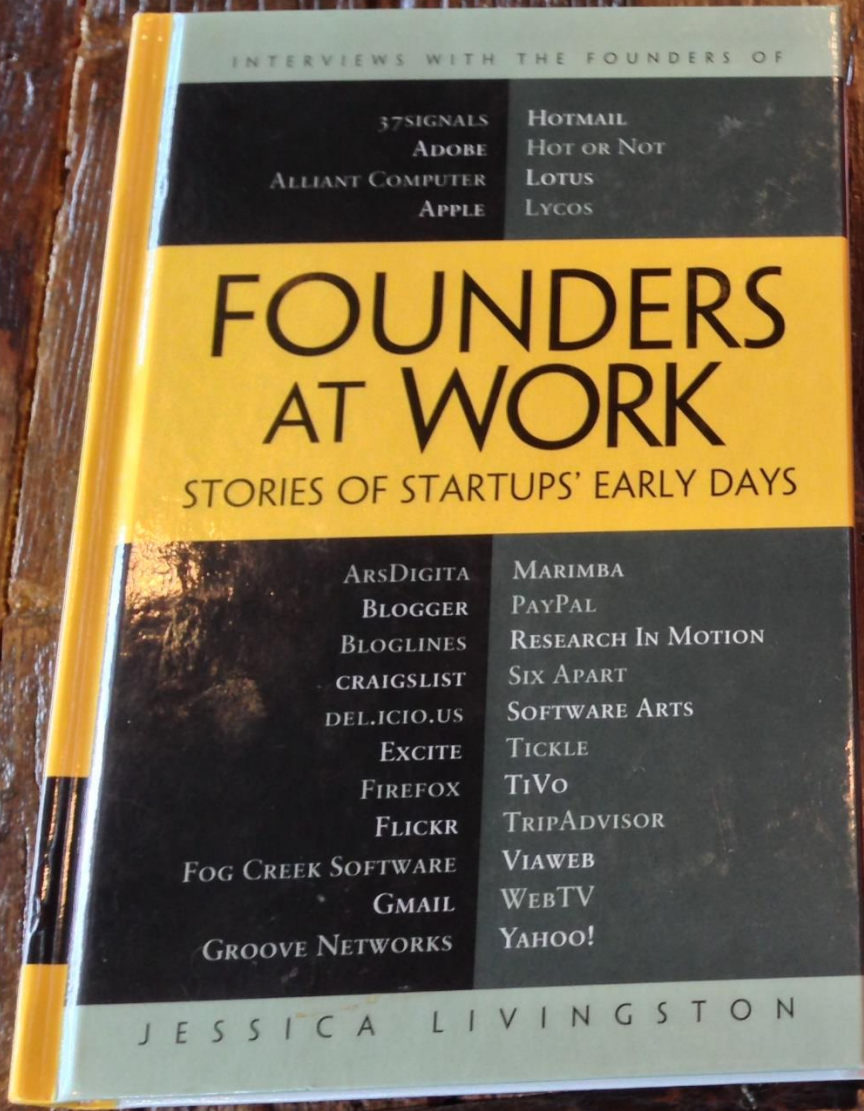
Are you learn to **scale process** or  
learning to **scale product learning**?



# A New Frame / Cadence: Product Design and Product Delivery

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# How wrong are you ready to be?



@davidhussman / devjam.com