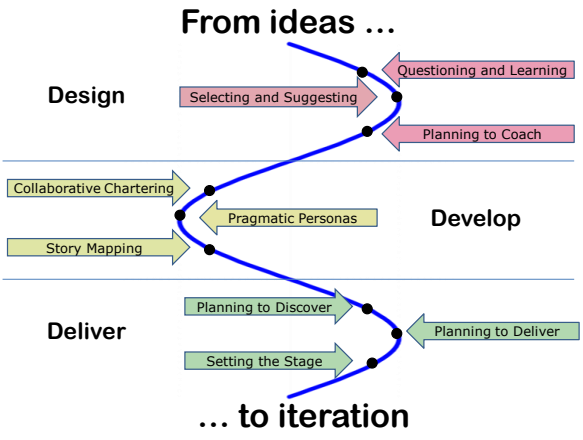
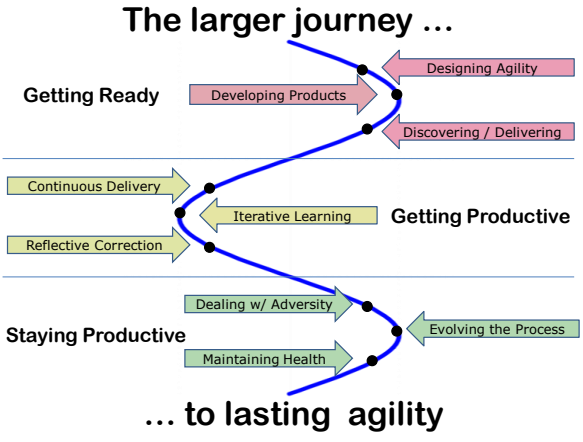
Coaching Is More than Telling People What to do

We are Pragmatic coaches

Pair Up!

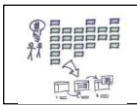




Designing Agility

(tools for building your process)

Mapping Goals (Why) to Mechanics (How)

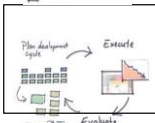


Creating Community (Common Vision)

Form Communities	(Collaborative Chartering)
Develop Product	(Personas - Story maps - Sketching)
Create an Eco-System	(Iteration 0 - Common Workspace)

Discovery (Planning)

Product Releases	(Value - Effort - Dependencies)
Iterative Delivery	(Iterations [cycles] - Kanban [flow])

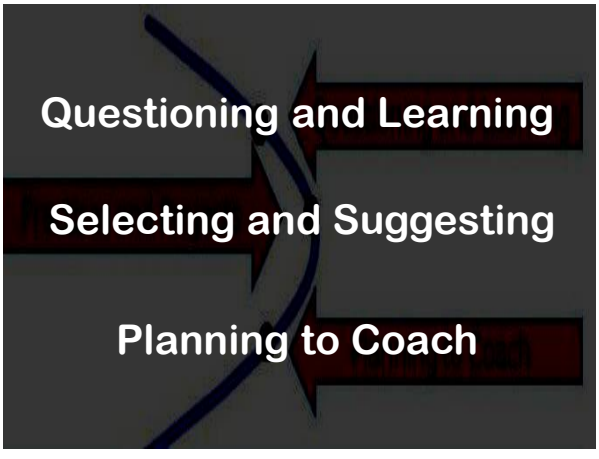


Delivering (Iterating)

Staying Connected	(Standup - Common Workspace)
Tracking Progress	(Task Walls - Burncharts - Velocity)
Technical Agility	(CI / CD - Test Driven - Refactoring)
Delivering Value	(Acceptance Tests – User Testing)

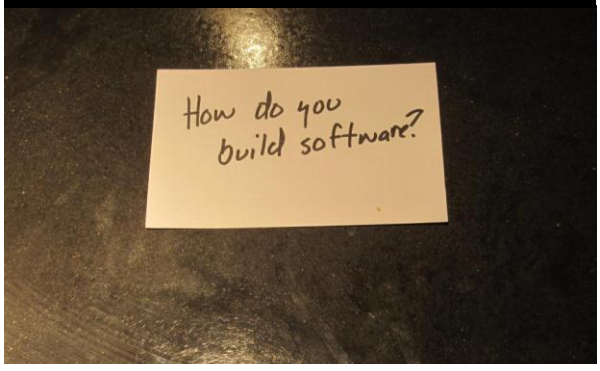
Learning (Tuning)

Examining Progress	(Iteration Reviews - User Feedback)
Reflect and Improve	(Retrospective – Pivots)

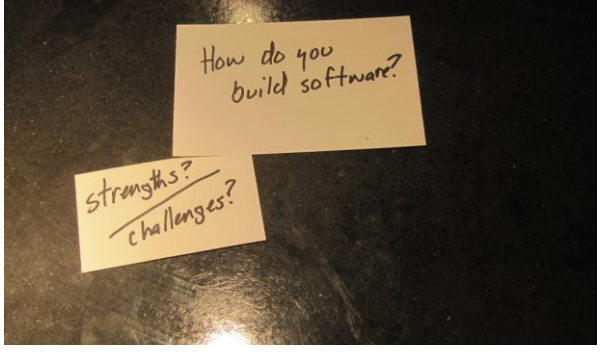


Interviews, Assessment, Audience

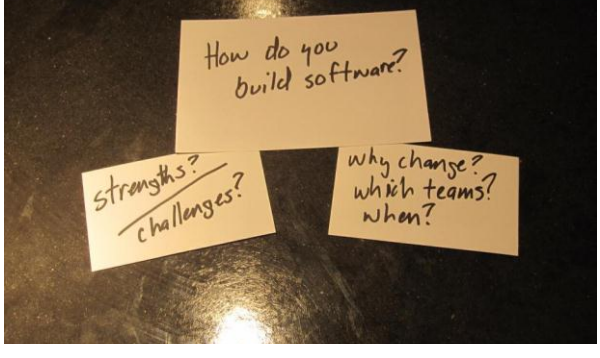
What would you say to if asked …



What do you do well?
Where are your challenges?

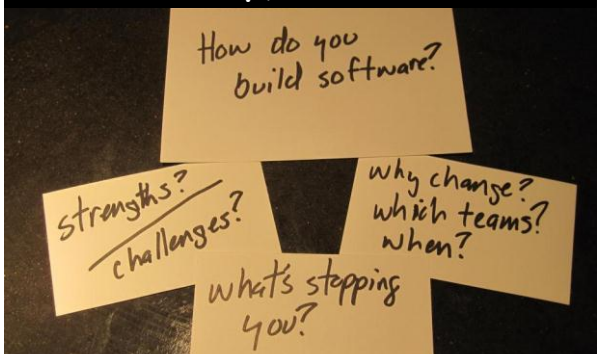


Why change? - Why agile?
What, Where, When?



What are the constraints?

What will help, what will hinder?



Change is not free

(context matters)

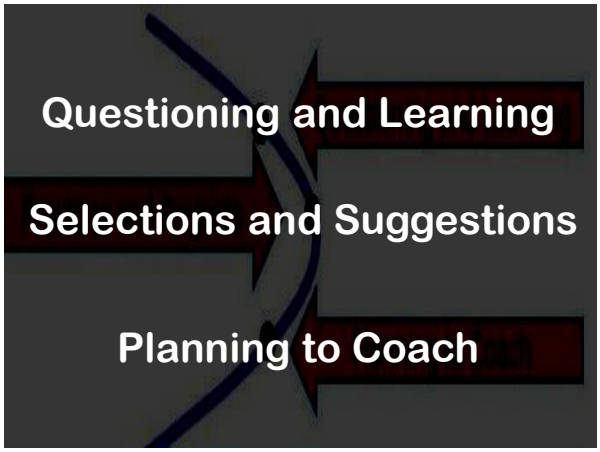
Your First Interview

What is their current process?

What are the strengths and challenges?

What are their motives for change?

What constraints lie ahead?



Where do you start?
(practices - projects - products)

Which Practices?

Sprint Backlog *Burndown*
Sprint Reviews *Product Backlogs*
Daily Scrum *Cross Functional Teams* *Sprints*
Mura *Test Driven* *Personas* *Iterations*
Kanban *Refactoring* *User Stories* *Releases*
Kaizen *Iteration 0* *Acceptance Tests* *Velocity*
Evolutionary Design *Chartering* *Burnup*
Continuous Integration *Retrospectives*
Domain Driven Design *Common Workspace*
Collective Ownership *Information Radiators*
Sustainable Pace

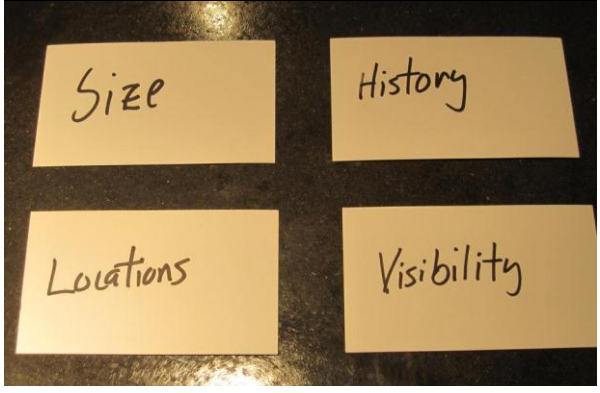
Intentional Selections

Community - Teams	Iterative Delivery
Collaborative Chartering *Common Workspace* *Information Radiators* *Iteration 0*	*Burnup / Velocity* *Acceptance Testing* *Test Driven / Refactoring* *Continuous Integration*
Products - Planning	**Tuning - Improving**
Product Backlogs *Personas* *User Stories / Story Maps* *Discovery-Delivery Planning*	*Stand Up Meetings* *Product Reviews* *Retrospectives* *Continuous Feedback*

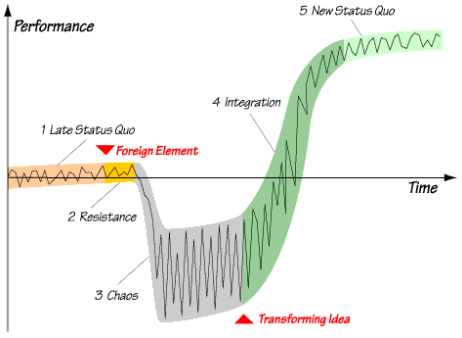
Which projects?

Which products?

A Few Discussion Starters



What are the change constraints?



Lasting change happens with and not to people

Selecting and Suggesting

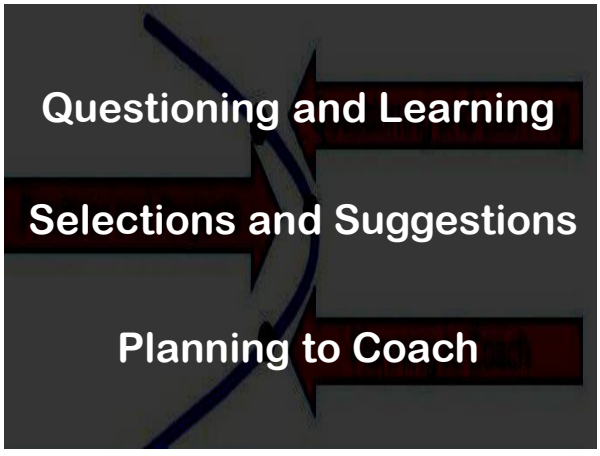
Which process or practices?

Which projects or products?

How big? How many locations?

How new? How much visibility?

CO|DA



Why have a coach?

Productive coaches …

help with discovery: customer and product

promote delivery or real value

pattern reflective behavior

foster continuous learning

… but the work is never ending

lead chartering sessions – help create story maps or build backlogs – grow product ownership – promote acceptance testing – connect with the investors and sponsors

teach practices – lead planning sessions – start conversations – foster honest feedback – pair with people – promote test driven and refactoring – ensure value is delivered – keeps the build and tests alive & well

add reflection to retrospectives – balance metrics and intuition – resolve conflicts – create test driven everything eco-systems – keep the community connected and vibrant – helps connect with people outside the team

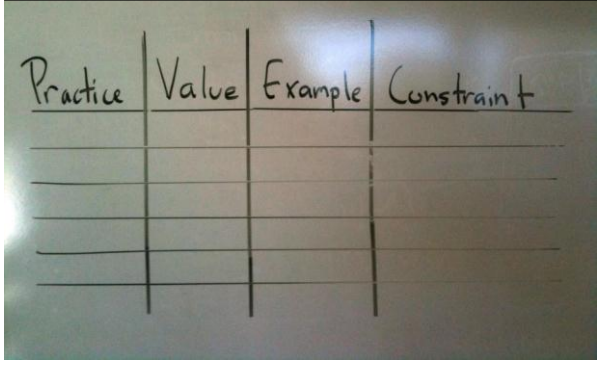
Balance is essential!

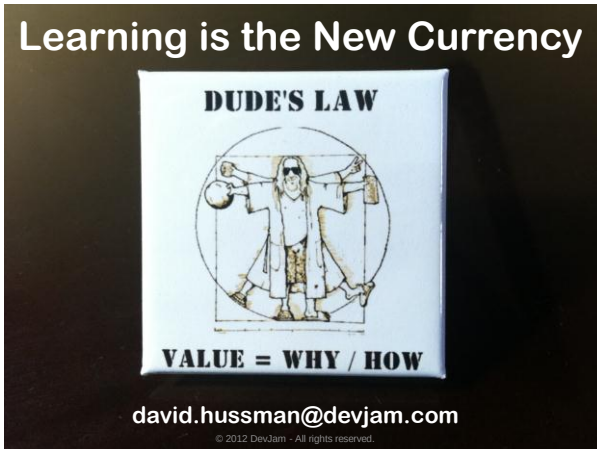
(many new coaches **blow up**)

Creating a Coaching Plan (How)

Timeframe	When
Locations/Tools	Which
Practices	What
Tests	Why

Visualizing What, Why and Why Not



What's a Meaningful Coaching Plan?

When	How long will be around?
Where	Which projects or products?
What	Which changes and why?
How	What success measures?