

# Agile Business Teams

Simple Isn't Easy!



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Cprime



# OUTCOMES

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1. Defining and measuring value in an internal business team
2. Applying and maturing Agile methods to business only work
3. The magical equation: simplicity + discipline

# YOU ARE HERE...



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# Business Context





# SCRUM TEAM STRUCTURE

## Customers/Stakeholder:

- Customers
- VP (Sponsor)

## Core Team

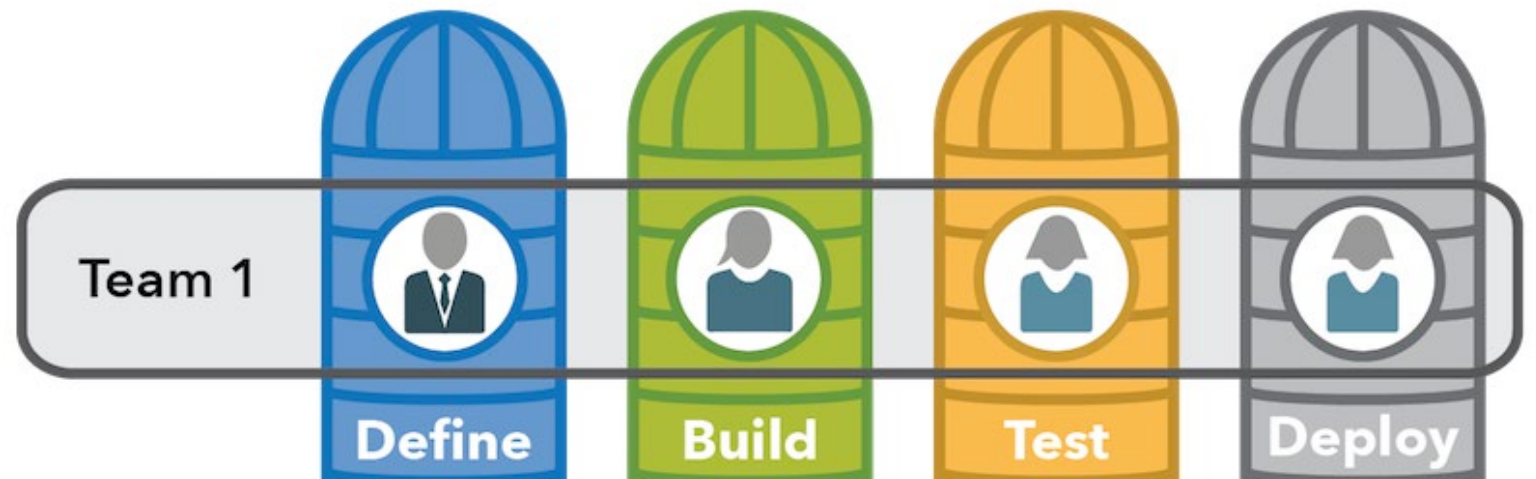
- Scrum Master (Ops)
- Expert Methodologists (Delivery)
- Architect (Cloud)
- Product Owner (Delivery)

## Dependencies/External Teams:

- Sales
- Marketing



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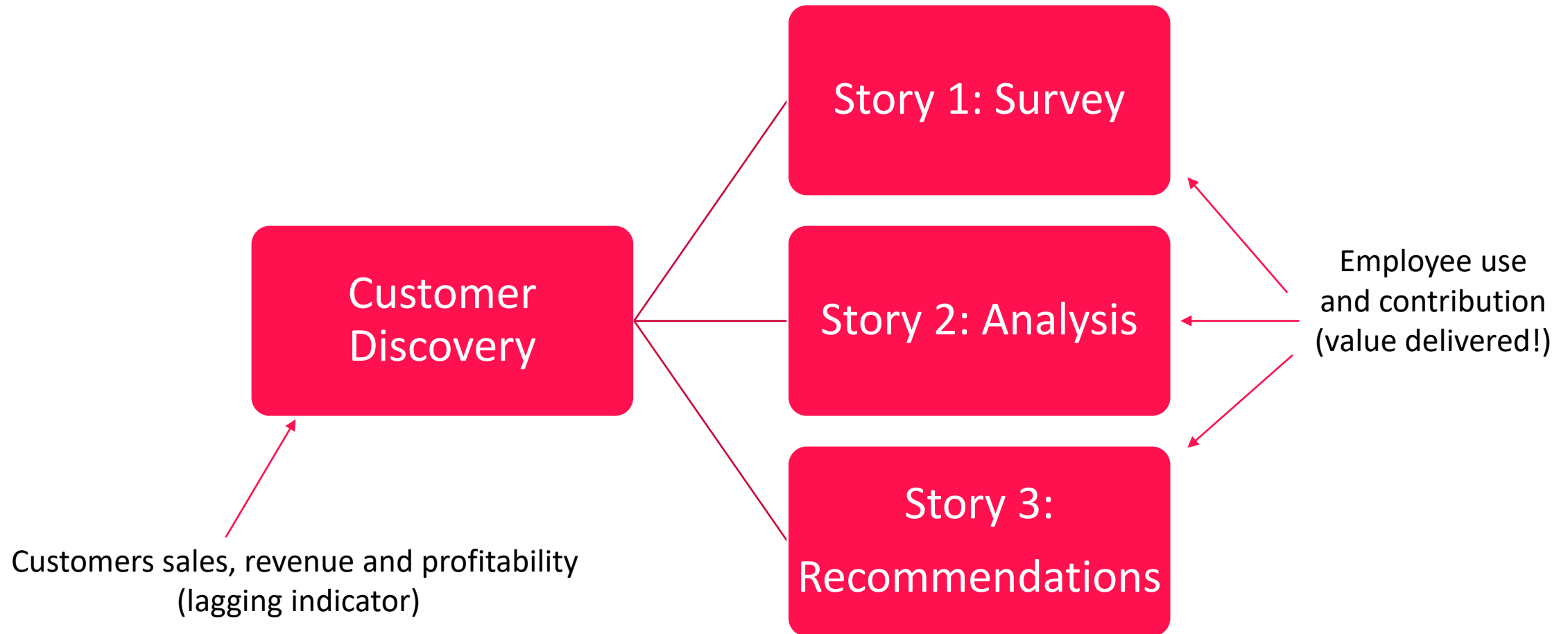
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# Defining and Measuring Value

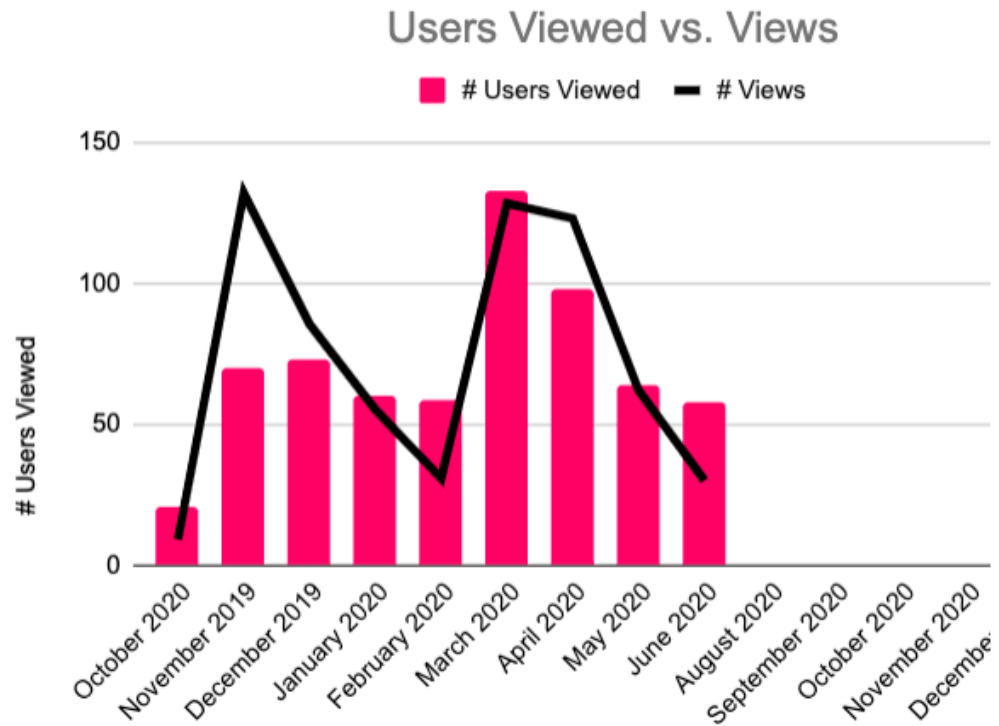


# DEFINING VALUE IN AN INTERNAL BUSINESS TEAM

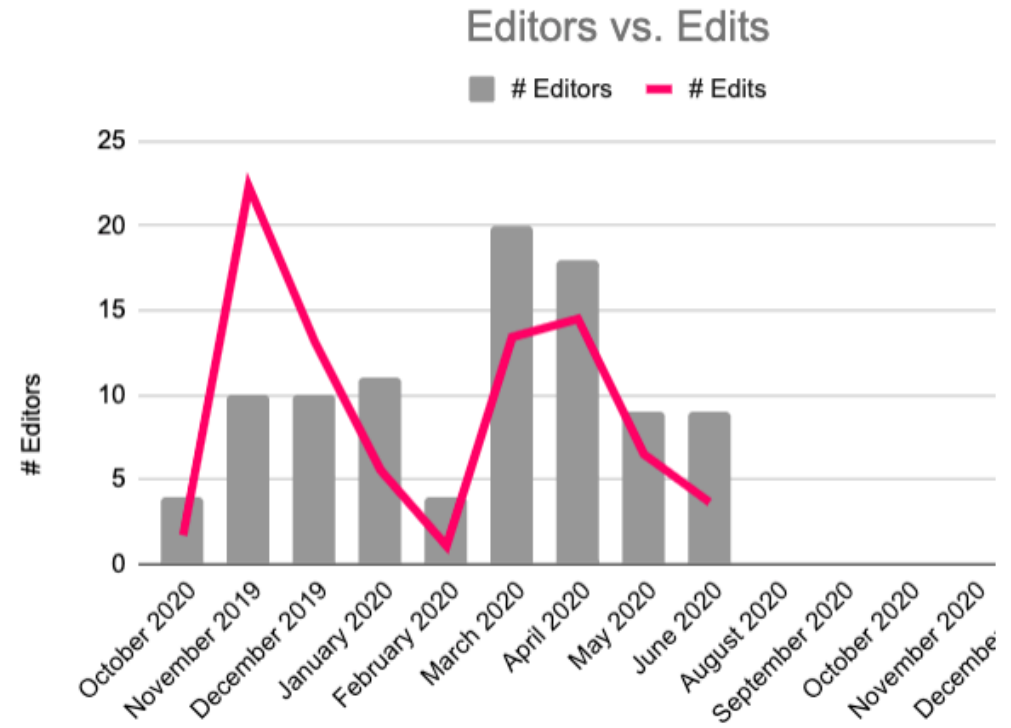


# MEASURING VALUE IN AN INTERNAL BUSINESS TEAM

### Number of Viewers vs Views by Month



### Number of Editors vs Edits by Month





# Maturing Agile Methods for “Business Only” Work

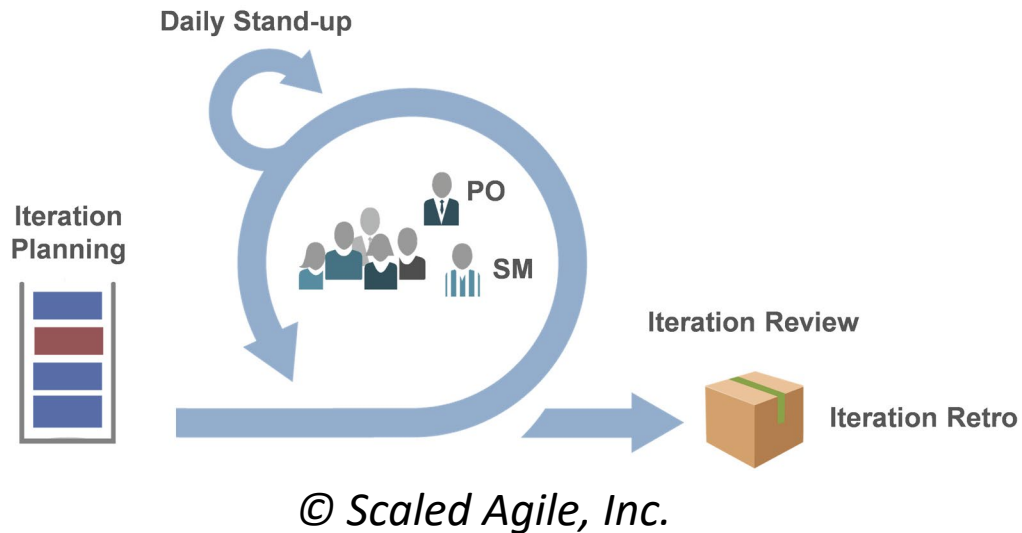
# THE COVID EFFECT

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1. Required agility to pivot to remote training and facilitation
2. Influx of people available to do the work
3. Increased management attention

# APPLYING & MATURING AGILE METHODS TO BUSINESS ONLY WORK

Scrum + Kanban





# KEYS TO SUCCESS

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1. Simple execution model = easy to engage
2. High quality Stories!
3. Visualize the flow of value
4. Enable swarming (including non-core people) via core team “T” shaped skills

# THE MAGICAL EQUATION: SIMPLICITY + DISCIPLINE

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# Join me at the Meet the Speaker Session!



**Tuesday, October 27 at 1:10 CT**

**Please refer to the agenda for scheduled times**

# Participate in polling, post comments, and rate sessions

The screenshot shows a live session interface with several key components:

- Session Header:** "SESSION (LIVE)", "WELCOME, DANIEL ROBERTS", "124,293 POINTS TO SPEND", and "SETTINGS".
- Video Player:** A video of a woman speaking, with a "LIVE: LOREM IPSUM DOLOR SIT AMET" overlay.
- Poll Section:** A poll question: "Lorem ipsum dolor sit amet, consectetur adipiscing elit maecenas vel eros ac neque facilisis laoreet lorem ipsum dolor sit amet, consectetur adipiscing elit maecenas vel eros ac neque facilisis laoreetlorem ipsum dolor sit amet, consectetur adipiscing elit maecenas vel eros ac neque?". It shows two options: "Ipsum dolor sit amet" and "Nunc ut vestibulum tellus".
- Comments Section:** A "COMMENTS (423)" section with a "Leave a comment..." input field, a "POST" button, and a checkbox for "I'd like a response to my comment".
- Session Details:** "SPONSORED BY" (with a logo), "PRESENTED BY" (INGRID MOEGENBERG), "TRACKS" (BUSINESS AGILITY, PROGRAMMING & WEB DEVELOPMENT), and "TAGS" (AGILE, BUSINESS).
- Attendees:** "ATTENDEES IN THIS SESSION (273)" with a grid of 273 profile icons.
- Annotations:** Three orange arrows point from the right side to the poll, the comment input field, and the thumbs up/down icons.

1

Polling

2

Comment

3

Thumbs up or down

**Thank you!**