

# The Lost Art Of The Demo

Tips From The Field For Running Your Most Important Meeting

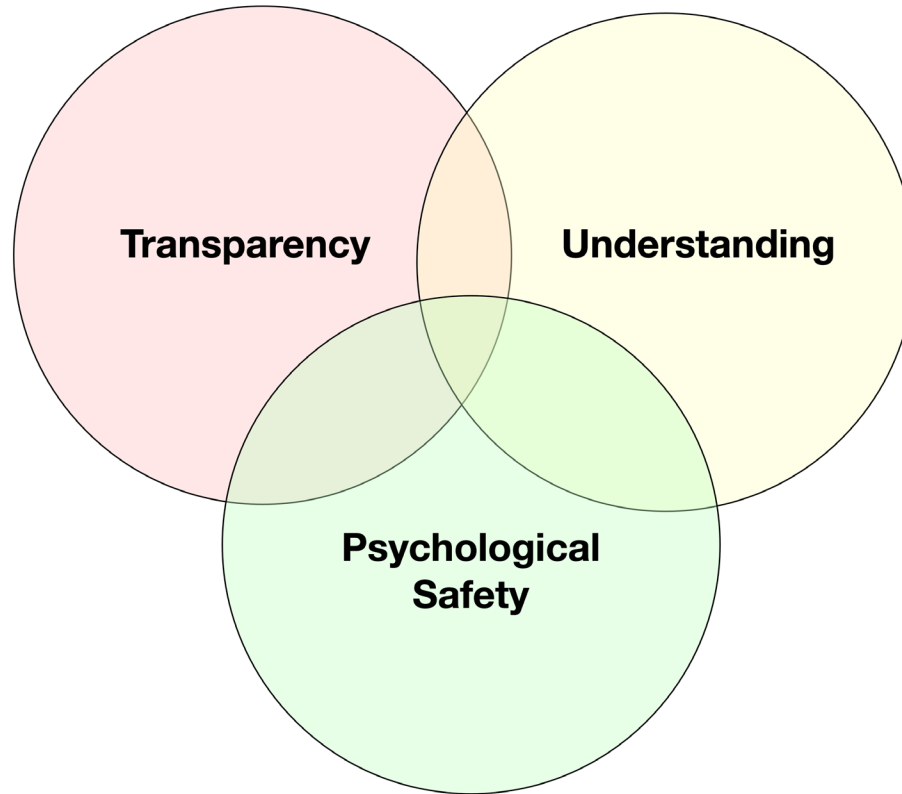


# Gez Smith

Associate at Radtac



# What Makes A Great System Demo?

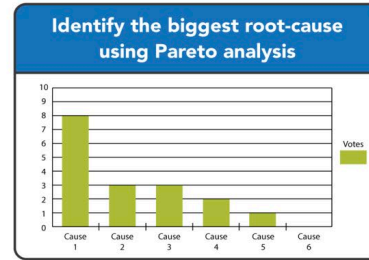
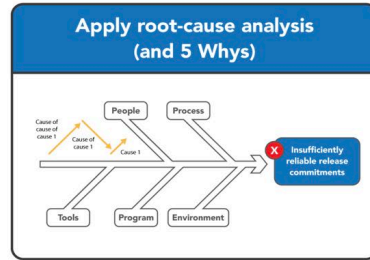


Source: [www.greatsprintreviews.com](http://www.greatsprintreviews.com)

# Demo Your Problems & Solutions

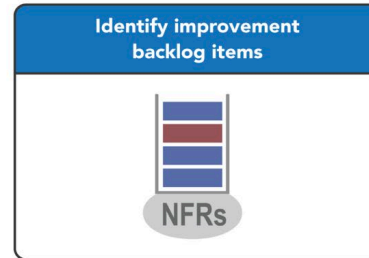
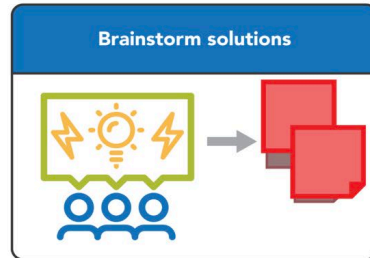
**Agree on the problem to solve**

**X** Insufficiently reliable release commitments



**Restate the new problem for the biggest root-cause**

**X** Insufficient architectural runway



**But What Happened Next?**

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- ✓ Transparency
- ✓ Understanding
- ✓ Psychological Safety
- ✓ Learning Organization

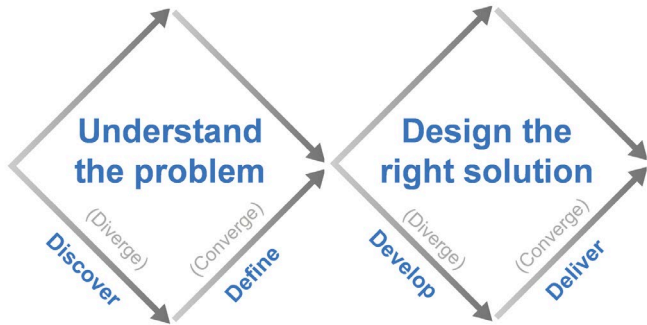
# Manage Your Feedback

“Ask someone to review a specific thing in a specific way, and they’ll give you specific, detailed feedback.

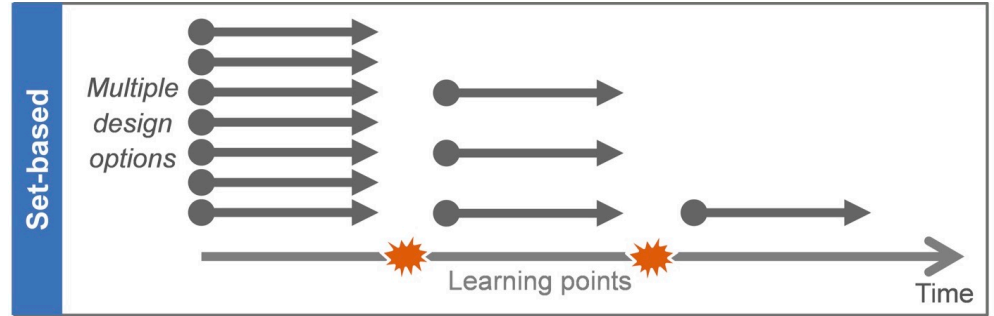
Ask someone to tell you whatever they think about many different things, and they’ll tell you it all looks great”

Anon

# Manage Your Feedback



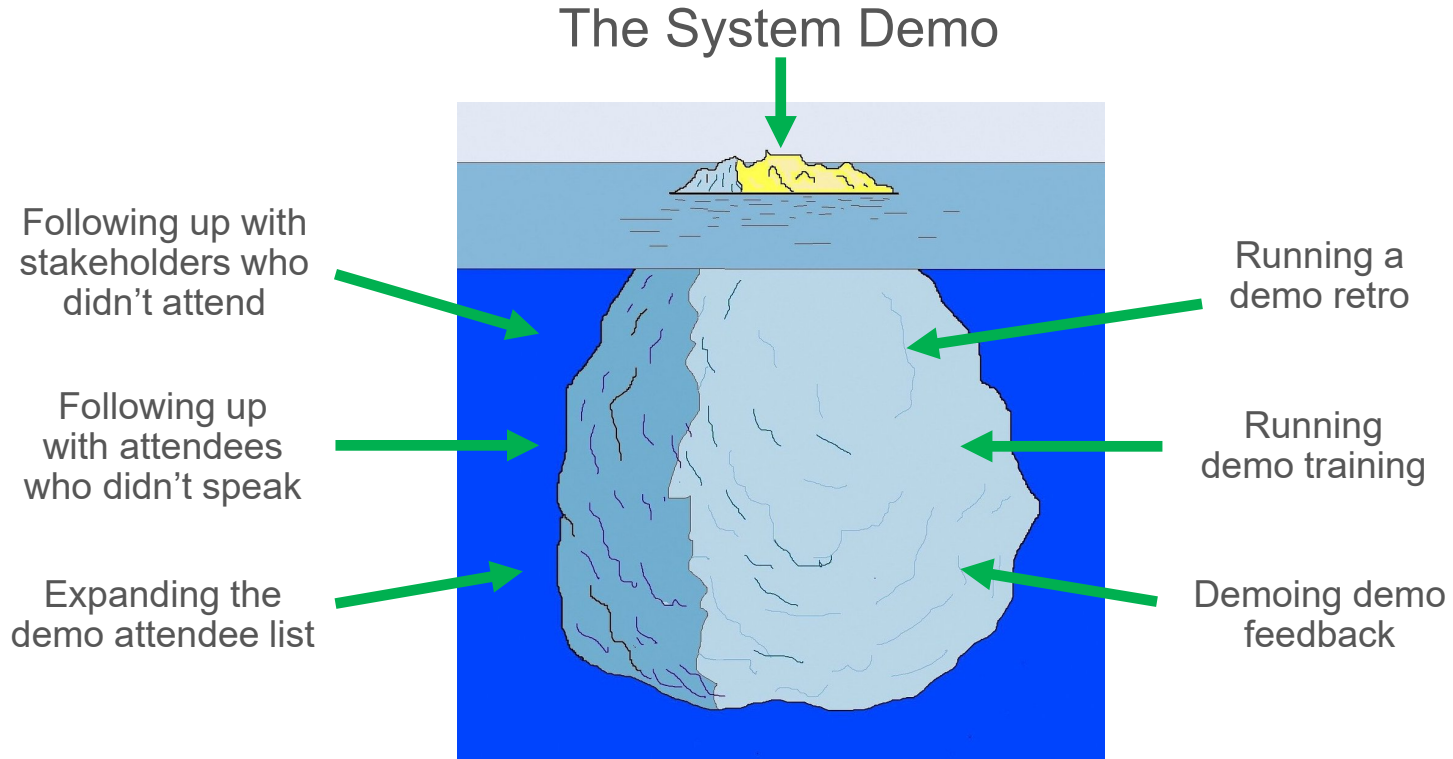
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- ✓ Understanding
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# The Demo Iceberg



✓ Transparency    ✓ Understanding    ✓ Psychological Safety

Is for you to write...

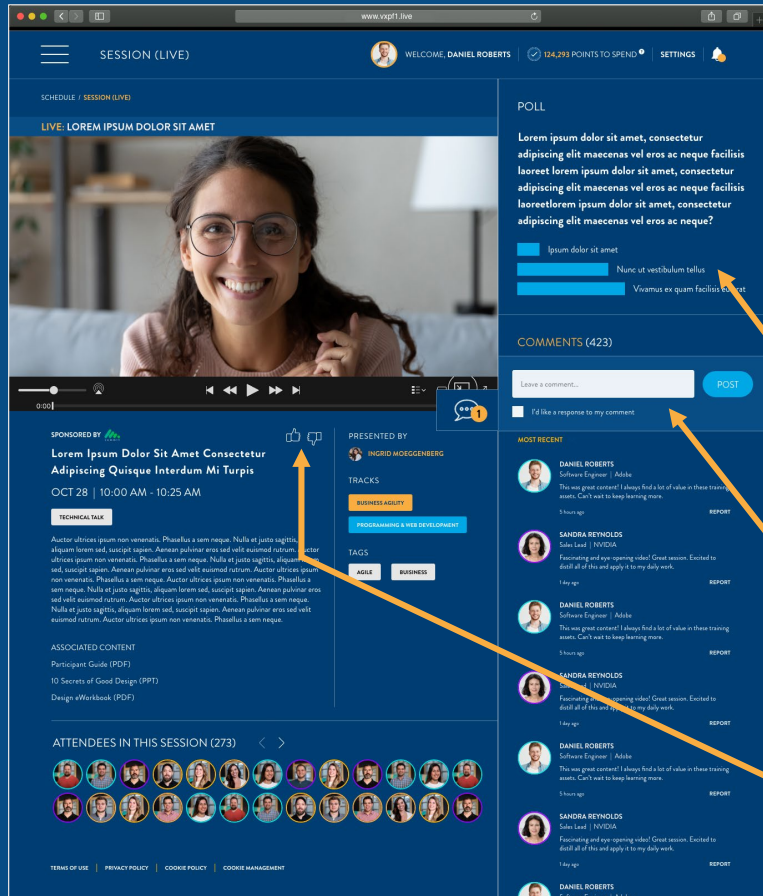
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1

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2

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3

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**Thank you!**