

Using Agile Product Delivery Concepts to Drive Your SAFe Transformation

What does your CFO think about the SAFe transformation today?



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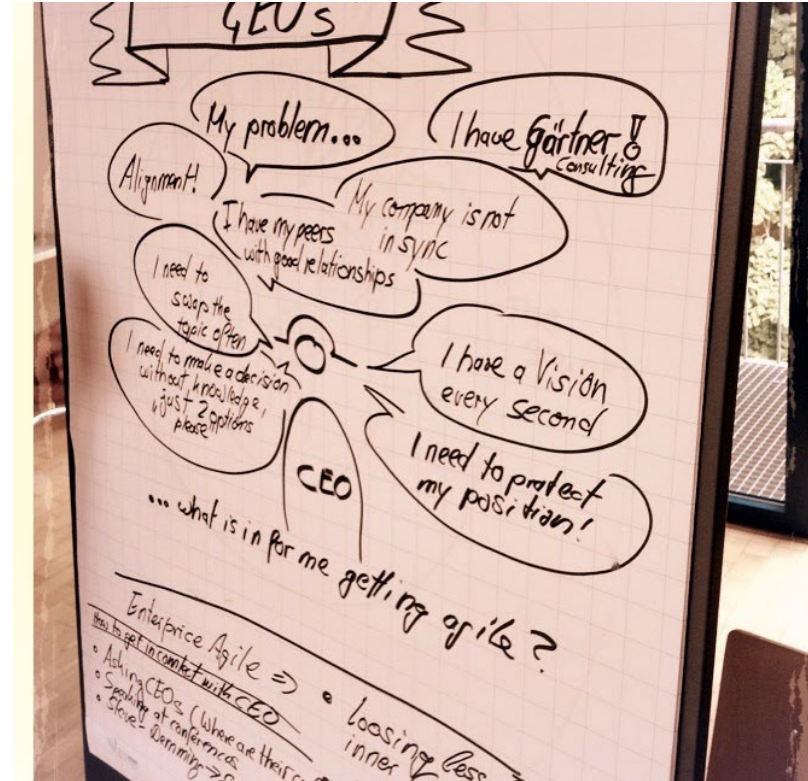
SPCT and Partner KEGON AG



Do we solve the right problems? Speak the right language?

- ▶ Highly skilled SAFe coaches
- ▶ Great approaches for changing the organization
- ▶ People doing their best
- ▶ Lot's of guidance out there ..

Why do we see so many challenged SAFe transformations?



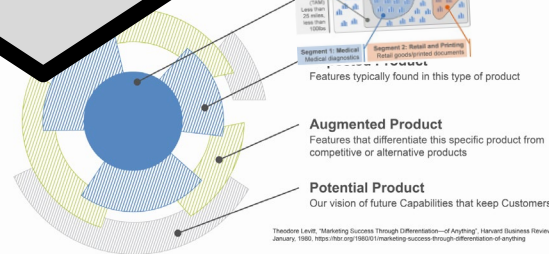
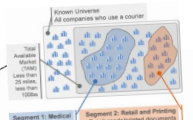
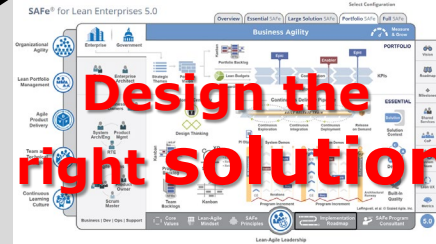
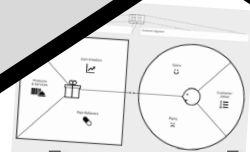
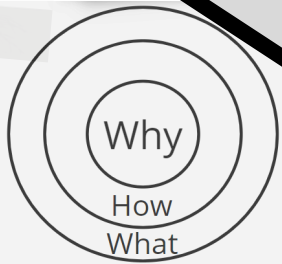
Customer centricity helps to address these challenges

Customer Centricity

Understand the problem

Design the right solution

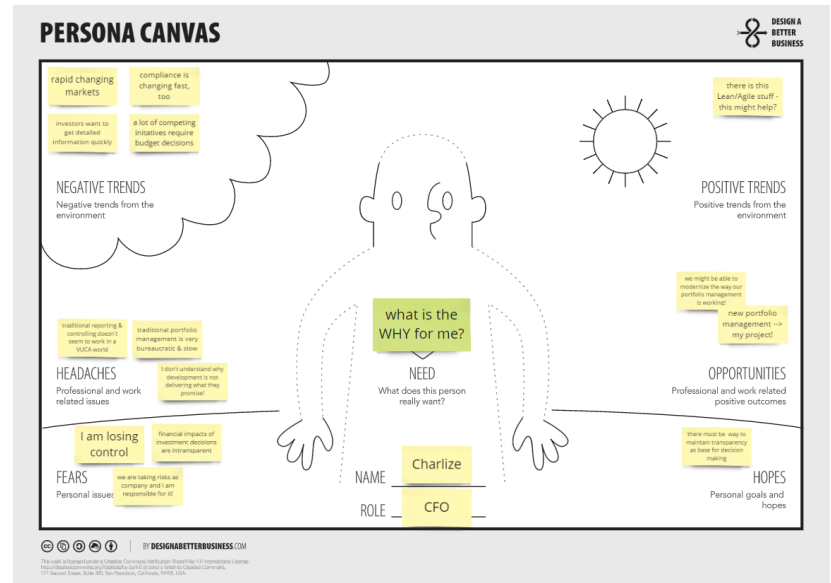
Design Thinking



Theodore Levitt, "Marketing Success Through Differentiation—of Anything," Harvard Business Review, January, 1980, <https://hbr.org/1980/01/marketing-success-through-differentiation-of-anything>.

Who is your customer?

- ▶ Identify your key stakeholders (“customers”)
 - The real customers
 - CxOs, middle management, innovators/engineers
 - Dev Teams, Business Teams
- ▶ Use the personas thinking tool to build understanding and consider their perspective
- ▶ Challenge the persona periodically, update as required



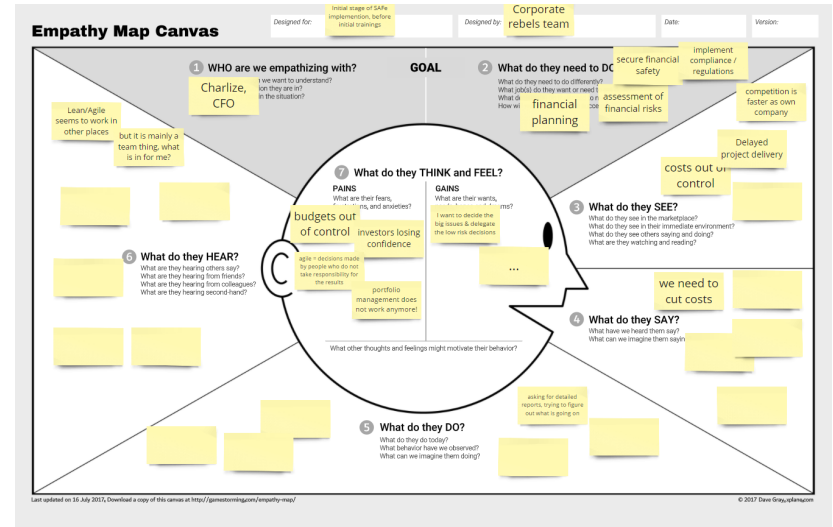
<https://www.designabetterbusiness.tools/tools/persona-canvas>

What does your customer think? Feel?

▶ Use the Empathy Map thinking tool to deepen your understanding for a specific context/situation

- Early in the SAFe implementation
- As part of the first ART launches
- When expanding the scope (Launch more ARTs & Value Streams)

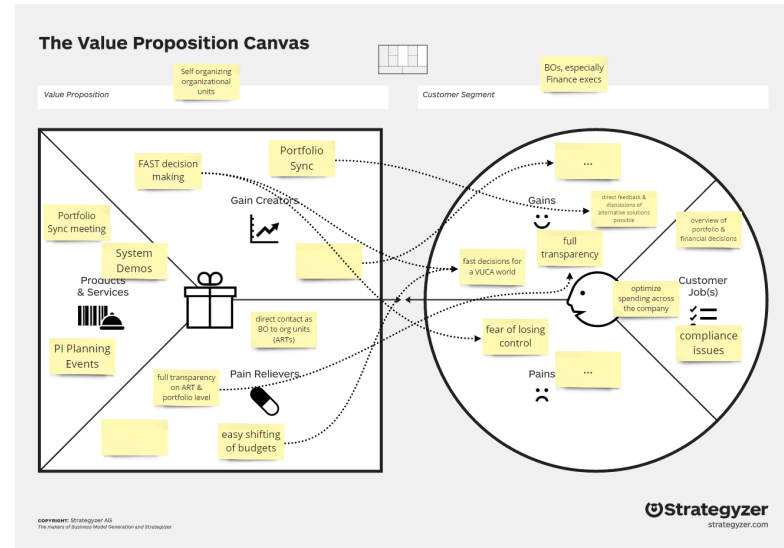
▶ How does Charlize feel during the SAFe transformation?



<https://gamestorming.com/empathy-map/>

What creates real value for your Customers?

- ▶ Use the Value Proposition Canvas thinking tool to explore how value is perceived by your customer
 - Your value proposition (SAFe / Business Agility) as seen by your customer (segment)
- ▶ Does your solution (SAFe) help the customers to get their job done?
- ▶ Which pains do you address with your transformation?
- ▶ What does the customer gain with the transformation?

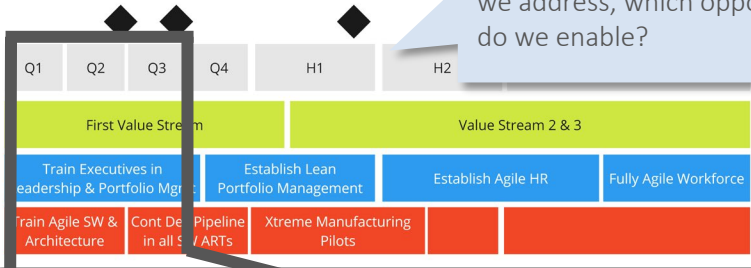


<https://www.strategyzer.com/canvas/value-proposition-canvas>

Use Roadmaps to foster transparency & alignment

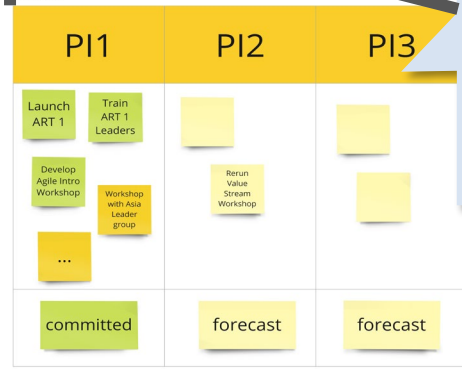
Solution Roadmap

What are the huge topics we are working on. What challenges do we address, which opportunities do we enable?



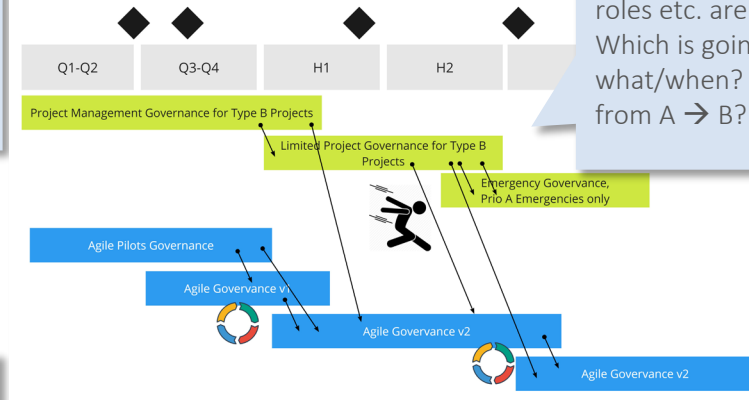
PI Roadmap

What are the next steps, the next goals in our transformation?
„First company wide SM & RTE open space!“



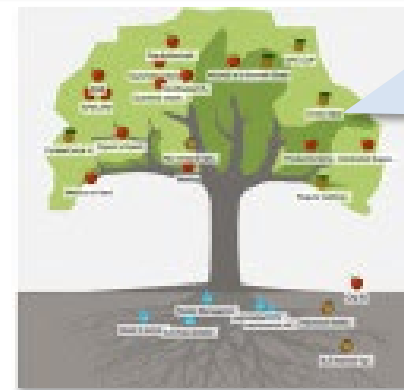
Governance Roadmap

Which type of governance, roles etc. are we supporting?
Which is going to replace by what/when? How to transit from A → B?

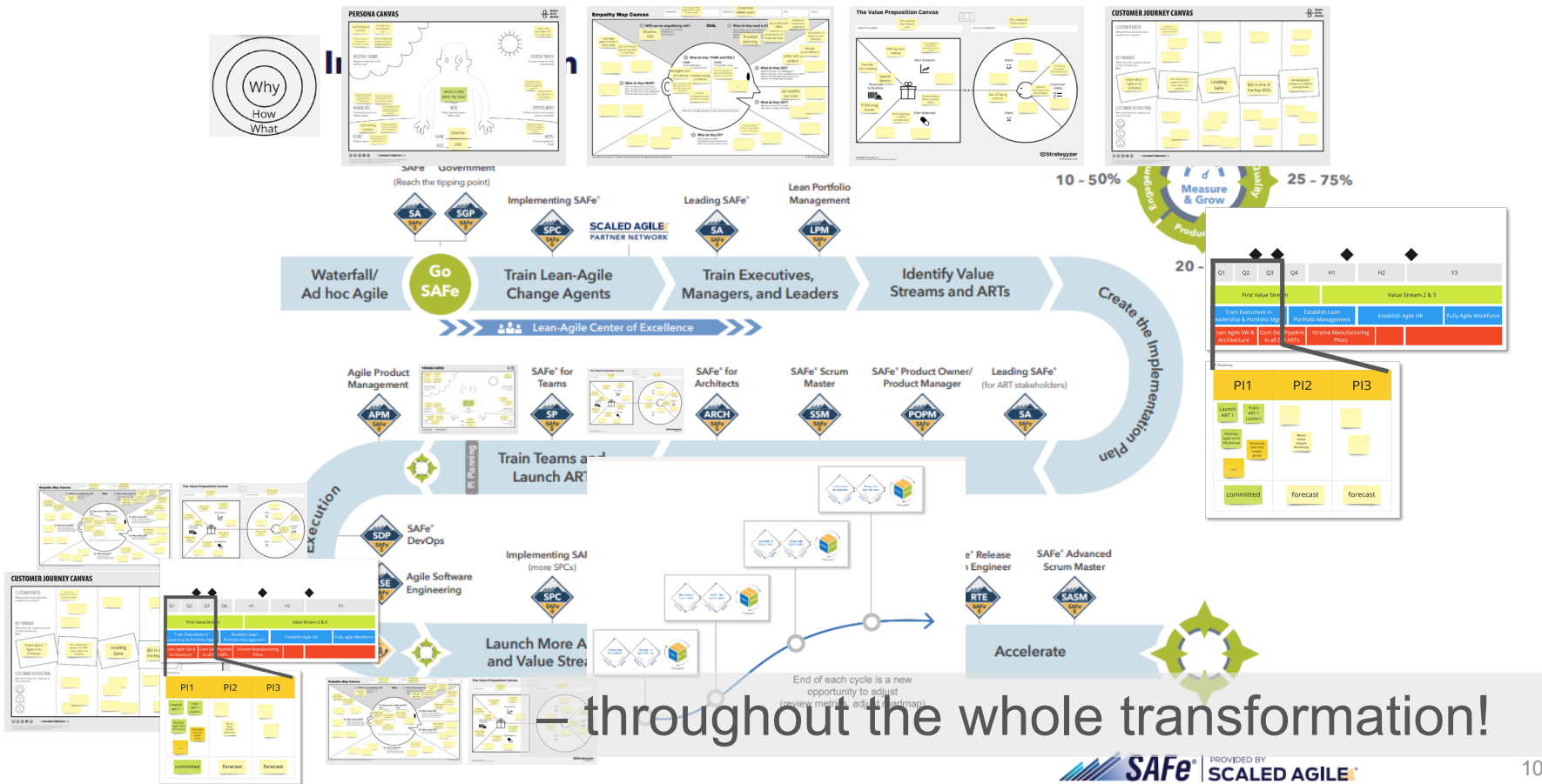


Prune the Product Tree

What is on the mind of our stakeholders?
Which topics first, which later?
Which investments are required?



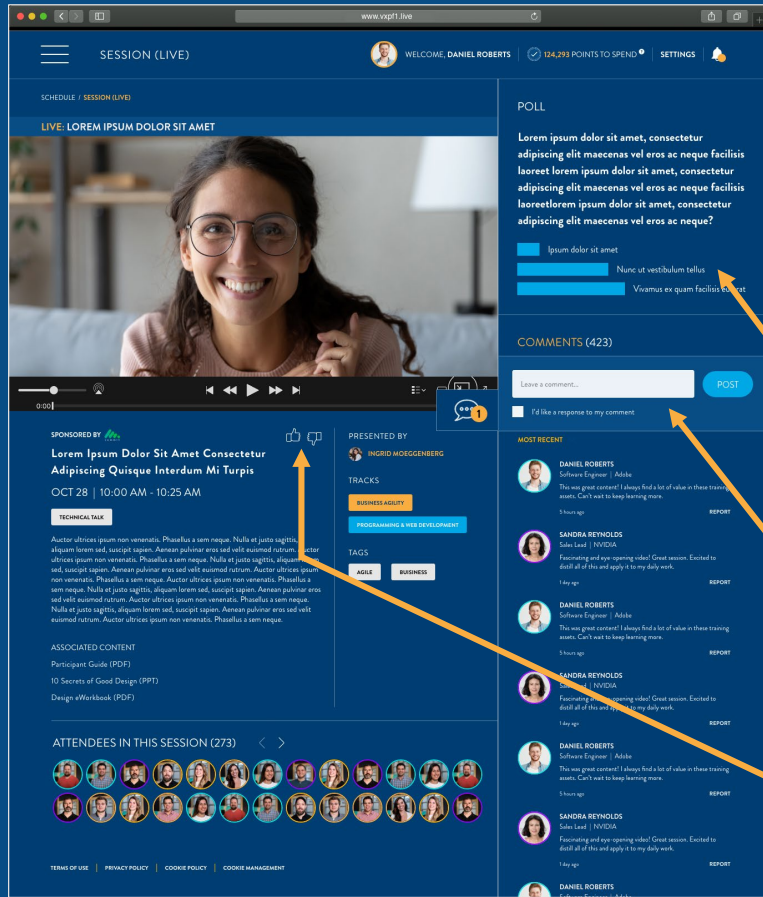
Keep the thinking tools alive



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Please refer to the agenda for scheduled times



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1

Polling

2

Comment

3

Thumbs up or down

Thank you!