



Does Agile Empower the Knowledge Worker?

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The Button Example



Terminology

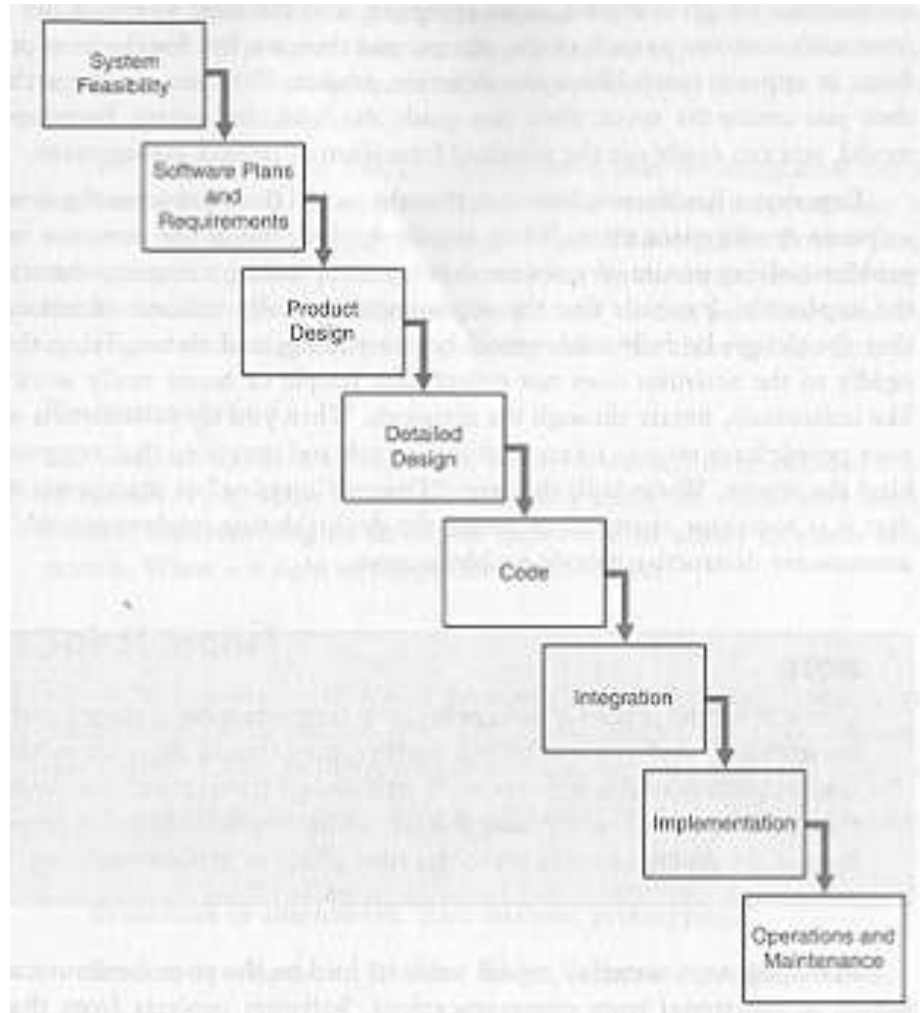
- Empower- To equip or supply with an ability; enable
- Knowledge Worker – A person employed to product or analyze ideas and information
 - Computers don't build computers, human beings build computers

The Button



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Waterfall Assembly Line



Original Functionality

- End user requires a button to click through to log into our internal email system
 - 1 month to write documentation



Requirement(s)

- End user will click button which brings you to landing page for authorization/ authentication check
 - 1 month
 - How big?
 - How Fast?
 - Who should have access?



Technical Document/Implementation

- Construction begins
 - Database Setup
 - Coding Changes
 - Script Updates
 - 2 Months



Quality/Operations

- Testing begins
- Environmental issues addressed
 - 1 month setup time



Congratulations

- ~6 months later
 - Team meeting with client



Motivation 2.1_(Pink)

- Algorithmic vs. Heuristic
 - Intrinsic Motivation
 - Creativity
 - Linux/Firefox/Wikipedia

Business Lead Response

- *“I know the industry, I speak to the clients directly and therefore I would be the best person to determine the solution”*
 - You assume the client knows 100% of what they are asking for on day 1?
 - You assume you know the entire solution yourself?

The Toaster Oven



Business Lead Response

- *“In the 21st century we no longer build products, we build solutions to our clients’ problems”*
 - Solution vs. Value

Agile DOES Empower the Knowledge Worker

- Upfront & Continuous Co-Creation
- Invested solution creation and discovery
- Internal motivation
- Satisfaction



Questions?