

NYC SPIN Meeting: Shifting to a Collaborative Culture



Copyright 2003-2008, Rally Software Development Corp
Confidential and Proprietary

Background

Jenif Kochanowski

- Live in Boulder Colorado
- Agile Coach for Rally Software
- 9 years of experience in Software Engineering and IT
- Roles: Project Manager, ScrumMaster, Software Engineer, Web Manager, Web Designer
- Experience managing large-scale and distributed project teams
- Certified ScrumMaster & Certified Scrum Practitioner

jenif@rallydev.com



Scaling Software Agility



Quote

“Coming together is a beginning.
Keeping together is progress.
Working together is success.”

– *Henry Ford*

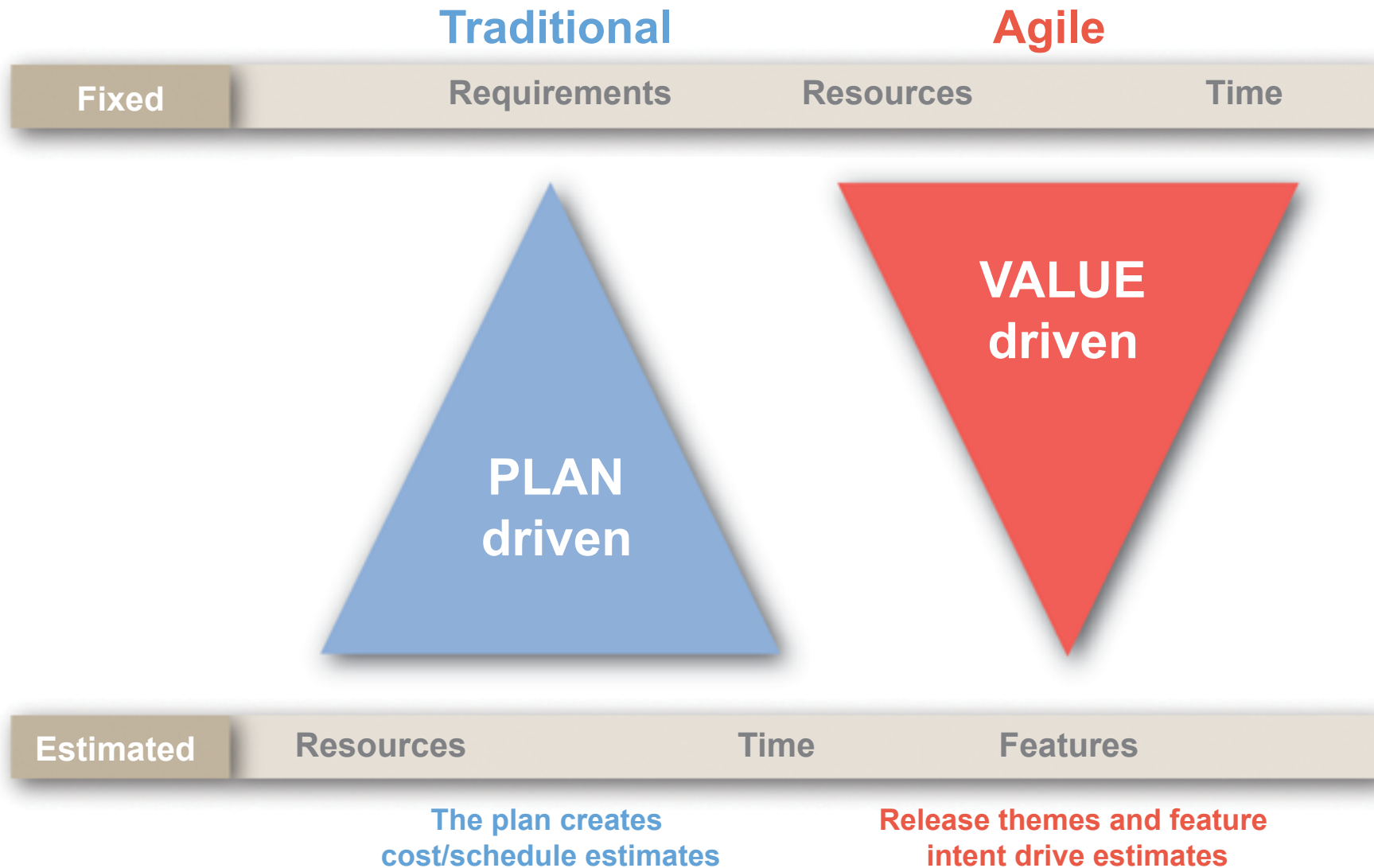
Agile Survey

How many people have
experience with Agile?

Paradigm Shift

When an organization adopts Agile practices, a fundamental shift in culture is required.

Agile Overview



The Agile Manifesto

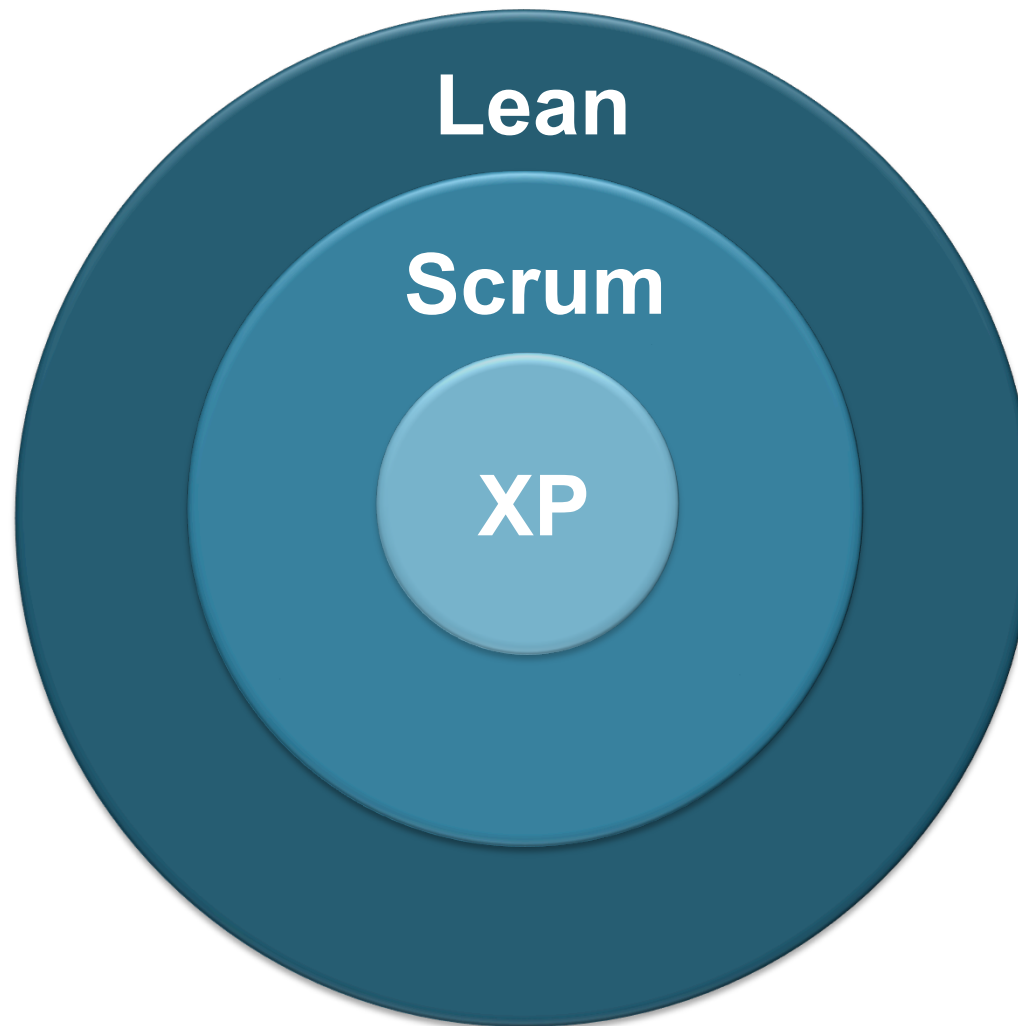
Individuals and interactions over processes and tools

Working software over comprehensive documentation

Customer collaboration over contract negotiation

Responding to change over following a plan

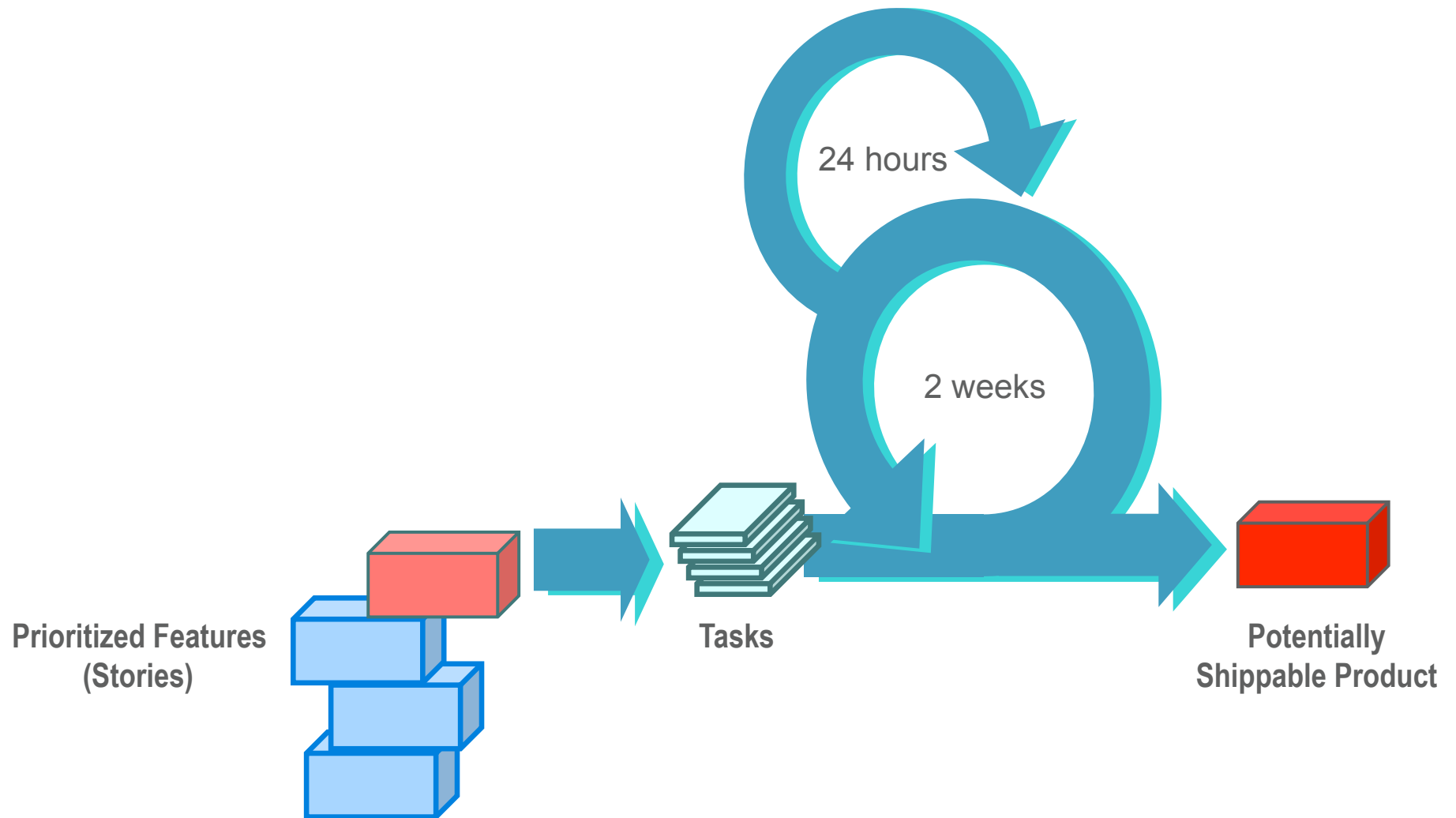
Agile Methods



Scrum Survey

How many people have
experience with Scrum?

The Scrum Framework



Scrum Values

Commitment, Focus, Openness,
Respect & Courage

Scrum Roles



Copyright 2003-2008, Rally Software Development Corp
Confidential and Proprietary

Product Owner

Prioritizes the work.

ScrumMaster

Owens the process.

The Delivery Team

Commits and delivers the work.

Predictive Culture



Copyright 2003-2008, Rally Software Development Corp
Confidential and Proprietary

Plan Driven Approach

Derives “Control” from
documenting and planning up front.

Project Manager

In “Command” of the schedule
& the decisions.

False Sense of Security

Not possible to know everything
at the start of a project.

Client Example

2 sets of plans, neither accurate.

Summary

Until an organization is honest and open about its current challenges, there might not be consensus to change.

Empirical Culture



Copyright 2003-2008, Rally Software Development Corp
Confidential and Proprietary

Agile Approach

Superior transparency and alignment to customer value.

Scrum Can Expose a Mess



Leadership Team

Servant Leaders.

Leadership Team

Remove organizational impediments.

Leadership Team

Instill trust and openness.

Leadership Team

Create a collaborative culture.

Leadership Team

Facilitate team communication.

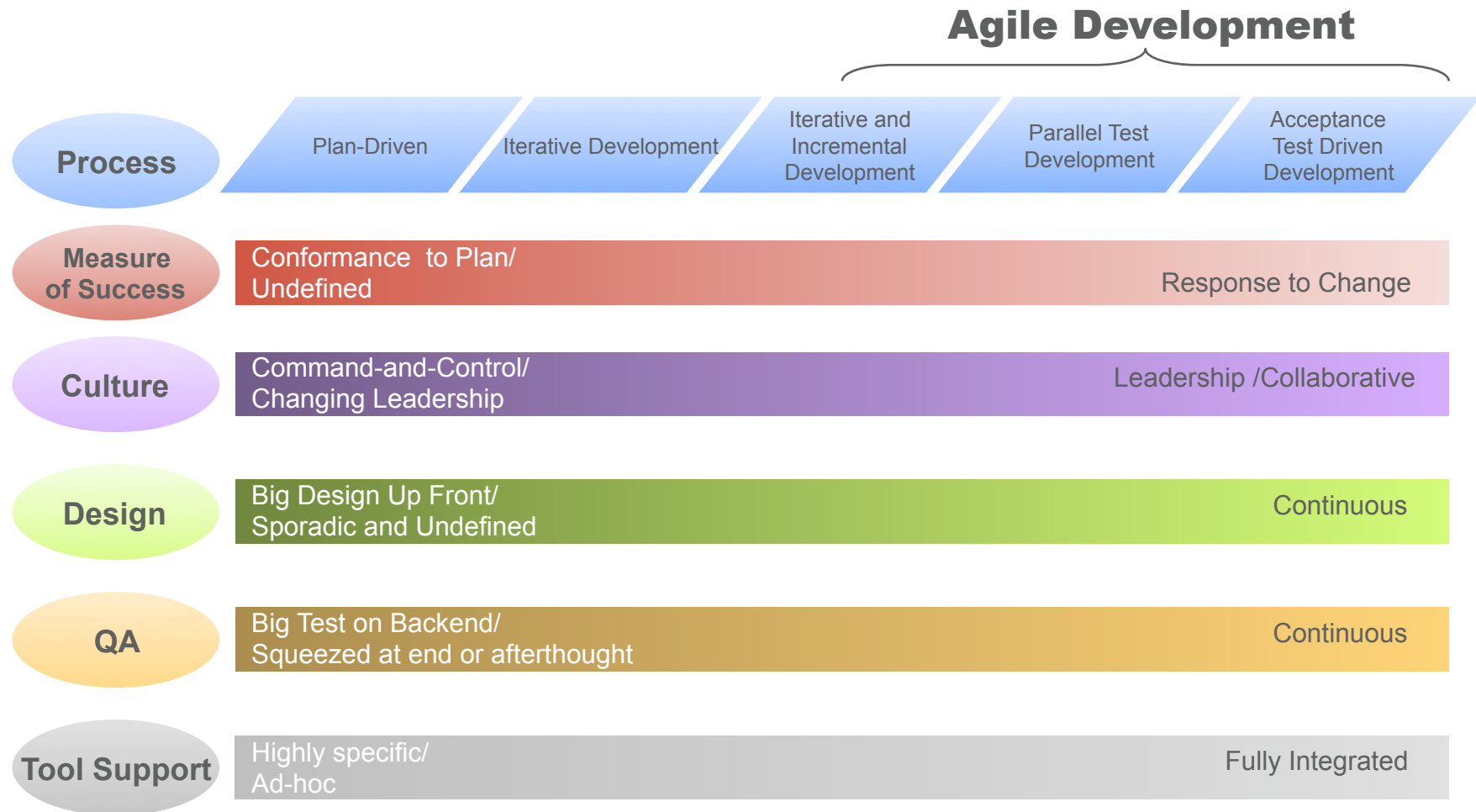
Leadership Team

Let the Agile team become
empowered and self-organizing.

Collaboration and Consensus

- High performance teams rely on collaboration to create and respond to change
- Collaboration – Delivery Team makes decisions, ScrumMaster guides the decision process
- Consensus –
 - “I can live with that and support it.”
 - Fist of five:
 - 5 = wild, unbridled support
 - 4 = this is a fine idea, wish I’d thought of it
 - 3 = I can live with that and support it
 - 2 = I have reservations I’d like to think about
 - 1 = I am very opposed; we shouldn’t move forward

The Road to Agile is a Continuum



Next Step?

Inspect and adapt.

Quote

“People don’t resist change.
They resist being changed.”

– *Peter Senge*

Rally's Solutions for Success



#1 ranked tool for Agile life cycle management for large enterprises and an Enterprise 2.0 collaborative hub



Trusted source for Agile training to instill principles, share knowledge and advance Agile adoption



Community for creating Agile experts through collaboration, self-organization and self-education



Scaling Software Agility



Wrap Up

Questions?

Thank You!

(c) 2008 Rally Software Development Corp.

Use governed by Creative Commons Attribution-NonCommercial-ShareAlike

3.0 License which can be viewed at <http://creativecommons.org/licenses/by-nc-sa/3.0/legalcode>



Scaling Software Agility

