

YOU ARE DOING IT WRONG

MICHAEL FRANKEN



YOU ARE DOING IT **WRONG**

Stop Pushing **Scrum**

MICHAEL FRANKEN



MISPERCEPTIONS

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SCRUM

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- IS A **DEVELOPMENT** METHODOLOGY

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- MAKES TEAMS GO **FASTER**

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- NEEDS TO BE **EMBEDDED** IN THE ORGANIZATION

LET'S PLAY!

a Game

20#	5#	1#
16.1	18.3	18.7
14	21	25
12.5	16.8	23.5
15	17	22
82.6	38.5	30
	17.8	3.2

Google



	Flights	On-Time Performance		Load Factors				Cancelled	Diverted
Carrier	2007	2007	2006	2007	2006	2005	2004	2007	2007
WN - Southwest Airlines	1,164,906	81.72%	84.66%	72.60%	73.10%	70.70%	69.50%	0.43%	0.12%
DL -Delta Air Lines	568,862	75.65%	75.72%	80.60%	78.50%	76.50%	74.70%	1.18%	0.21%
CO - Continental Airlines	411,105	72.95%	76.54%	81.40%	80.70%	78.90%	76.90%	0.92%	0.35%
NW - Northwest Airlines	480,382	71.23%	79.02%	83.90%	84.00%	81.50%	79.20%	2.04%	0.13%
UA - United Airlines	594,488	69.90%	74.79%	82.70%	82.10%	81.50%	79.30%	2.28%	0.10%
UA - United Airlines	594,488	69.90%	74.79%	82.70%	82.10%	81.50%	79.30%	2.28%	0.10%
NW - Northwest Airlines	480,382	71.23%	79.02%	83.90%	84.00%	81.50%	79.20%	2.04%	0.13%

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100% UTILIZATION



**100% UTILIZATION
NO FLOW**





70% UTILIZATION

70% UTILIZATION FLOW

A photograph of a multi-lane highway with traffic, including cars and trucks, under a dark overlay. The text "70% UTILIZATION FLOW" is superimposed on the image. The background shows a highway with several lanes, with cars and trucks moving away from the viewer. In the distance, there are blue overhead road signs for "Haarlem", "Schiphol", and "Amsterdam". A large blue truck with "CEFCO" on its side is prominent in the foreground. The overall scene is dimly lit, suggesting dusk or dawn.



Wierden-West 2
Nijverdal 8
Zwolle 43
N35

afrit 32

Wierden
Rijssen
N350

100

U44 U45

A photograph of a multi-lane highway with a speed limit sign of 100 and overhead road signs. The highway is mostly empty, with a few vehicles visible in the distance. The sky is overcast with grey clouds. The text "5% UTILIZATION" is overlaid on the image in a large, bold, sans-serif font. The "5%" is white, and "UTILIZATION" is yellow.

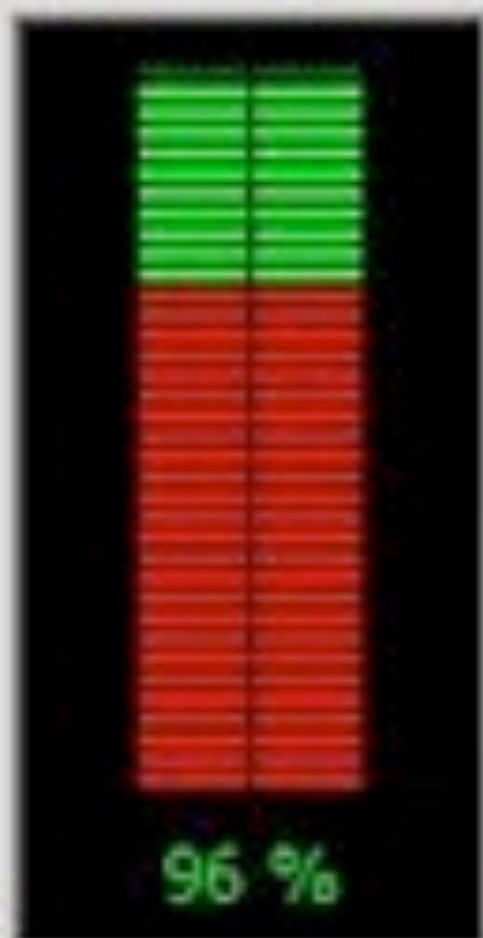
5% UTILIZATION

A photograph of a multi-lane highway with a speed limit sign of 100 and overhead road signs. The image is darkened to serve as a background for the text.

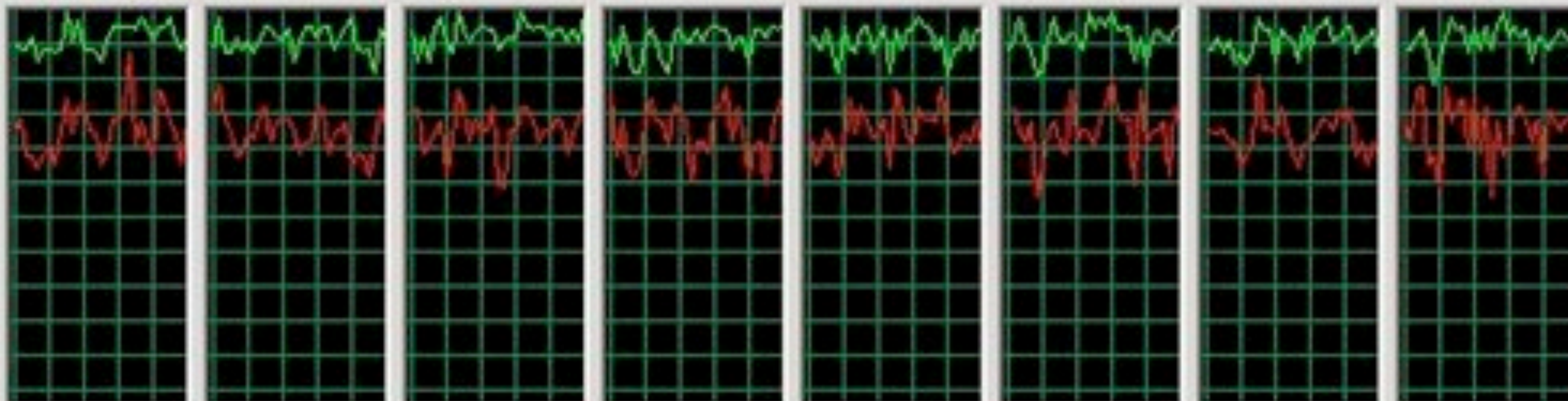
5% UTILIZATION FLOW

Applications | Processes | Services | Performance | Networking | Users |

CPU Usage

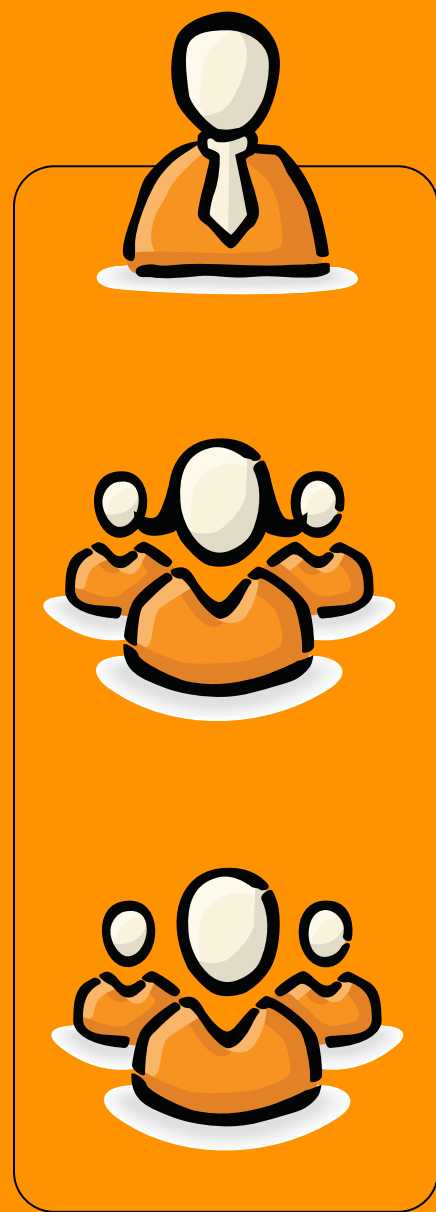


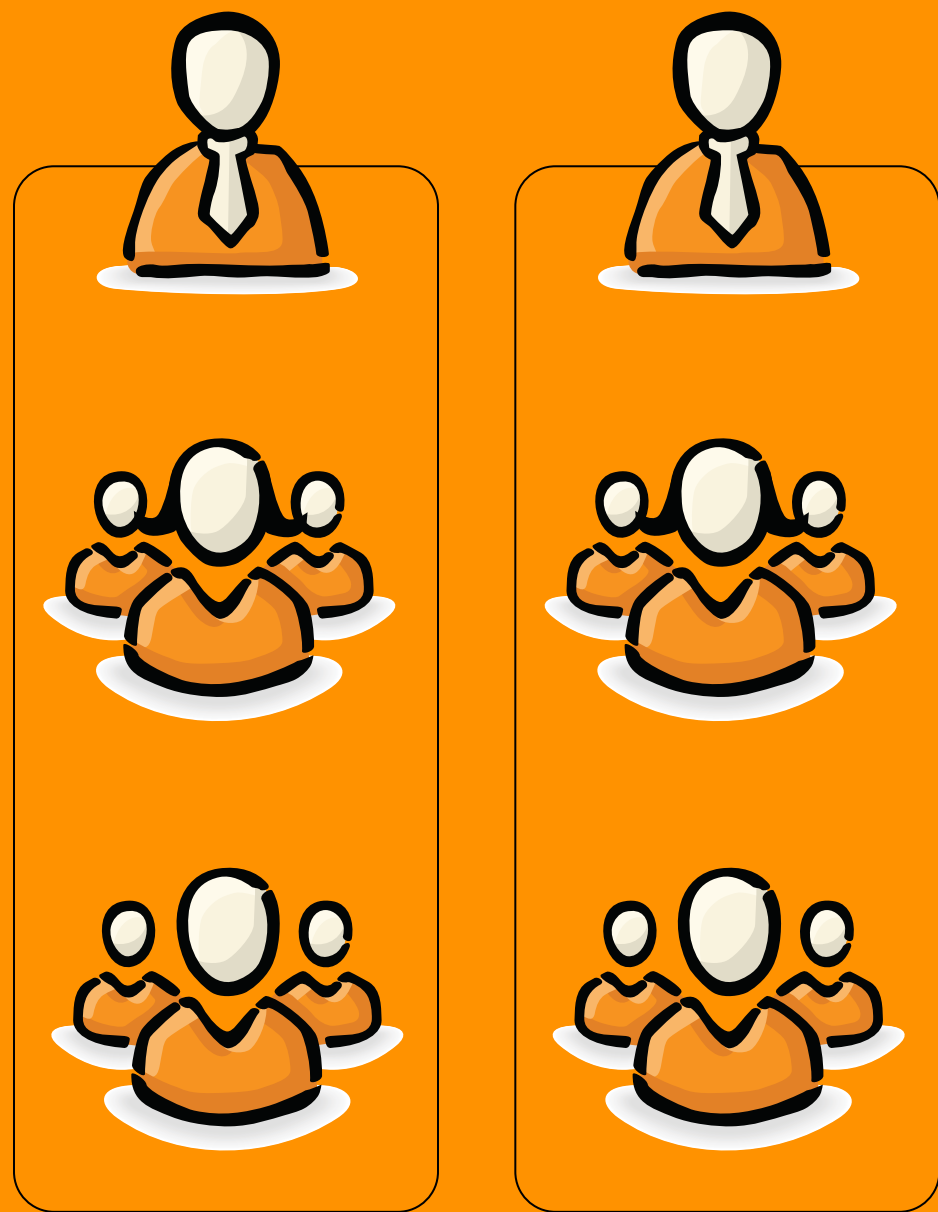
CPU Usage History



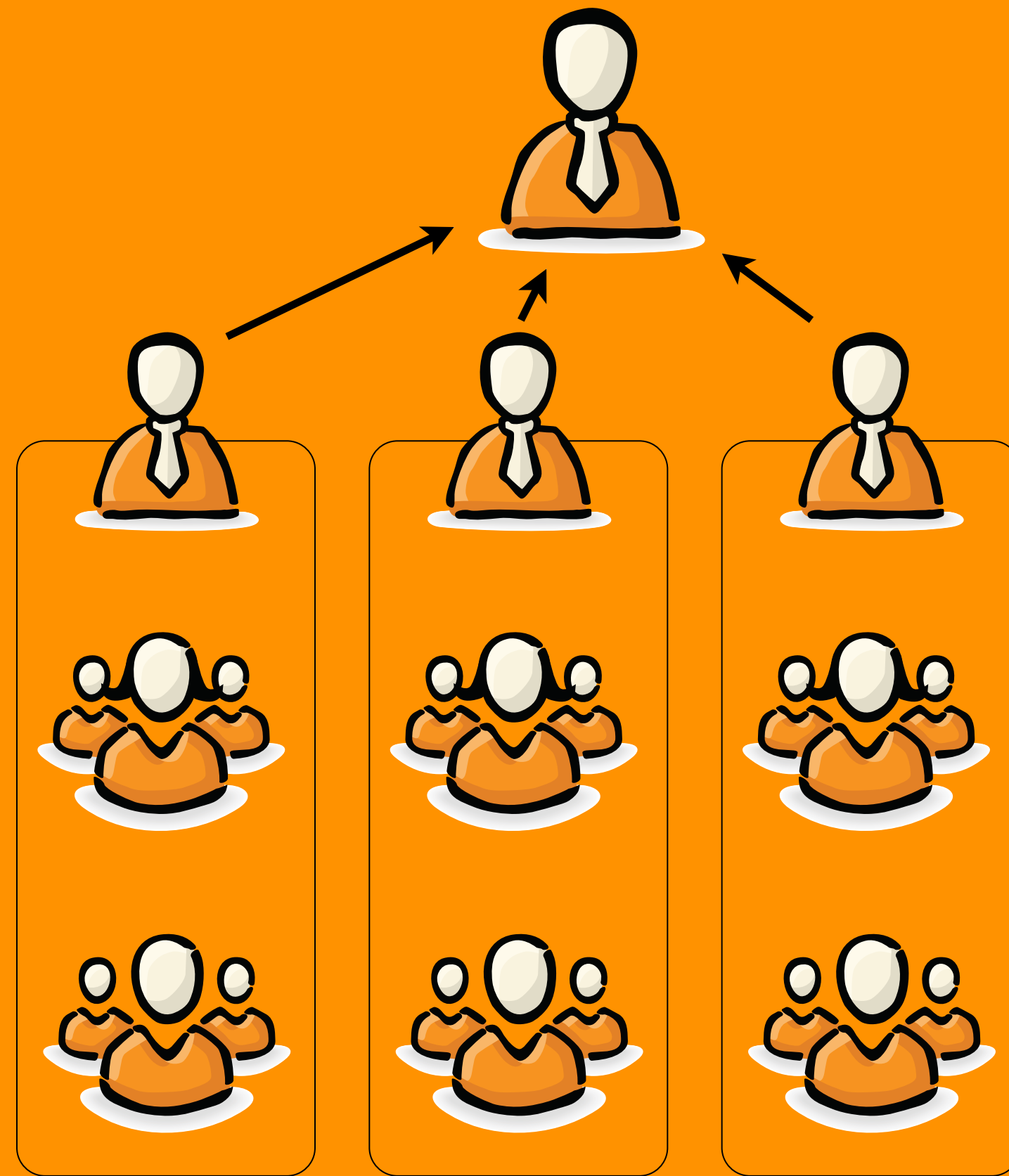
Then why do we have to
WORK WITHOUT SLACK?

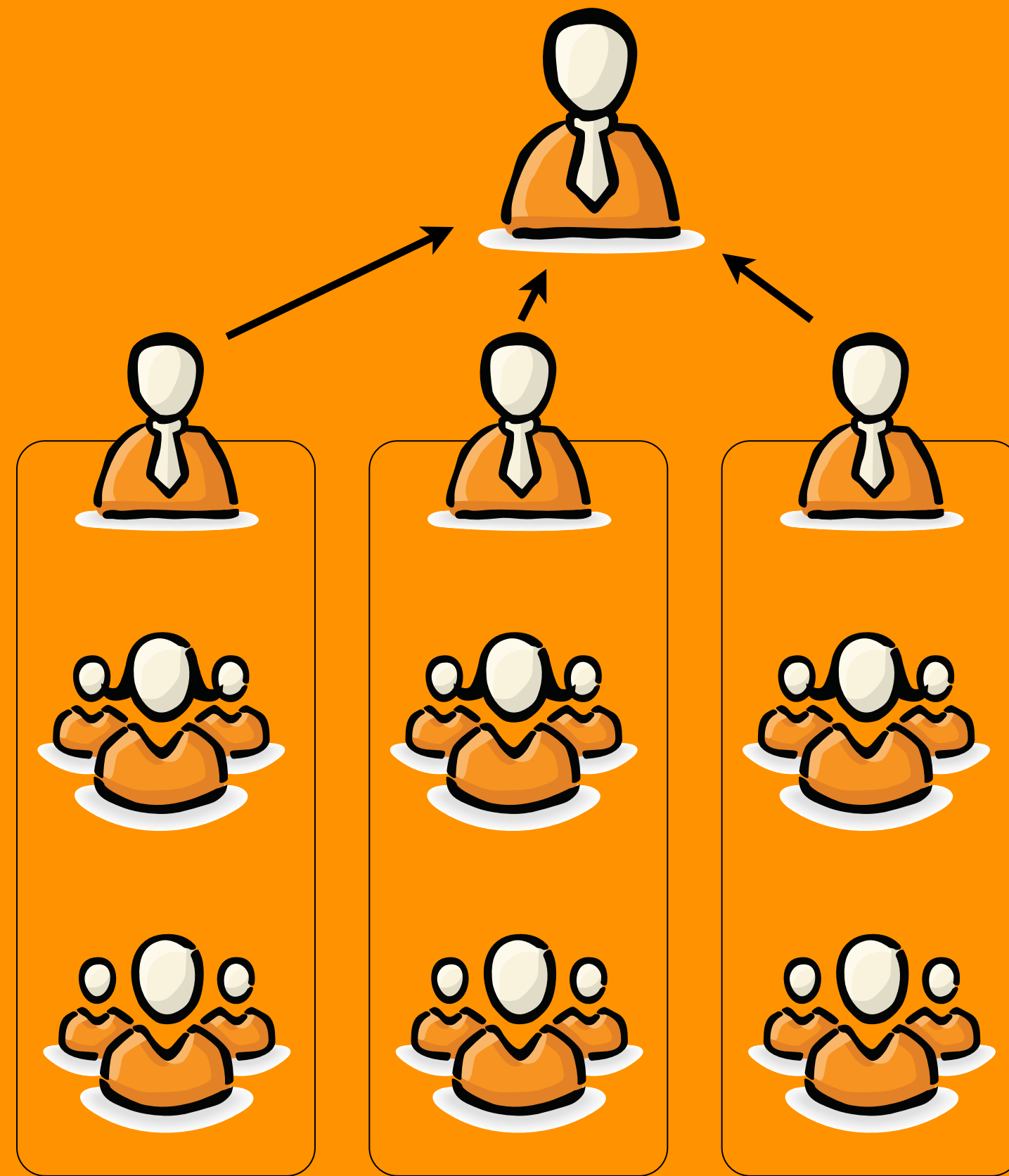
MBA in 5 min.

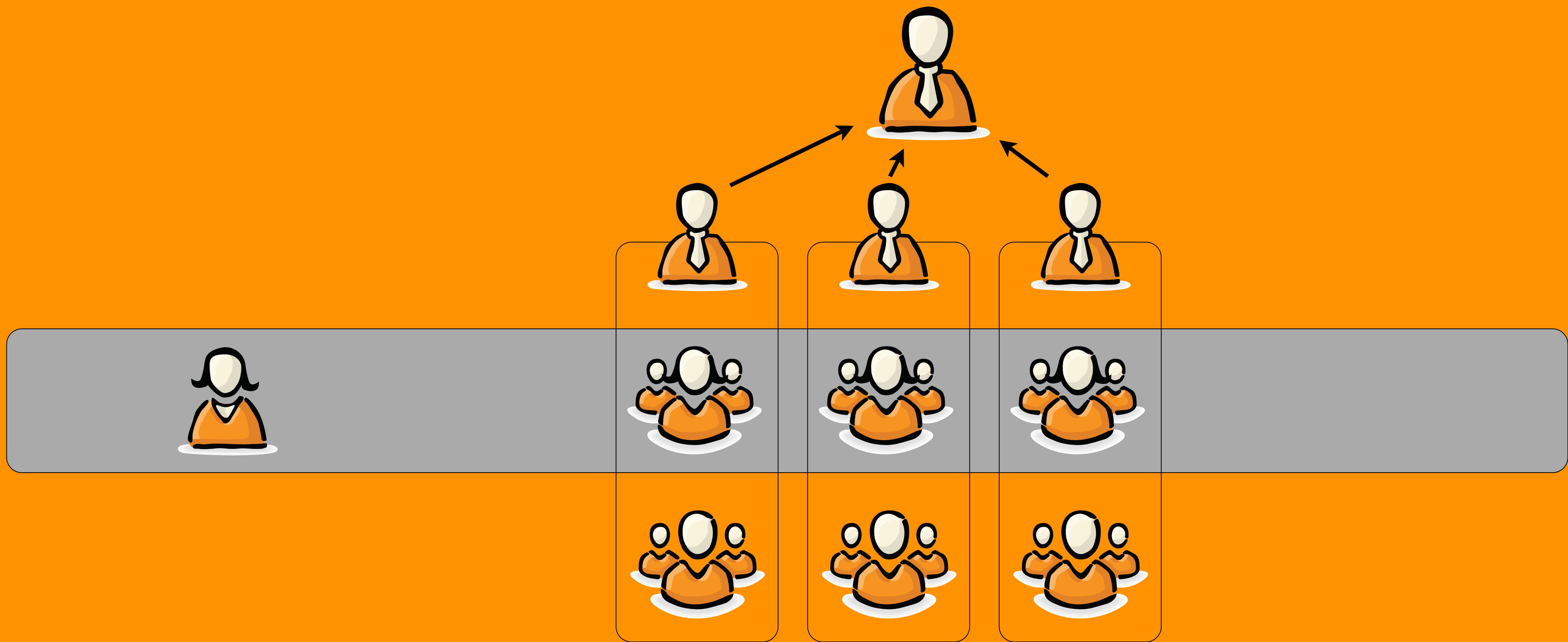


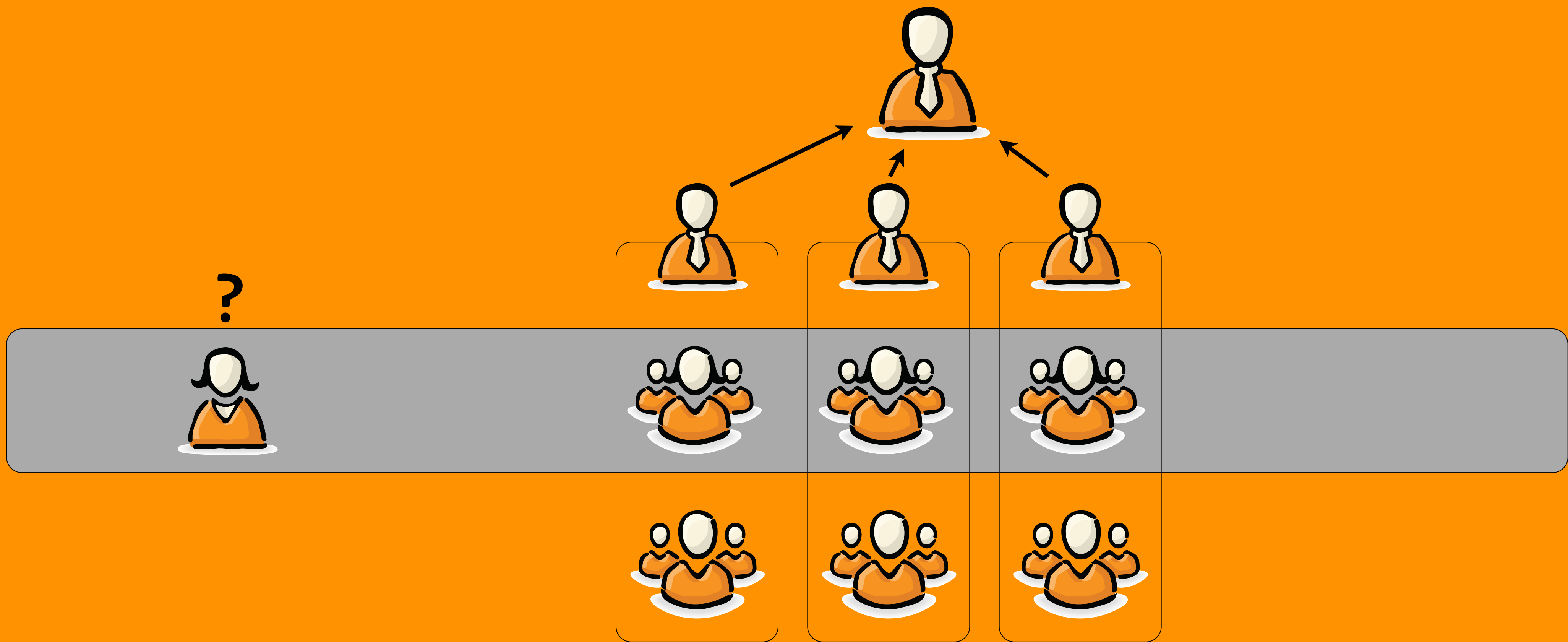


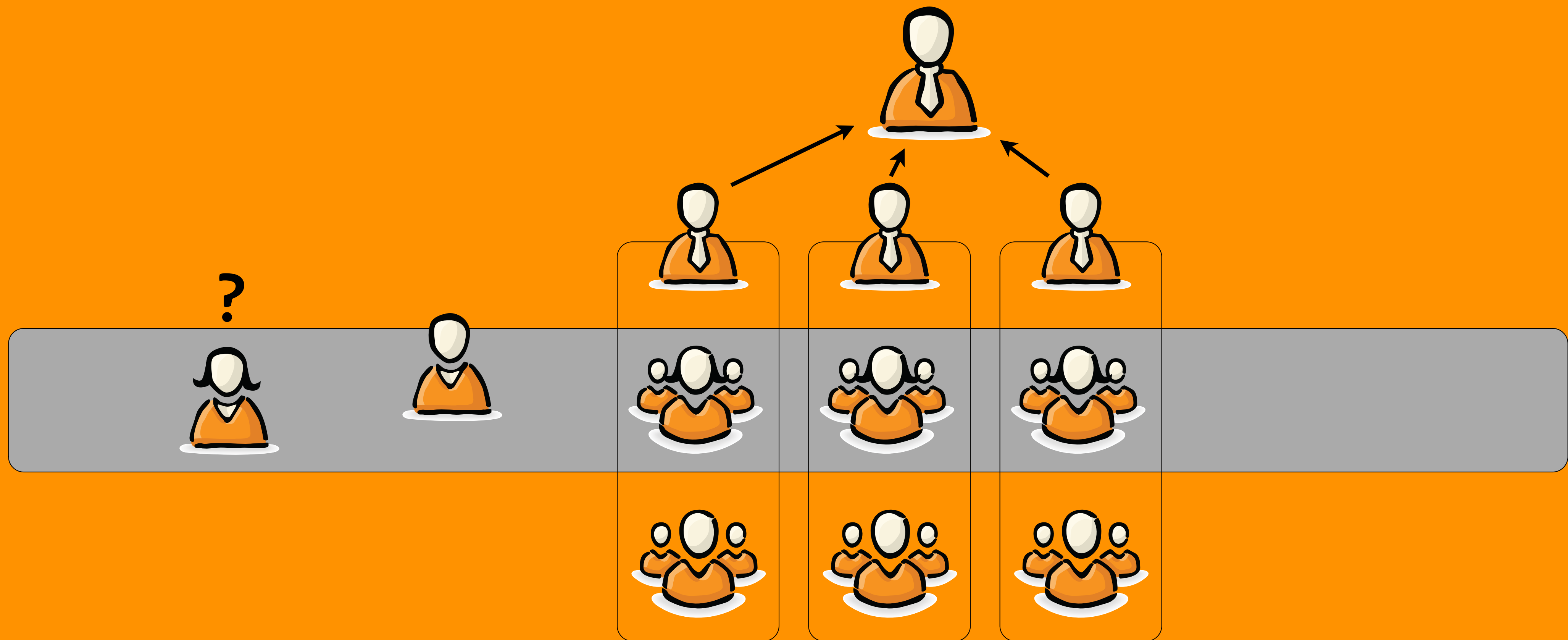


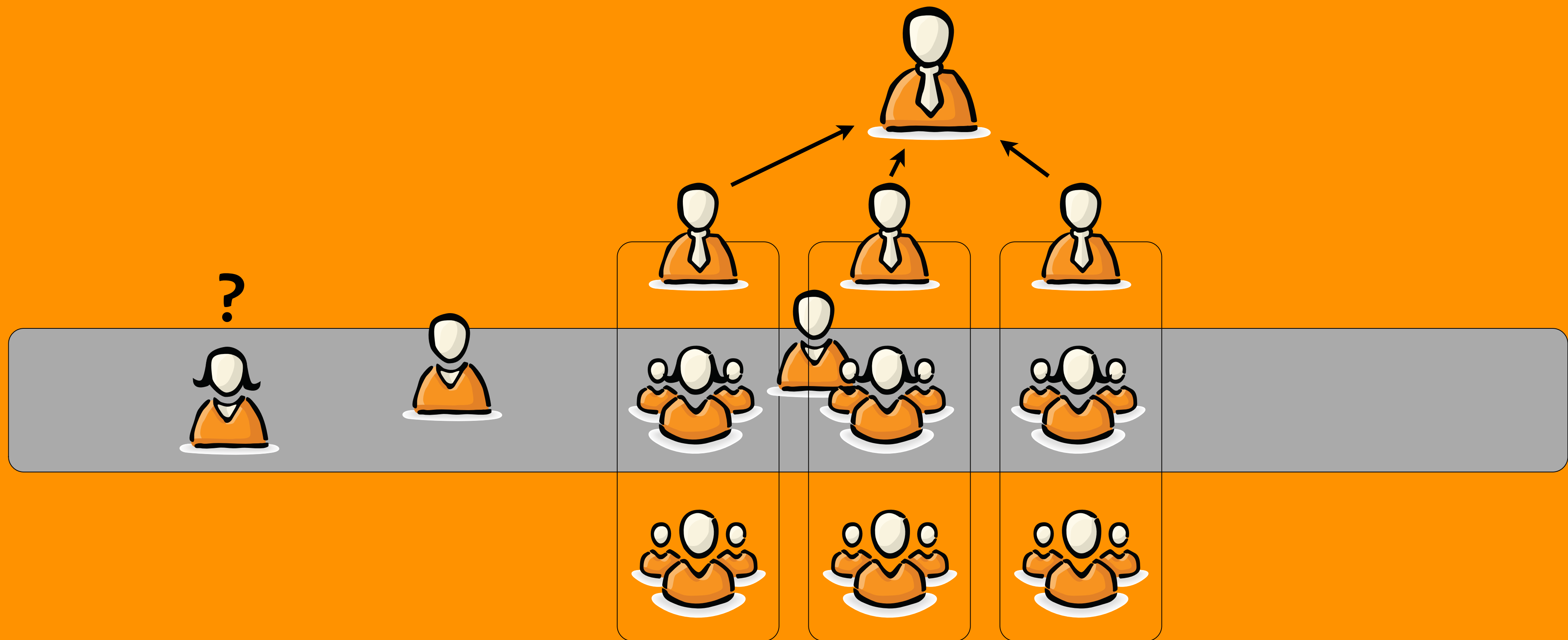


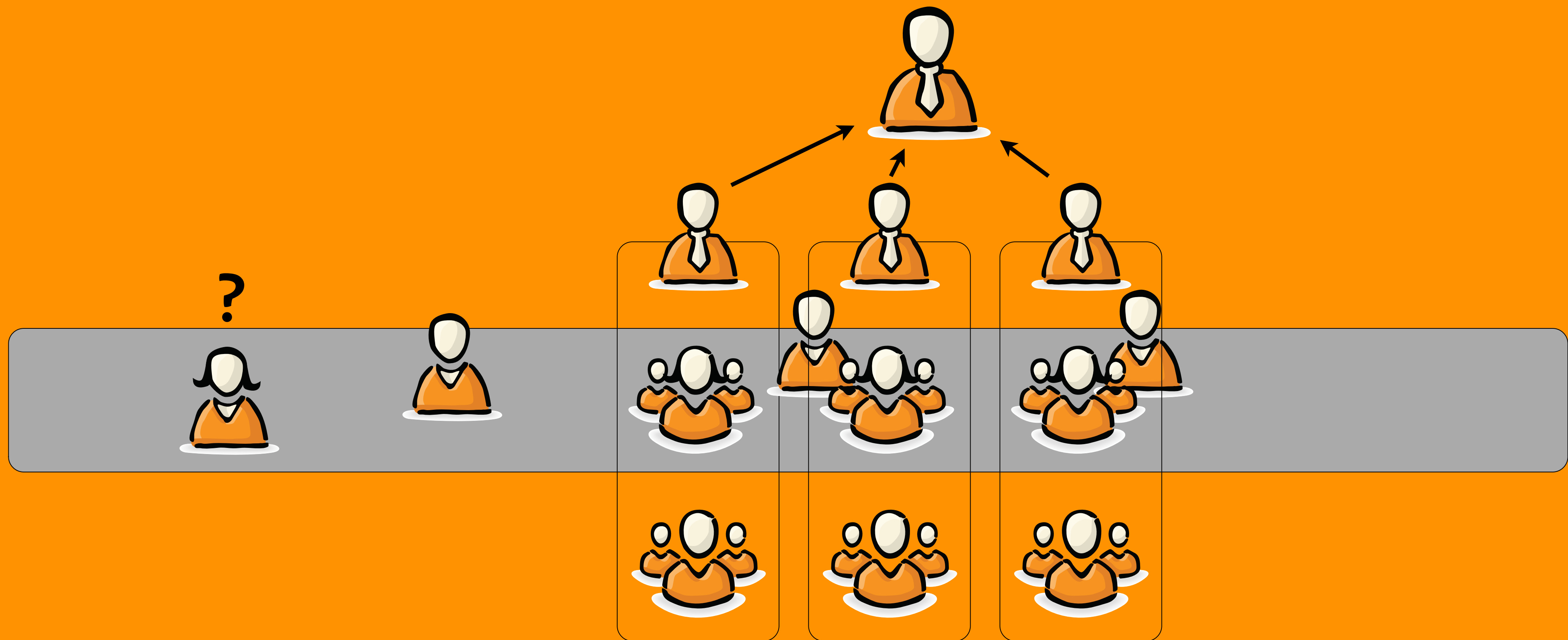


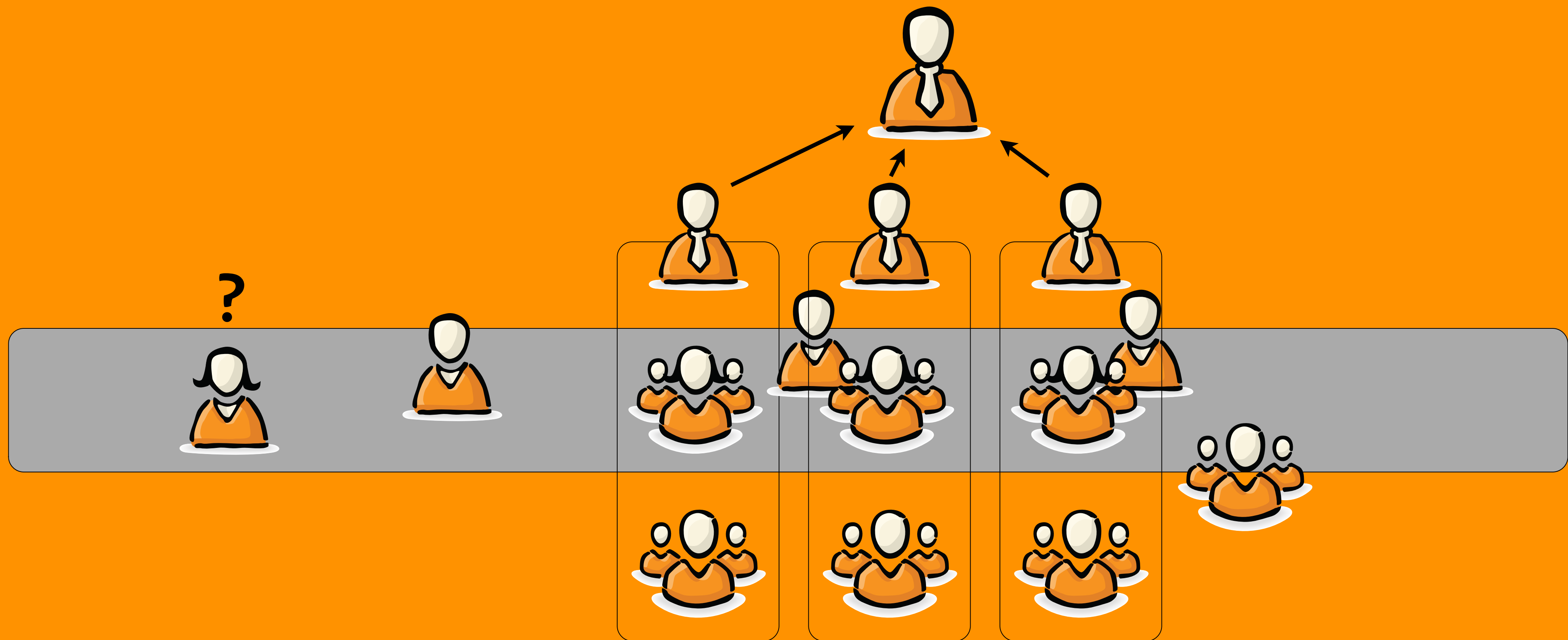






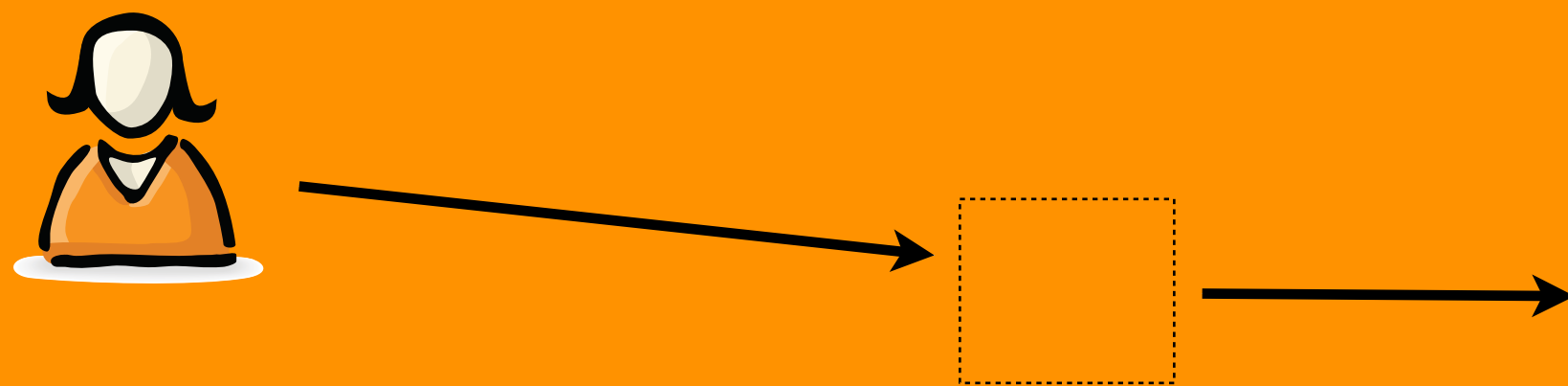


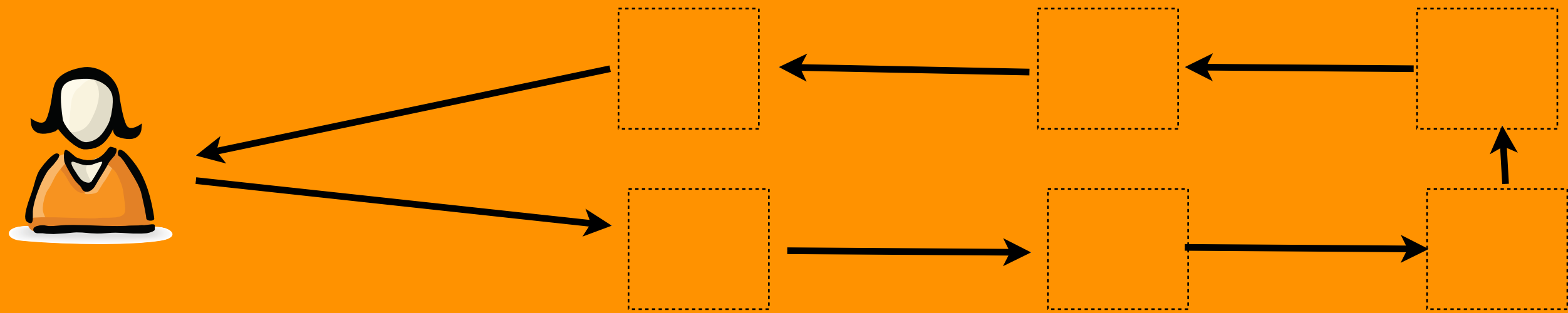


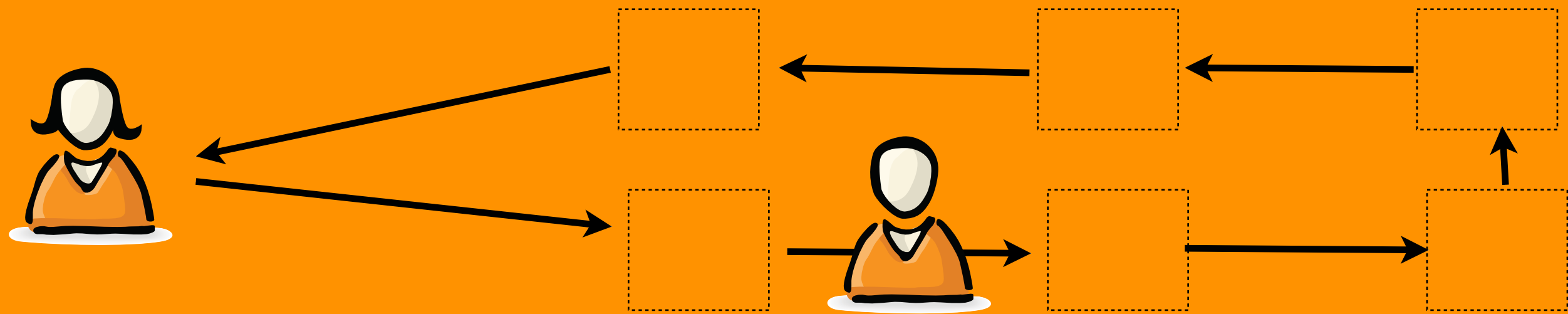


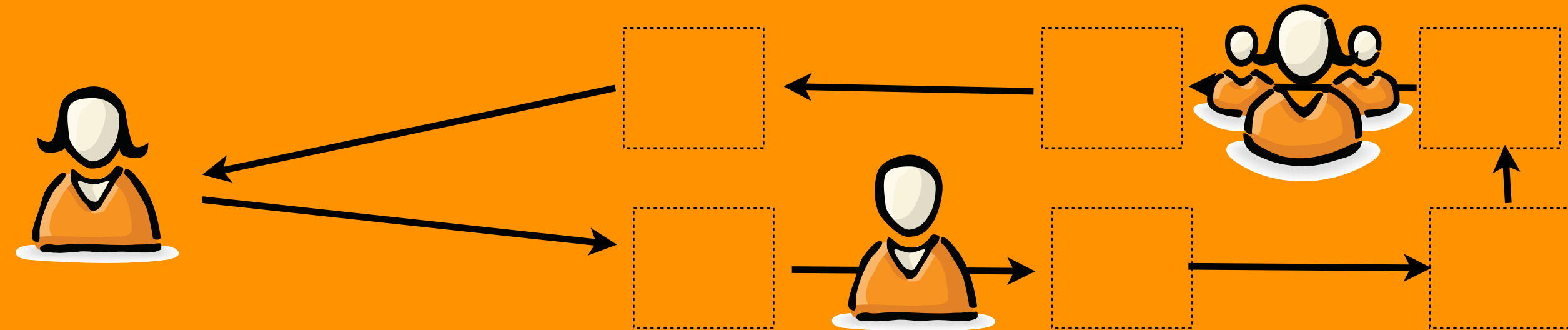


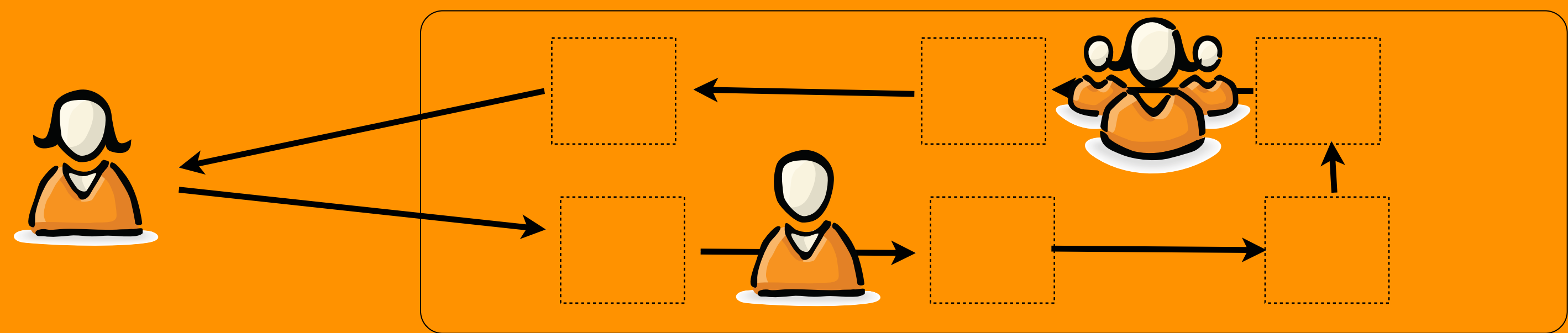


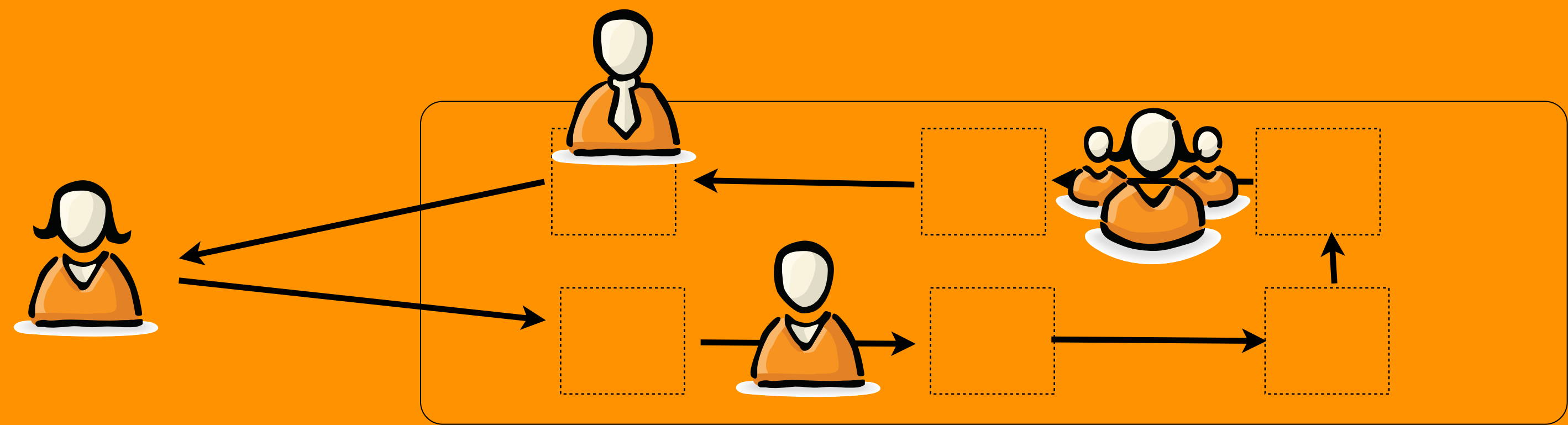


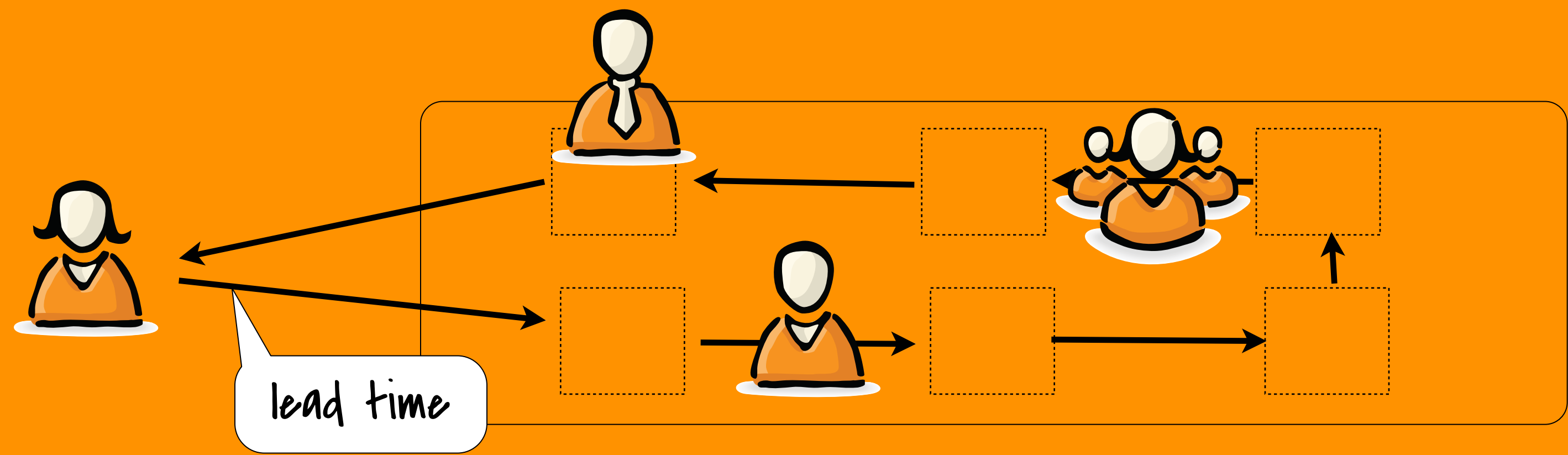


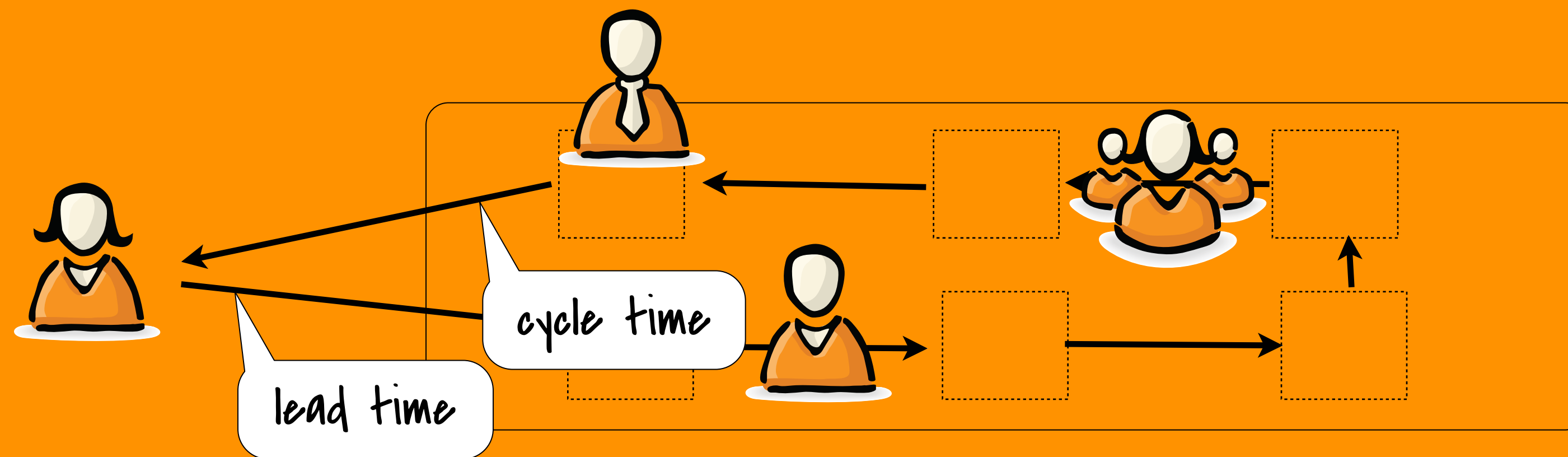


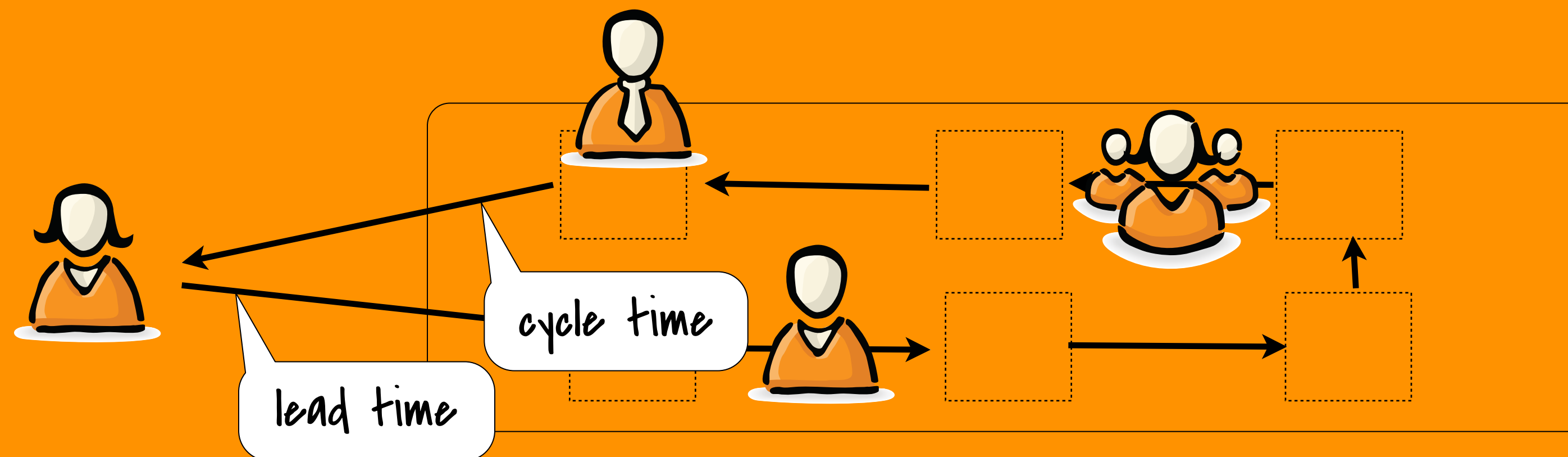
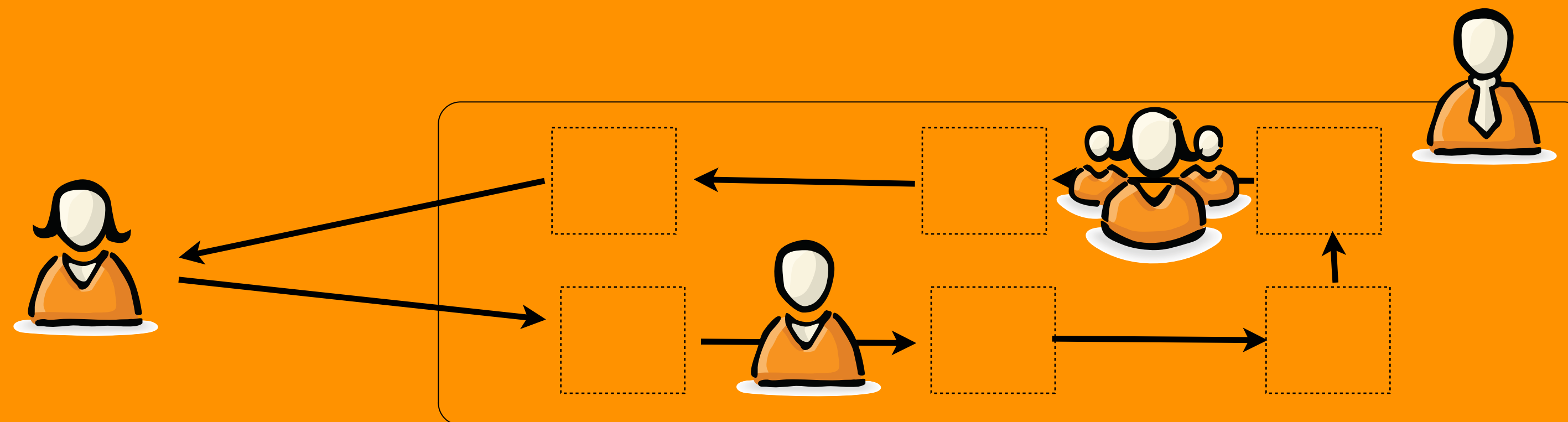


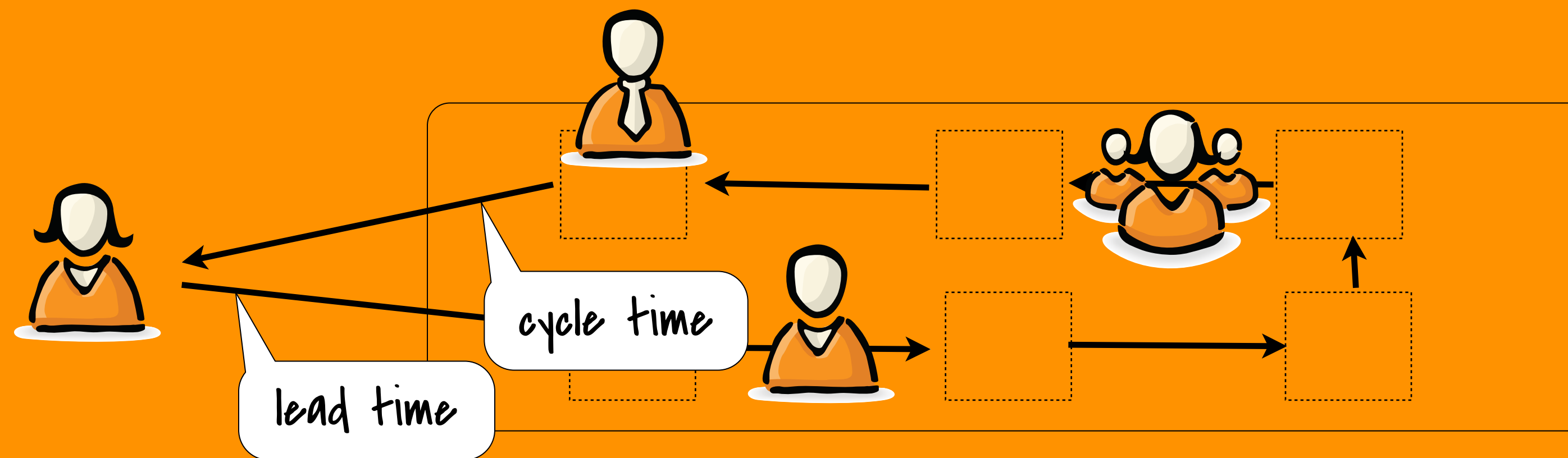
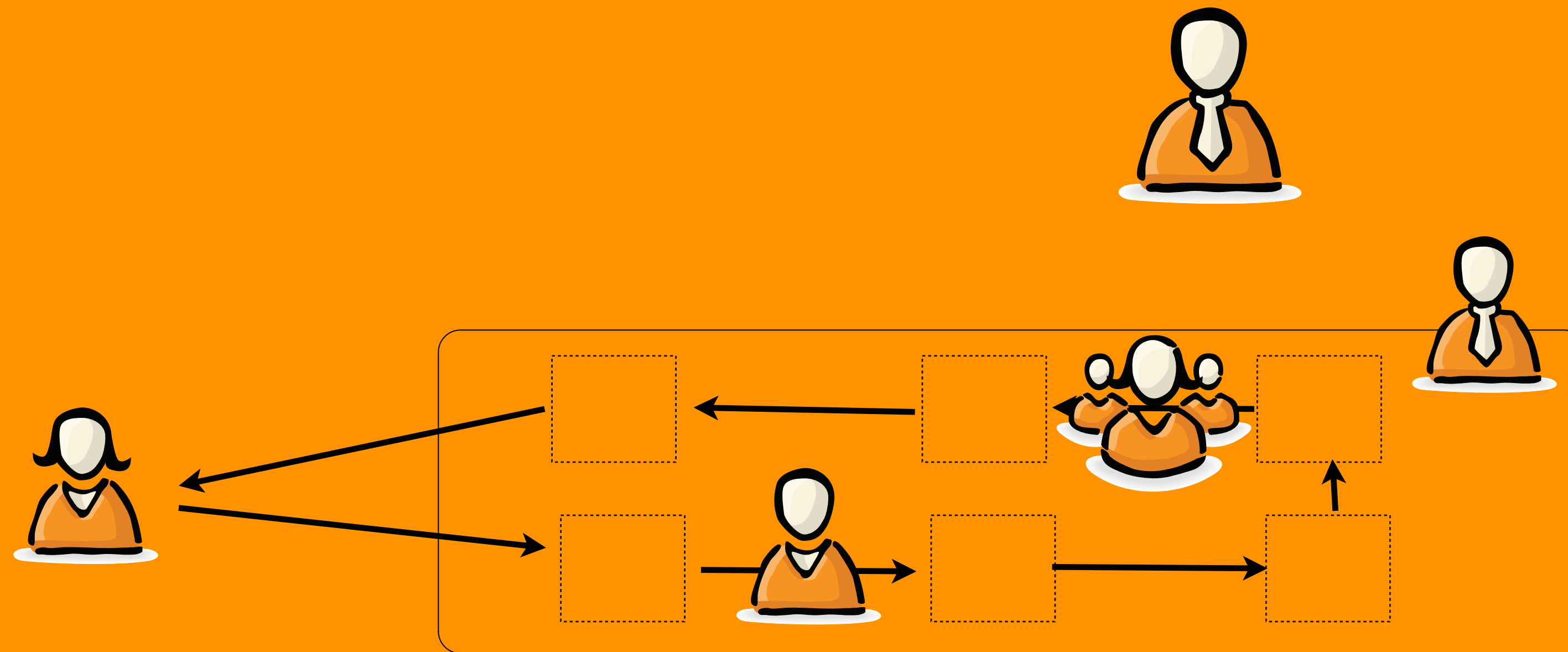


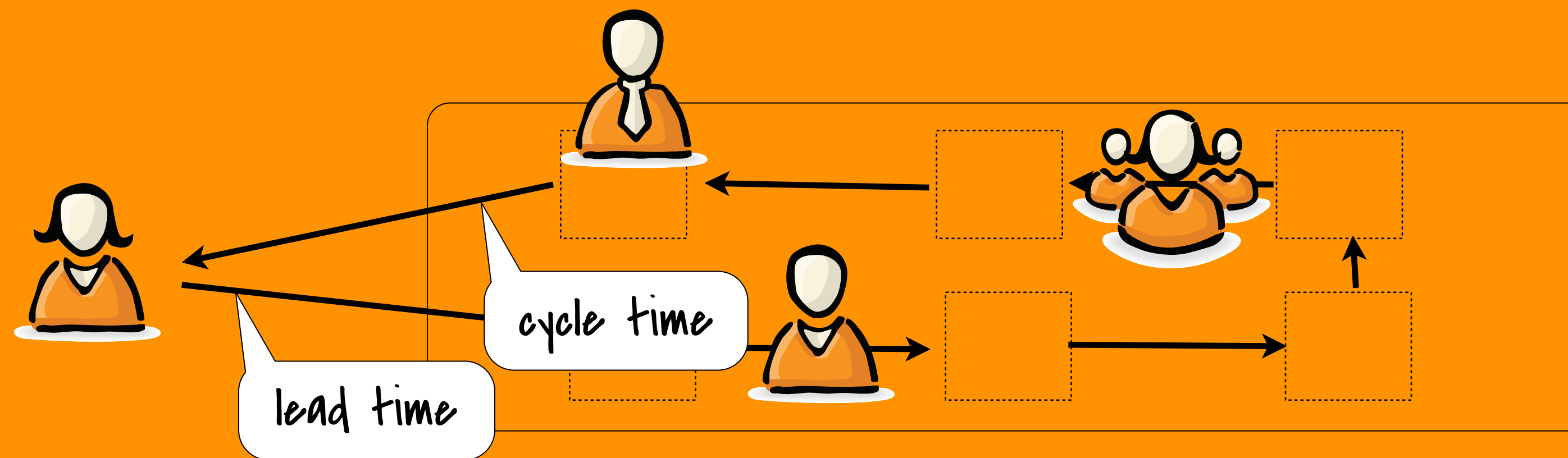
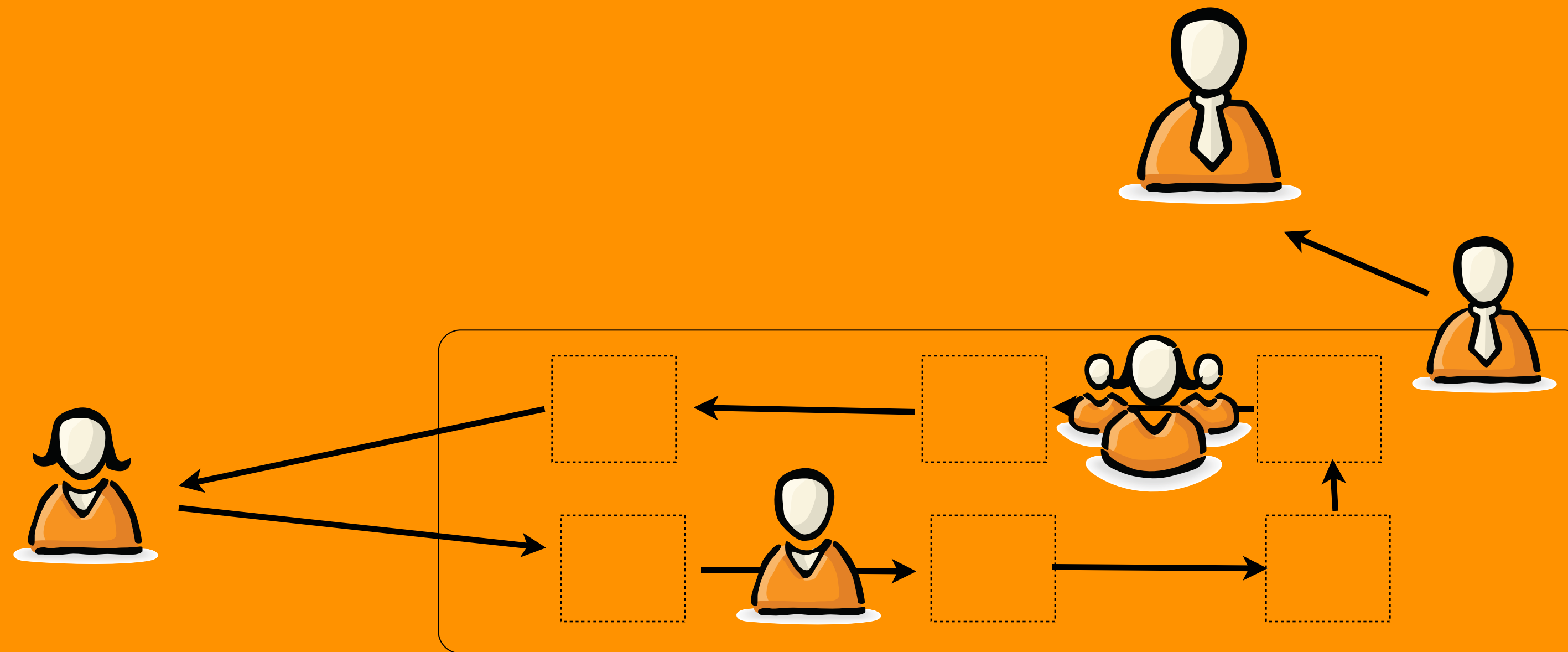


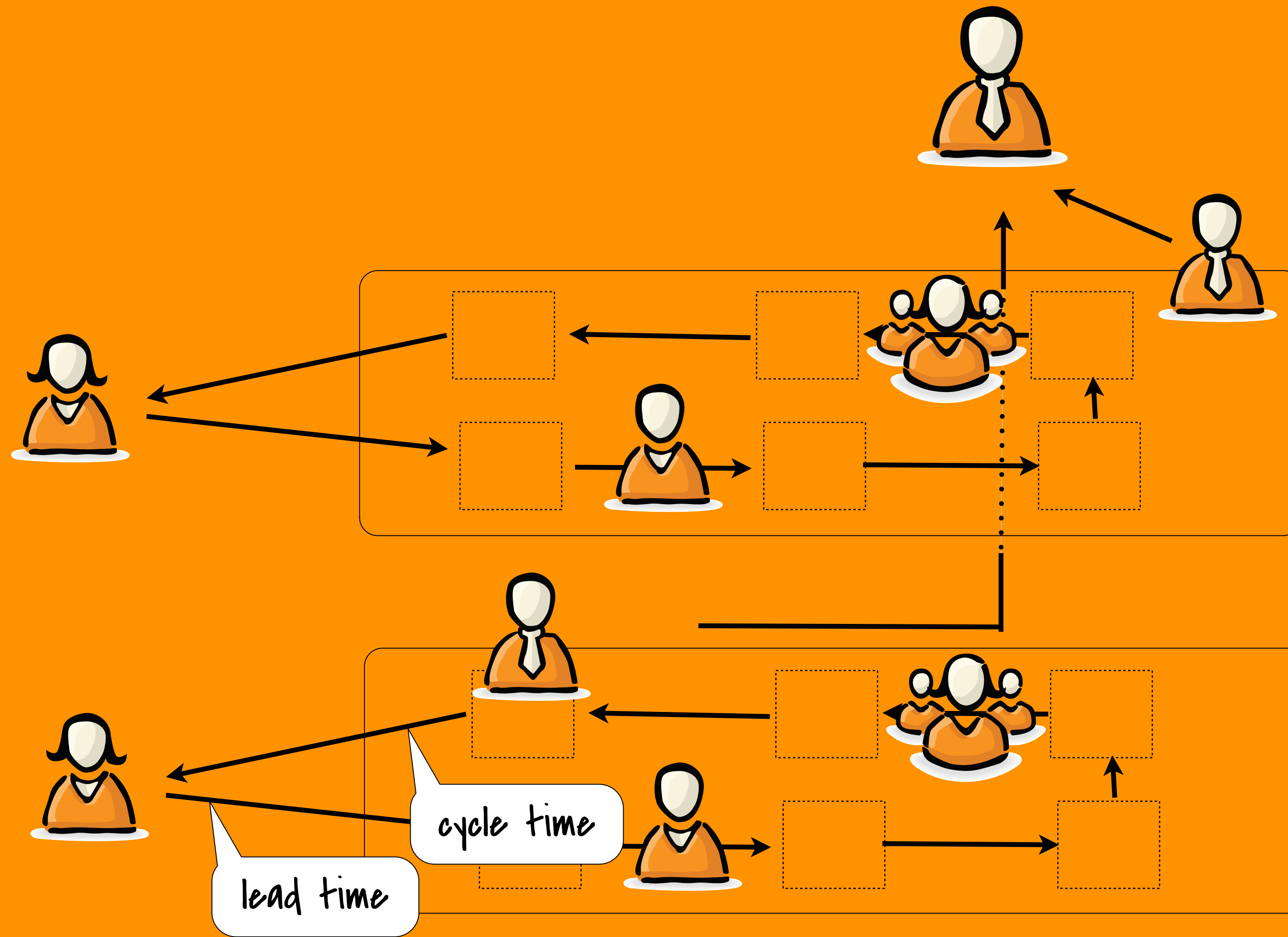


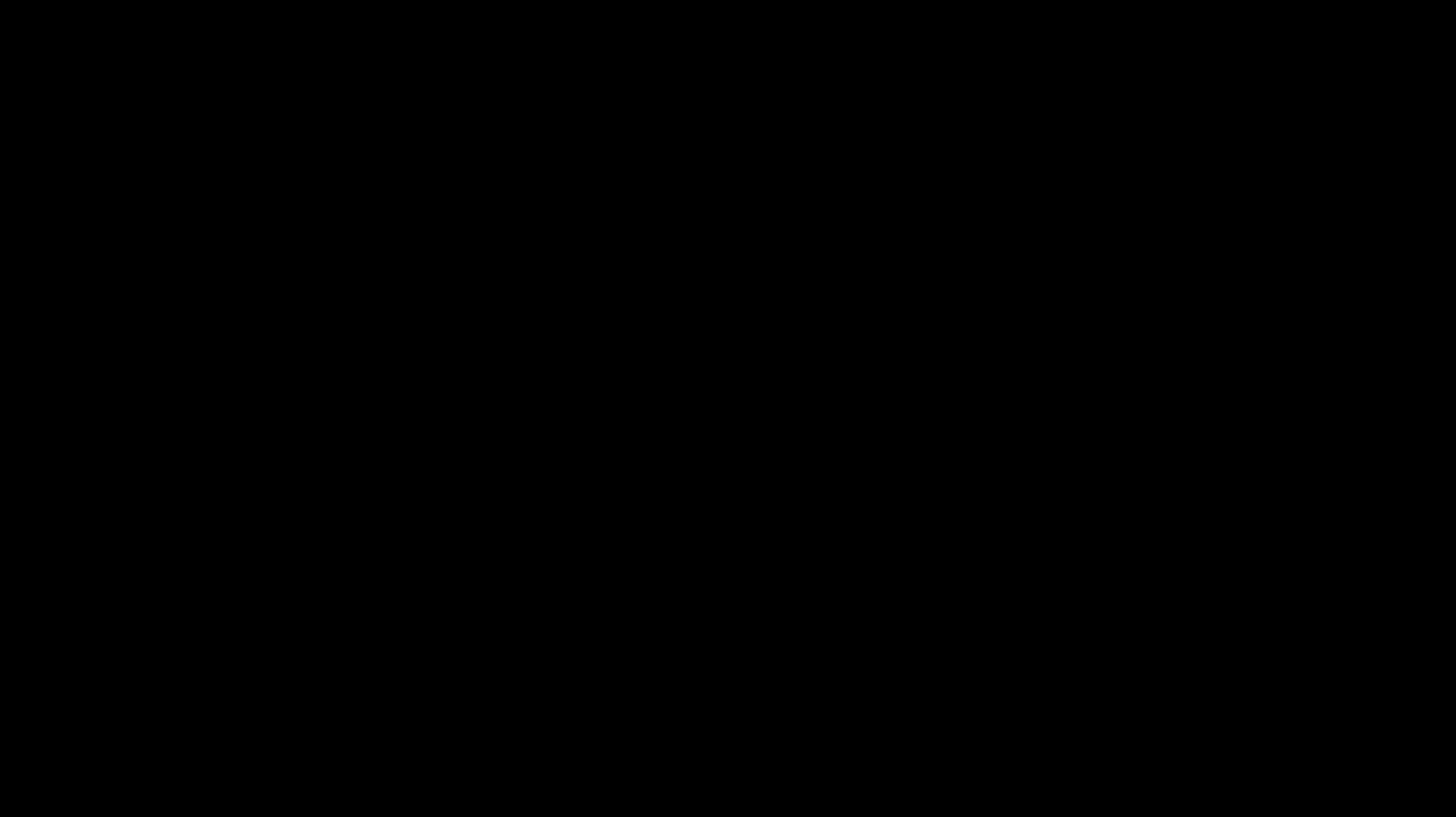












START PULLING

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PRODUCT OWNER

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- INTRINSIC MOTIVATION

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- INTRINSIC **MOTIVATION**
- MMF, **DISCOVER** HOW USERS USE

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- NO TASKS, LOTS OF **CONTEXT**

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TEAM

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- CODE **FEATURES**, NO FRAMEWORK

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- SLACK FOR **EARLY** ROI

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TEAM

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- SLACK FOR **EARLY** ROI
- BUILD **QUALITY** IN

IN ORDER TO <benefit>

AS A <role>

I WANT <feature>

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remember?

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- MAKES **DELIVERY** GO FASTER
- PRODUCES **VALUE**

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