

# Agile Dev Better Software DevOps **WEST**

A TECHWELL EVENT

## **AT12**

Agile Product Development  
Thursday, June 7th, 2018, 3:00 PM

## **Essential Product Ownership: It Takes a Village**

Presented by:

**Bob Galen**

Zenergy Technologies

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# **Bob Galen**

## **Zenergy Technologies**

An agile methodologist, practitioner, and coach, Bob Galen helps guide leaders and teams in their pragmatic adoption and organizational shift toward Scrum and other agile methods. Bob is often called “a Coach of Coaches” because of his deep and broad experience in the agile arena. He is director, agile practices at Zenergy Technologies; president of RGCG, LLC; and a frequent speaker at international conferences and professional groups on topics of agile software development. Bob authored Three Pillars of Agile Quality and Testing, Scrum Product Ownership, and Agile Reflections. A prolific writer, blogger, and podcaster, Bob can be reached at [bob@rgalen.com](mailto:bob@rgalen.com) or at LinkedIn.

# Essential Product Ownership

*It Takes a Village*



*2018 Redux*



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## Redux?

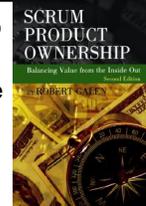
**The Essential Product Owner:**  
*Partnering with the Team*



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- In 2011 I delivered a talk entitled Essential Product Ownership – Partnering with the Team at the ADP conference in Vegas.
- Since then, some things have stayed the same and some have changed. Let's explore...
- <https://www.youtube.com/watch?v=BuTn1gRPFbc&t=11s>



## When I say Product Owner...?



Customer  
Business Analyst  
Stakeholder  
Product Manager  
Requirement Provider



Anyone tasked with describing and accepting business facing value produced by an agile team

*Clearly the reference is Scrum-centric*

## Audience?

- Truly not Product Owner centric
- Agile methodology agnostic
  
- I'm trying to imply a whole-team view, where the entire team:
  - Collaborates on the work
  - Elaborates stories
  - Delivers on value
  - Delivers on quality



## Who owns the Backlog?



## Show me the money

- Sprint Review / Demo is...
  - A Defining Moment
- 360 degree feedback
- Confirmation or Adjustments



Who goes?  
**EVERYONE!**

## Feedback, is...

*The Breakfast of Champions – Ken Blanchard*

- Be honest!
- Loops everywhere
- Learn to receive it well
- Take action!  
Do something!



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## Leading with your Goals

- Release
- Sprint
- Story
- Organizational



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## 3-Amigo's Conversations

- Collaboration across:

- Development
- Test
- Product
- Architecture & UX
- DevOps
- Stakeholder



## Mini Me



## What if you had to... Sell to your team?

- They were investing in your ideas
- Shared ideas, passion and vision
- Real \$\$\$



John Price

<http://careeningcontraption.com/what-if-your-scrum-team-was-funding-you/>

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## Close to The Customer

- Pairing with Customer Support
- Persona's
- Exploratory Testing
- Sprint Demo



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## Simplicity

**“That’s been one of my mantras — focus and simplicity. Simple can be harder than complex; you have to work hard to get your thinking clean to make it simple.”**

**-Steve Jobs**

## Backlog Look-ahead

- Regular, whole-team refinement
- Individual look-ahead
- Strategy unfolds
- Ready?



## A Tapestry that Includes Threads for...

Things to do:

- Themes
- Features
- Value increments
- Feedback
- Architecture
- Design
- Process
- Quality
- Testing
- Risk



- Deployment
- Regulatory
- Dependency
- Customer timing
- Release tempo

... Guiding us towards delivering customer value

## Visualization

- Story-mapping & Release (PI) Planning
- Big Wall
- Everywhere!
- You are here



## User Stories... Share More Narrative (Story)



Visualize, Explore, Feel; What's the motivation?  
Make it personal and a shared experience

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## Support Their Team

- You've got their back
- Trust them; Build trust
- Develop your team
- Maximize their strengths



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## Saying NO...

*There is only one way to stop the backlog from getting out of control. And that word is NO*

*It is the most important word for a Product Owner.*

*Saying YES to a new feature is easy. Especially since it's simply added to the backlog.*

*The most important job for the PO is to decide what NOT to build and take the consequences for that decision.*  
—Henrik Kniberg



<https://www.youtube.com/watch?v=502ILHjX9EE>

## Technical Debt

- Start shoveling
- See it, pay it
- 80:20 Rule
- Everyone contributes ideas, stories



## What have we... Learned?

- How to do something
- What works, what doesn't
- Estimation & forecasting
- Directional pivots
- *Software development is not engineering. Instead, it is exploration, experimentation, discovery, and learning...*



## You ARE the Product Owner

- Decisive leadership
- Courageous decision-making
- Leading from the front...and from the side



## It's OURS!

- Ownership of the backlog as a...

Team



**“It’s mine!  
Mine mine mine  
mine mine  
mine!”**

## Where have we been?

1. Reviews are defining moments
2. Goals everywhere
3. Feedback – The breakfast of champions
4. 3-Amigos and Mini-Me
5. Selling it to your team
6. Close to the Customer
7. Simplicity
8. Backlog Look-ahead across ALL threads
9. Visualize on walls
10. Story as narrative
11. Have your teams back
12. Learning to say No
13. Tidy with your Technical Debt
14. It's all about Learning

Product Ownership – It takes a Village

## Who owns the Backlog... So, Which is it???



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## Introduction Bob Galen

- Independent Agile Trainer & Coach at [RGCG, LLC](#)
- Director, Agile Practices at 
- Somewhere "north" of 30 years overall experience ☺
- Wide variety of technical stacks and business domains
- Roots of a software developer
- Senior/Executive software development leadership for 20+ years
- Agile "Coach of Coaches" and Leaders
- Deep XP, Lean, Scrum, and Kanban experience since 2000
- From Cary, North Carolina, dog lover, grandfather, husband



**Bias Disclaimer:**  
Agile is **THE BEST** Methodology  
for Software Development...  
However, **NOT** a Silver Bullet!



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## Contact Info

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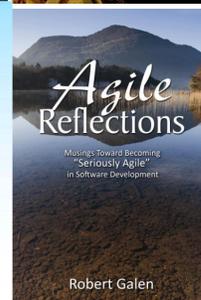
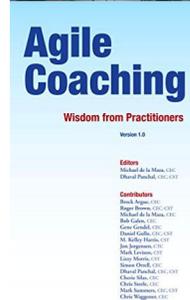
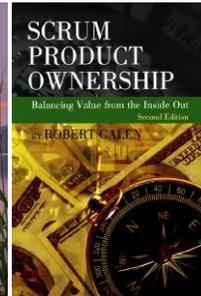
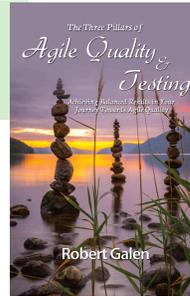
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**Podcast on all things 'agile' -**

<http://www.meta-cast.com/>



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