Agile Open Jam
Analysis and Product Management in Agile

Product Management Festival
Zurich
18 September 2014
Posters Invited Participants

Join a conversation
Offer a topic/select one*

topics poster
*Home Agile Product Management/Product Ownership

Agile Open Jam
#AgileOpenJam #PMF14
Seeded Topics

Facilitators/Hosts
Sharing PO Patterns

- Patterns that don't work (Scrum):
  - Team not aligned: Agile in name, not in practice.
  - PO has restricted access to IT team (Code review, deployment).
  - Standup/Retrospectives not effective.
  - 72/24/48 hour sprint cycle.
  - Story points estimates.

- Patterns that do work (Scrum):
  - Scrum ceremonies: sprint planning, meeting, review, retro.
  - Kanban vs. Scrum: " Worcestershire " vs. " Scrum "
  - Board team in Scrum: " Planning " meeting.
  - Very clear roadmaps:
    - Client feedback.
    - Staff feedback.
    - Staff " candor ".
Agile Product Management, Product Ownership, and tips for working w/ Project Managers
Agile Mindset

- Scrum Master: want to improve process
  - Need to understand what it really is.

- Good mentor: Execs need to understand agile
  - Pick 1 team & make small change
  - Protect the 1 team.

- Just do it: be great
  - Use experienced teams.

- Having a Positive Mindset
  - Carol Dweck

Dual Track Agile

- Discovery
  - Research
  - Vehicle

- Delivery
  - Code
  - Release
**UX in Agile**

- UX integrated into dev teams
- UX as a Service
- how do you manage knowledge within functions
- UX at a staff level
- UX vs. UX teams

**Business Analysts in Agile**

- BA as tracking
  - revenue
- BA as data analyst
  - BA as product owner vs.
  - data analysis
- BA as spreadsheet of analysts
- PMs need basic data analysis
- BA is instead of PMs
- BAs as a tracking
  - BA as a tracking guy
PO: feet in both the Business & Technical realms
Encouraging Innovation
Mechanisms of Kanban

Sales → PM → Dev → Ops → S

WIP = 3

[Diagram showing workflow and note 'Mechanisms of Kanban']
Organizer
Ellen Gottesdiener, EBG Consulting

Facilitators/Hosts
thank you!
Ellen Gottesdiener, EBG Consulting
Rainer Grau, Zuehlke
Thomas Hass, Inventique
Rich Mironov, Mironov Consulting
Adrienne Tan, Brainmates
Teresa Torres, Product Talk
Silvio Moser, SwissQ