Assigning Business Value to PI Objectives

Less Pain, More Gain

Marguerite Bryan
Senior Transformation Consultant
321 Gang
MBryan@321Gang.com

#SAFeSummit2019
Business Value

So, what is it really?
It’s many, many things…

Market Share
Brand Recognition
Solution Modernization
Customer Satisfaction
Regulatory Compliance
Revenue Growth
Risk Reduction
Organizational Learning

Cost Reduction
Enterprise Architecture
New Markets
Social Responsibility

Talent Retention
UX
So how does ‘a thing’ get quantified

• when it is so many very different things
• some of which are highly complex
• and fluid in terms of relative importance

by mere mortals who

• understand only some of these things
• and are riddled with biases
• in a setting outside their comfort zone
If it’s so HARD…

Why would we do it?
As a means to

- open conversation
- encourage learning
- build common understanding of goals
- facilitate trade-off decisions during a PI
- and enable a very important agile metric….

PROGRAM PREDICTABILITY
Why Program Predictability?

A means to measure an ART's ability to plan, and execute against plans.

A useful diagnostic of ART health.

Central to Continuous Improvement.

Essential in building Stakeholder Trust.
Make it Easier with Preparation

1. Coach teams on writing good PI Objectives
   • avoid technical jargon
   • think business value delivered
   • practice writing and presenting PI Objectives

2. Know your options
   • scaling 1 - 10 (across the ART or by Team)
   • individual team conversations or full ART activity
   • ....
Make it Easier with Preparation

3. Prepare stakeholders and solution teams

**WHY** we do this
- alignment around our shared goals (no surprises)
- enable trade-off decisions during PI
- continuous improvement of the ART

**HOW** we do this
- with understanding that there are many types of value
- which can change based on strategic priorities and conditions
Use Program Predictability

Establish baseline and set improvement goals

1. uncover issues impacting predictability
2. get to root causes
3. add to the program backlog for action

Why, that’s sounds like a Problem Solving Workshop!
The important thing…

**DEMONSTRATE** Continuous Improvement

**CELEBRATE** Continuous Improvement

**REWARD** Continuous Improvement
Questions?

Contact us:
MBryan@321Gang.com
info@321gang.com

#SAFeSummit2019