



# How to Wrangle a Transformation

David Hawks





# David Hawks



CEO, Transformation Coach

david@pathtoagility.com



# What are your biggest, burning questions about Agile Transformation?

## Top

3		how to best ensure consistent adoption of agile in a team when others in the company are dropping most agile ceremonies and practices
1		It seems that an Agile Transformation is "all or nothing". What does it take to setup up interim milestones to show progress so that burnout with the "transformation" may be minimized?
0		How do we break some terrible patterns caused by top down mandates? ex: story points = hours, and allocate all to 70 hrs to each 2 week sprints
0		What to do when a "transformation" has happened without key components (like continuous delivery), and then companies start to regress, what are the critical techniques/steps to get the enterprise back on track?

# Current State of Agility?

Superficial Agility	Improving Agility	Predictable Agility	Fast Agility
<ul style="list-style-type: none"><li>• Going through the motions</li><li>• Work is visible</li><li>• Silo development</li><li>• Lots of carryover</li><li>• Not strong PO/ SM</li></ul>	<ul style="list-style-type: none"><li>• Retrospectives have meaning</li><li>• ScrumMaster is Coach</li><li>• Work is estimated and velocity being measured</li><li>• Swarming and cross training is starting to happen</li><li>• Team identity is being created</li></ul>	<ul style="list-style-type: none"><li>• Carryover is limited</li><li>• Team's have focus (Limiting WIP)</li><li>• Constant team Backlog Refinement</li><li>• Break work down and swarm</li><li>• Whole team ownership embracing cross functional goals</li></ul>	<ul style="list-style-type: none"><li>• Cycle Time has been significantly reduced</li><li>• Able to respond to new high priority and deliver quickly</li><li>• Leadership focus on optimizing the whole</li><li>• Urgently resolve organizational impediments</li><li>• Test Automation, Continuous Integration, DevOps in place</li></ul>

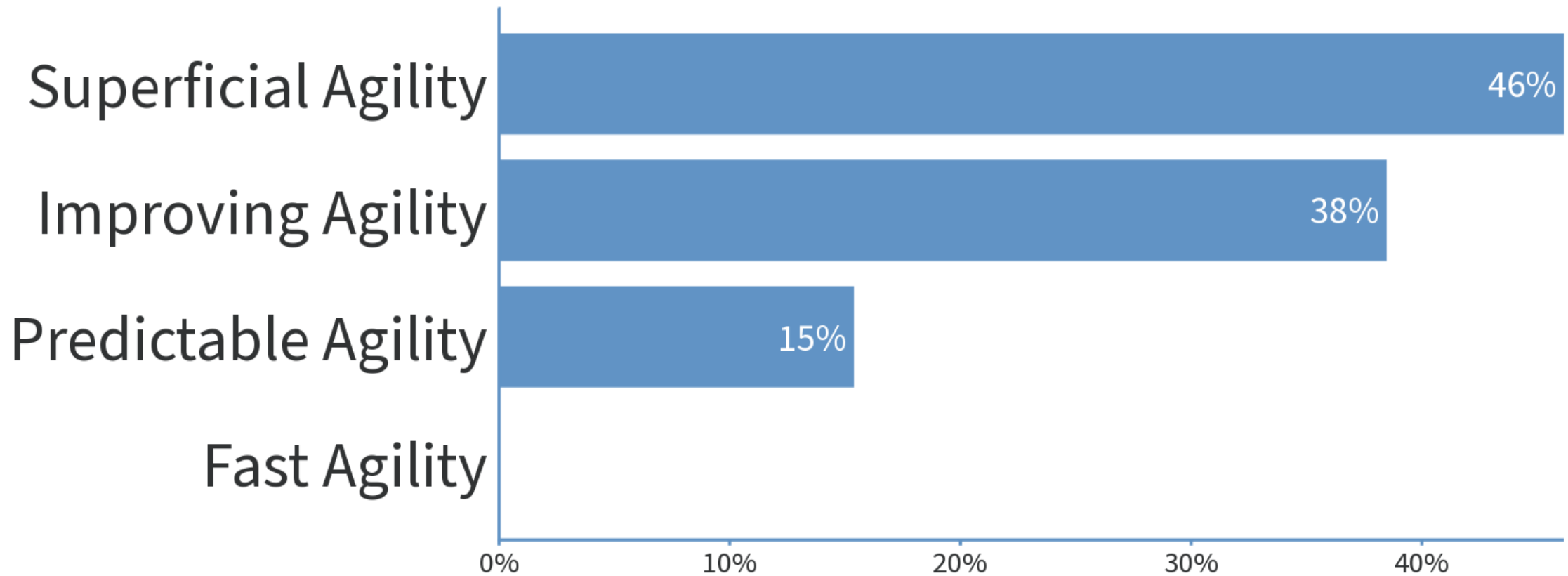
Get your mobile phone ready as we will do real time polling during this session.

**Text VELOCITY to 22333 to join.**

🌐 When poll is active, respond at **pollev.com/velocity**

📱 Text **VELOCITY** to **22333** once to join

## What level of Agile is your organization?



Total Results: 13

# What are the top Transformation Challenges you are experiencing?

Top

- 5 Dictated target dates
- 5 Lack of Management Buy-in
- 4 management still wants total control
- 2 Management unrealistic expectations: better, faster, cheaper immediately
- 2 Unwillingness to let go of traditional management

# Top 5 Reasons Transformations Fail

**1**

**Implementing  
Practices Over  
Outcomes**

**2**

**Focus Only On  
Team Level**

**3**

**Training without  
Coaching**

**4**

**Lack of Business  
Engagement**

**5**

**Not Optimizing  
Across Entire  
Value Stream**

# What is a bad transformation goal?

“ forcing people into an agile implementation without buy in or real understanding of the why ”

“ Hiring consultants who can "make us better' ”

“ putting people in roles. ”

“ Checklists on ceremonies ”

“ Organizing around an Agile Release Train (ART) - which isn't even remotely meeting the definition of a Release Train ”

“ X people getting certifications ”

“ Implementing agile transformation without understanding what "success" looks like ”

“ counting credentials ”



## Business Outcomes

Before an organization embarks on the road to agility, the leadership team uses the Path to Agility approach to identify and prioritize business outcomes that are best suited to their organization's needs and goals. The approach provides nine common business outcomes, based on many years of experience, that provide a starting point for alignment.

**1:00**

Timer

**0** of 0

Total responses



### Live Polling Details

[Clear Results](#)[Open Voting](#)

#### Employee Engagement

Employees are more satisfied in their work, willing to go the extra mile, passionate about the purpose of their jobs, and committed to the organization.

0



#### Customer Satisfaction

Customers are satisfied with the experience, benefits and outcomes when using your product or service.

0



#### Quality

The product or service meets the expectations of the market for usability, reliability, etc.

0



#### Speed

The time it takes to deliver an idea into the market.

0



#### Predictability

Teams maintain a predictable cadence of delivery enabling the business to make informed business decisions.

0



#### Innovation

New ideas, creative thoughts, or novel imaginations provide better solutions to meet new requirements, unarticulated needs, or known market needs.

0



#### Market Responsiveness

The ability of the organization to pivot quickly to respond to ever-changing market demands.

0



#### Productivity

Increase the business value realized while maintaining or reducing costs.

0



#### Continuous Improvement

The ability of the organization to relentlessly pursue optimizations in all aspects of business functions.

0



# Business Outcomes



# What Defines Good Agility?

How would you assess and know that a company is doing good agility?

What would you look for?

How would you know a team is doing good agility?

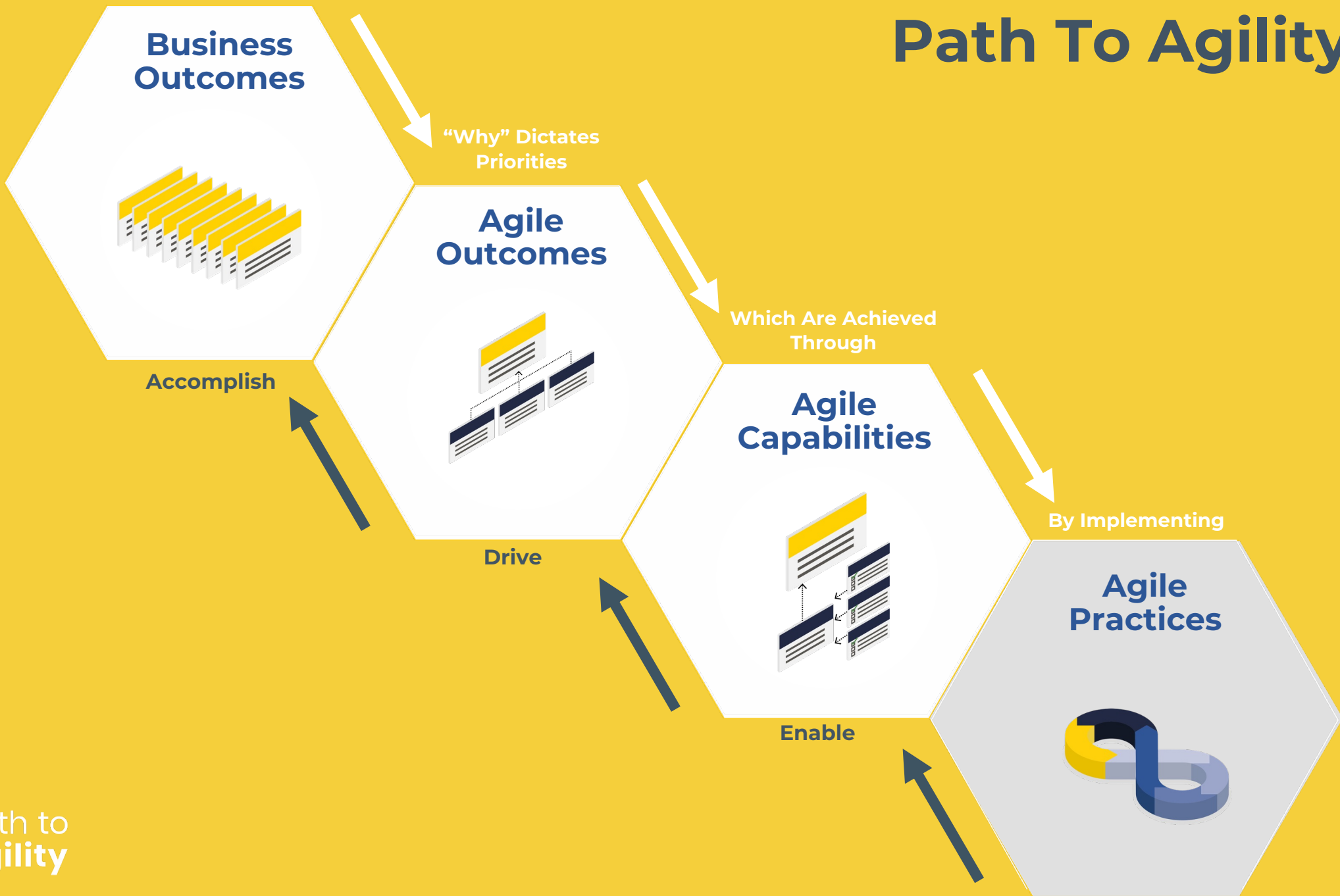
Put 2 or 3 things in zoom chat

# Path To Agility®





# Path To Agility®



End Poll

Align |  
Organization

## Compelling Purpose

Select Progress ▾

←  
Previous

Compelling reason(s) why the organization should change has been communicated across the organization, clear measures of success defined and everyone is compelled into action.

Next →

1:00

Timer



0 of 0

Total responses



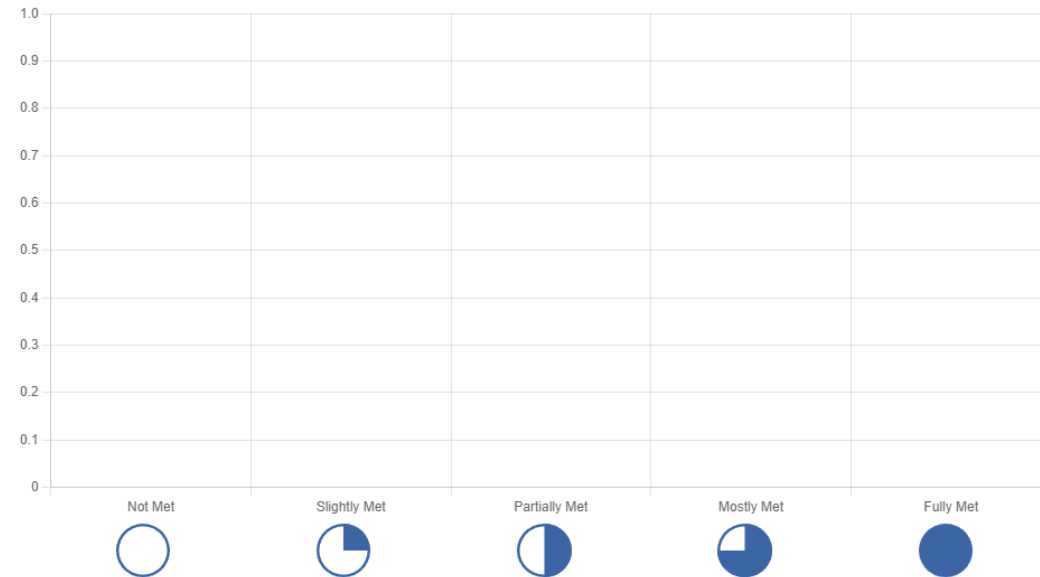
N/A

Recommended Vote

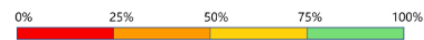
### Live Polling Details

Clear Results

⌵ Open Voting



## Path to Agility Map



Employee Engagement



Align

Learn

Predict

Accelerate

Adapt

Org

Compelling Purpose

Rollout Strategy

Action Enabled

Team Empowerment

Agile Leadership

Ability to Focus

Sustaining Improvement

Decision Agility

Whole Org Agility

Purpose Driven Leadership

System

Products Defined

Product Value Management

Ability to Forecast

Value Alignment

Value Delivery Coordinated

Multi-Team Predictability

Complexity Reduced

Faster Time to Value

Market Agility

Team

Team Formed

Team Ownership

Visibility Created

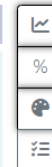
Predictable Delivery Cadence

Cycle Time Reduced

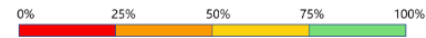
Quality Feedback Loop Shortened

Release Continuously

Product Learning Accelerated



## Path to Agility Map



Employee Engagement



Align

Learn

Org

Compelling Purpose

Action Enabled

Rollout Strategy

Team Empowerment

System

Products Defined

Product Value  
Management

Value Alignment

Value Delivery  
Coordinated

Team

Team Formed

Visibility Created

Team Ownership

## 0% AO Team Ownership

## Description

Select Progress

## AC Team Coaching

## Description

Focusing the health of the team will ensure the team is continuously striving to improve and stay high performing.

## Acceptance Criteria:

- The Team Coach ensures team is holding themselves accountable to their defined process and team agreements
- The Team Coach ensures impediments to the team are removed quickly
- The Team Coach ensures a radiator of Information exists for the team (rundowns, sprint goals, etc)
- The Team Coach facilitates team events and workshops
- The Team Coach supports all team roles (e.g Product Owner, Scrum Master)
- The Team Coach is a servant leader to the team
- The Team Coach is trained/ educated on their new role (i.e. Agile/Scrum SM Training)

AC Team Value Ownership

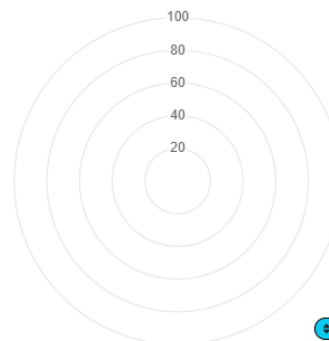
AC Plan Iteratively

AC Backlog Refinement

AC Daily Synchronization

AC Delivery Team

AC Continuous Team Improvement



Prioritize

Adapt



%



Whole Org Agility

Purpose Driven  
Leadership

Market Agility

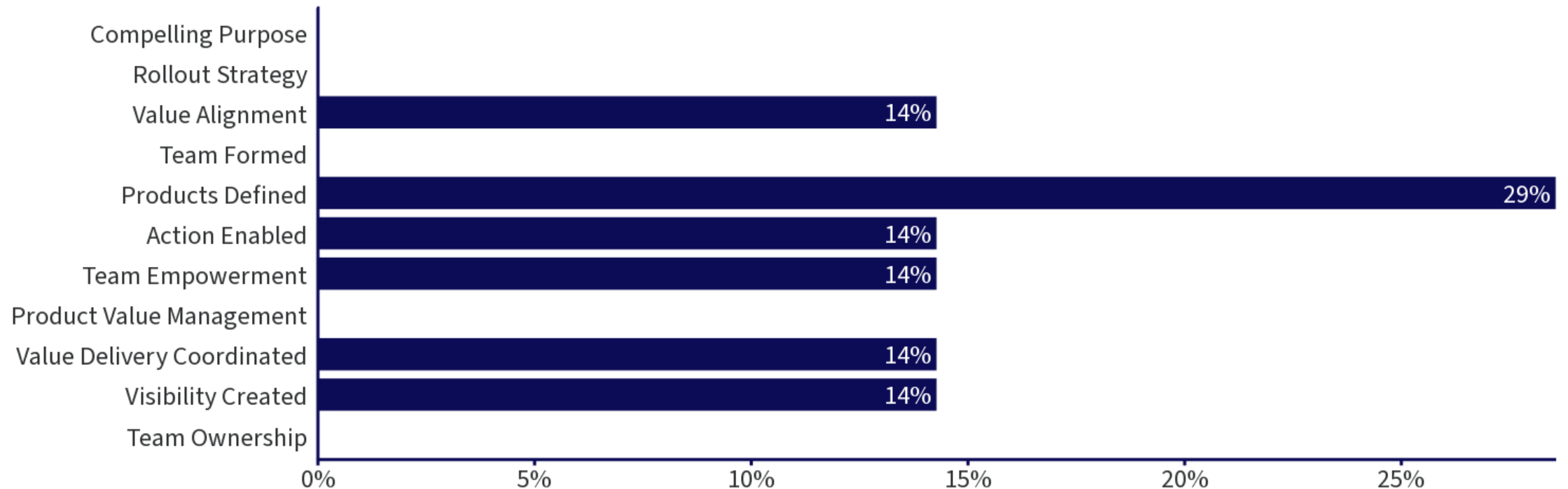
Product Learning  
Accelerated



🌐 When poll is active, respond at **pollev.com/velocity**

📱 Text **VELOCITY** to **22333** once to join

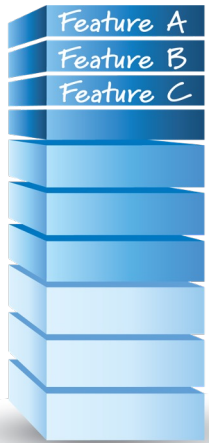
# Which Agile Outcome needs the most attention in your org?



Total Results: 7

# Run the Transformation *Using Agile*

Insights and organizational  
impediments from teams



Transformation  
Backlog



Agile  
Leadership  
Team (ALT)



Product of  
Transformation:  
Agile teams working in an  
agile organization

# Discussion

Why would the following be good practices for an Agile Leadership Team (ALT)?



**Cross  
Functional  
Leadership  
Team**

**Running  
the ALT with  
Agile**

**Having  
Visible  
Huddles Out  
in the Open**

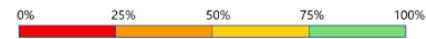
**Tracking  
Impediments  
on a Visible  
Board**

[← Sample Company Overview](#)

## Organization 1

[ALT](#) [Business Outcomes](#) [Map](#) [Work Items](#) [Progress](#) [Assessment](#)

## Path to Agility Map



Filter by tag...



05/03/2022 - Q3 - 2022



05/03/2022 - Q3 - 2022

04/20/2022 - Q2 - 2022

04/07/2022 - Q2 - 2021



Add your top Business Outcomes!



Align

Learn

Predict

Accelerate

Adapt



Org

Compelling Purpose

1

92%

Rollout Strategy

2

80%

Action Enabled

50%

Team Empowerment

42%

Agile Leadership

15%

Ability to Focus

0%

Sustaining Improvement

13%

Decision Agility

13%

Whole Org Agility

Purpose Driven Leadership

System

Products Defined

3

58%

Value Alignment

4

67%

Product Value Management

50%

Value Delivery Coordinated

33%

Ability to Forecast

17%

Multi-Team Predictability

8%

Faster Time to Value

13%

Market Agility

Team

Team Formed

5

63%

Visibility Created

58%

Team Ownership

50%

Predictable Delivery Cadence

0%

Complexity Reduced

8%

Cycle Time Reduced

15%

Quality Feedback Loop Shortened

13%

Release Continuously

6%

Product Learning Accelerated

