



Date: Saturday, 01-24-2009

Session Title: Agile Product Management – Making Things Happen

Presenter: Walter Bodwell

What should I take away from the session? (Summary):

Notes (key points, book suggestions, website suggestions, etc)

- Flavors (SCRUM, XP, Lean, etc)
- Short increments (1-4 wks), adaptive, collaborative
- Results in – better productivity, quality, customer satisfaction , visibility, morale
- distributed teams are less efficient than local teams
- misconception: agile doesn't involve planning
- Scrum is naked without XP
- Old world
 - o Wrote lots of reqs that were never implemented
 - o Created roadmaps of features
- Agile
 - o Create priority lists
 - o Collaborative creation of details
 - o Change priorities as you learn
 - o Specify themes in roadmap rather than features
 - o Talk about relative priorities with customers
- The backlog should be a ranked list of stories
 - o Stories: "As a <type of user>, I want <feature> so that <business value>".
 - o Good stories meet INVEST criteria – independent, negotiable, valuable, estimatable, right size, testable
- Challenges in planning – finance, marketing, sales need to know what to plan for and often can't be as agile as Prod Mgt and Dev
 - o Product team is often left with the task of translating what agile changes mean across the entire organization

- Who owns the product? A prod mgr or a proxy such as an architect or SW lead? Some companies don't have enough prod mgrs to go around.
- Prioritization never stops
- Split stories so that they fit in the iteration, but it must still add customer value even as a small chunk
- Keep themes loose and involve customers in setting priorities...demo with customers when possible.