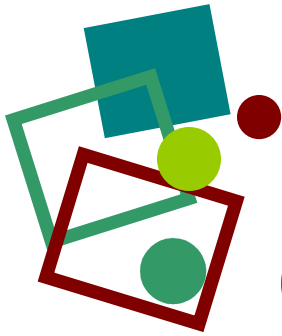# There's No Holy Grail: The Truth About Agile, Gamification and Quick Fixes
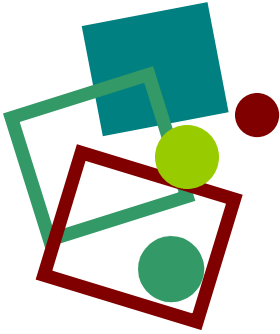
Presented by
**Russell Martin & Associates**
info@russellmartin.com
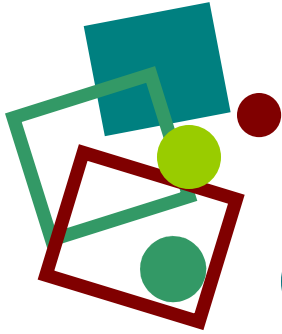www.russellmartin.com
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# Content

- Gamification

- Methodology Madness

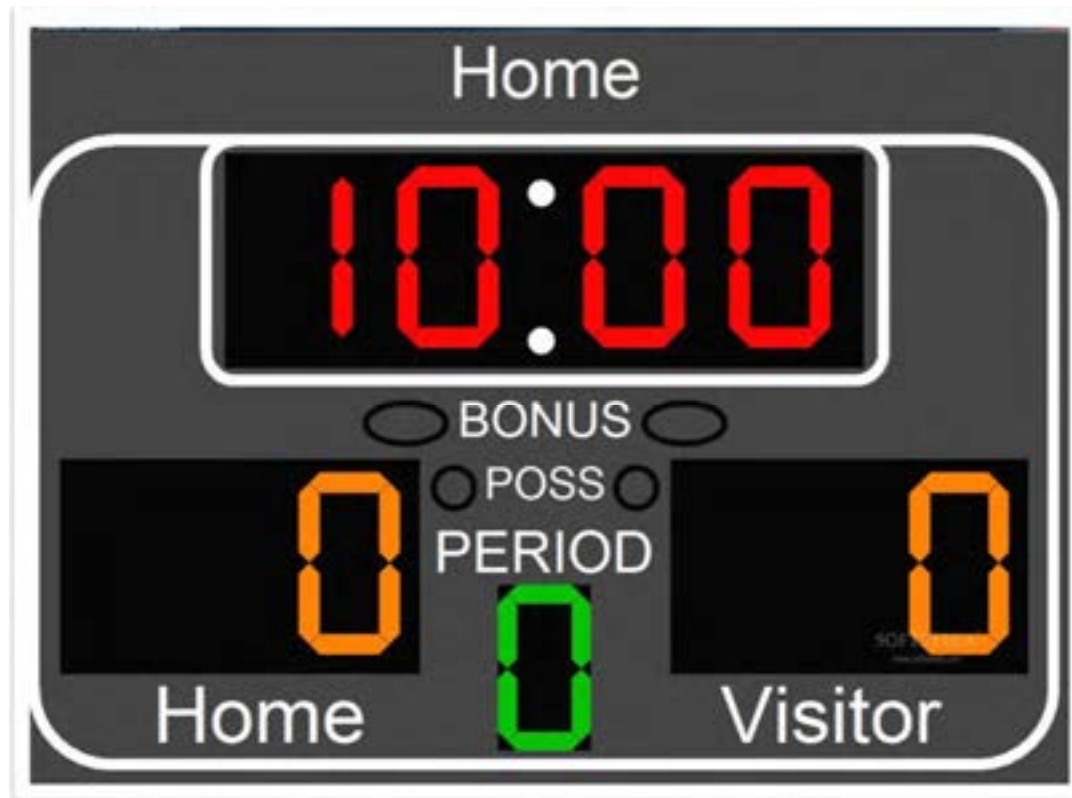- Project Management as a Language to Communicate

- How will YOU play?

| INTERNAL RESOURCES | CONSULTANTS |
| --- | --- |
|  |  |

# Gamification

© Russell Martin & Associates, www.russellmartin.com
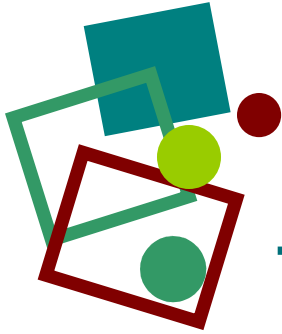
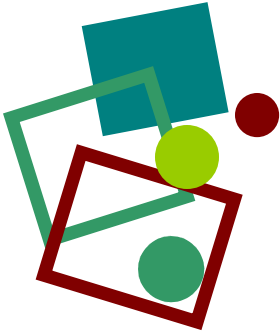# Two Important Questions

1. What will the person be able to do AFTER the learning experience that they can't do now?

2. Why Today?

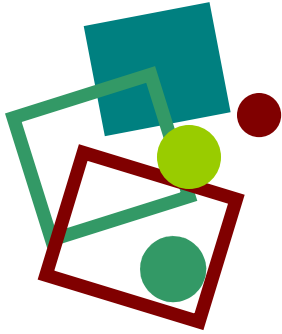© Russell Martin & Associates, www.russellmartin.com

# Learning Doesn't Change

$$(S+K) \times M = P$$

*We learn in diverse ways (uniquely)*

Ex: Multiple Intelligences

*We learn socially*

Ex: Knowledge Management

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# Learning & Performance Requires...

$$(SAM + CCAF) \; Partnership \; \& \; Communication = Meaningful, \; Memorable \; \& \; Motivational \; Learning \; Experiences$$

- Jeopardy Game to teach Coaching
- Jeopardy Game to teach Compliance Rules
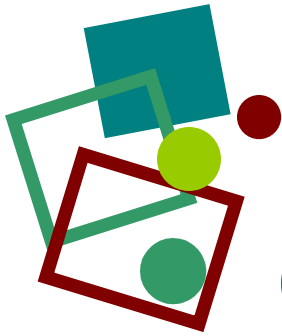- Competitive Scoreboard for results of New Product questions
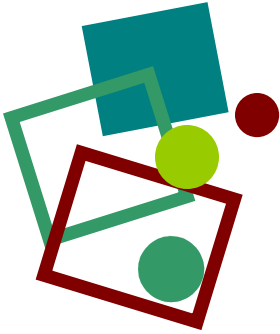
# Methodology Madness

The Agile Manifest 2001

*We value...*

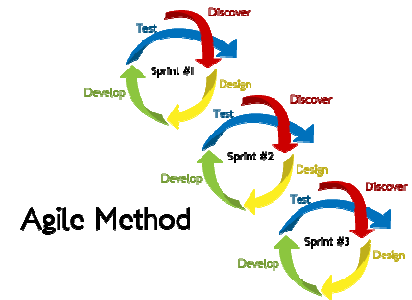- **Individuals + Interactions** over Processes and Tools
- **Working Software** over Comprehensive Docs
- **Customer Collaboration** over Contract Negotiations
- **Responding to Change** over Following a Plan

# Choices



**A**nalyze
**D**esign
**D**evelop
**I**mplement
**E**valuate

**Linear / Waterfall**
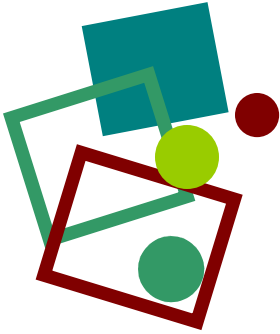
Pros:

Cons:

**Iterative Prototyping**

Pros:

Cons:

**Agile/XP/Lean**

Pros:

Cons:

# Bad News Early is Good News

## Whichever one you love…

- Get the *Right People*

- Get **focus time**

- Don't lock on, iteratively discover through Divergence and Convergence

- Governance at appropriate places

- Focus on **performance** not **content**

- Focus on **performance** not **tools**
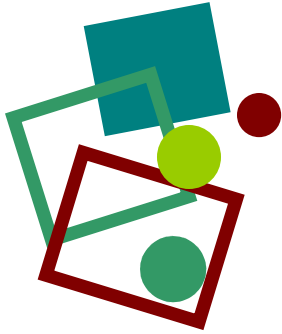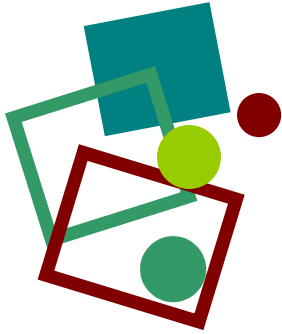
# Project Management as a Language

"How does a two year project take five years?"



"One day at a time." - Frederick Brooks,
The Mythical Man-Month

# Projects are Flash Mobs

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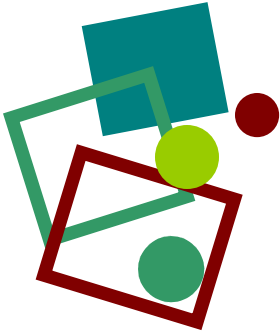
# How do you work on projects?

| Ten Years Ago... | Present... |
|---|---|
| Hours per day you work on work: | Hours per day you work on work: |
| Number of projects you manage: | Number of projects you manage: |
| Number of roles per project needed to complete your project (who are not dedicated to your project): | Number of roles per project needed to complete your project (who are not dedicated to your project): |
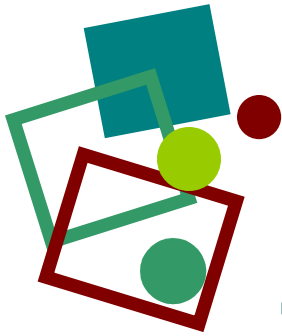
# Steps to Great Projects

**D**are to **P**roperly **M**anage **R**esources!
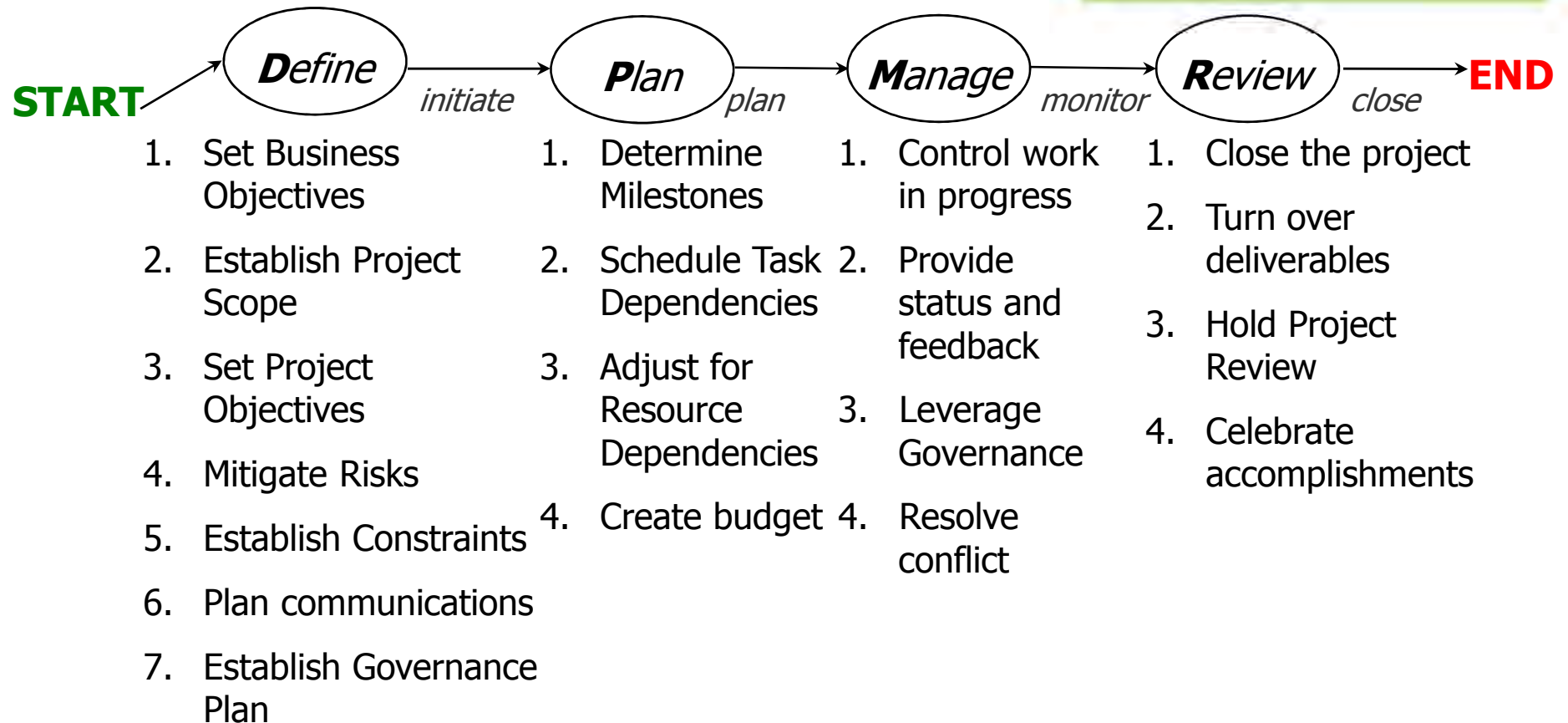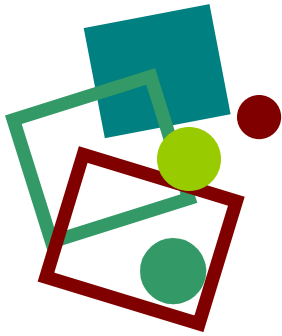
START → **D**efine → *initiate* → **P**lan → *plan* → **M**anage → *monitor* → **R**eview → *close* → **END**

**Define**
1. Set Business Objectives
2. Establish Project Scope
3. Set Project Objectives
4. Mitigate Risks
5. Establish Constraints
6. Plan communications
7. Establish Governance Plan

**Plan**
1. Determine Milestones
2. Schedule Task Dependencies
3. Adjust for Resource Dependencies
4. Create budget

**Manage**
1. Control work in progress
2. Provide status and feedback
3. Leverage Governance
4. Resolve conflict

**Review**
1. Close the project
2. Turn over deliverables
3. Hold Project Review
4. Celebrate accomplishments

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# **Define** The Scope Diagram

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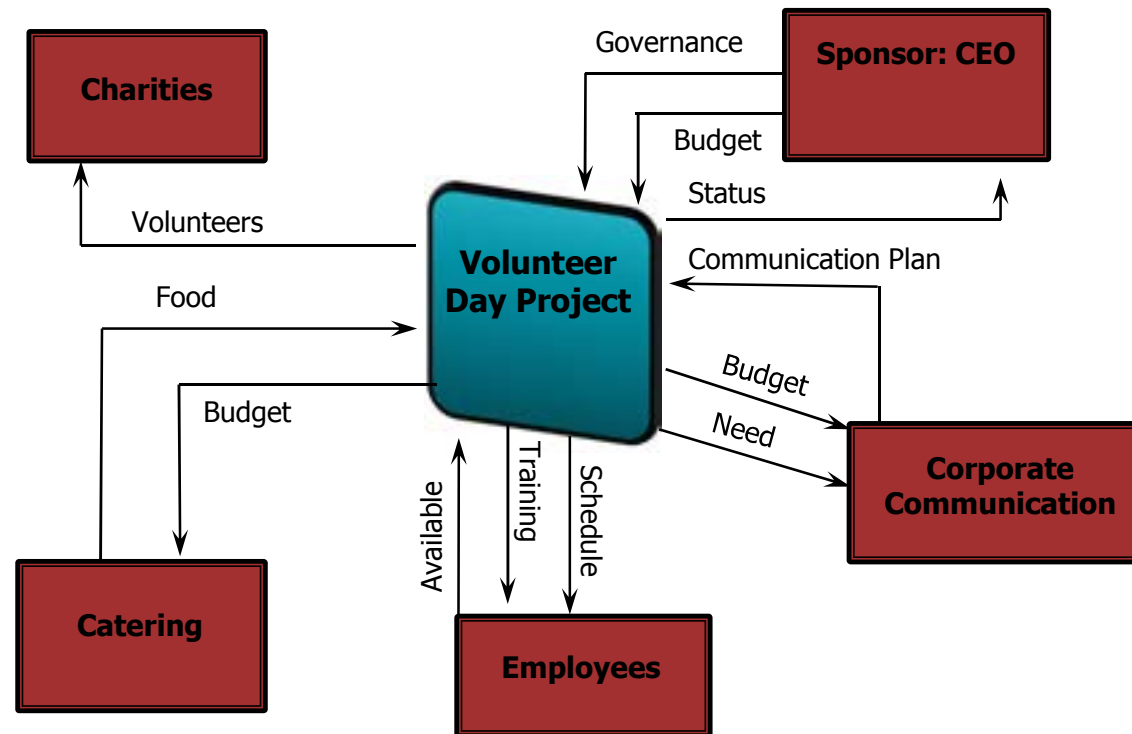
## Project Charter:

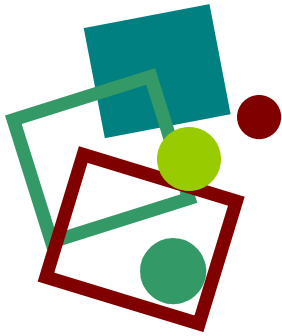| | |
|---|---|
| | **Business Objectives ( Increase Revenue, Avoid Cost)**<br>Primary<br><br>Secondary |
| | **Project Objectives** |
| | **Quick N' Dirty Risk**<br><br>Size (1-10 big) _____<br><br>Structure (1-10 no requirements) _____<br><br>Technology (1-10 new) _____<br><br>**Average** _____ |

| Constraints | Can't move | Moves little | Negotiate |
|---|---|---|---|
| Time | | | |
| Cost | | | |
| Quality/Scope | | | |

| RISK FACTOR | LIKELIHOOD (L, M, H) | IMPACT (L, M, H) | PREVENT BY (on Project Plan | REACT BY |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| Project Charter: | |
|---|---|

## Communications Strategy

| Stakeholder | Goal | Frequency | Medium | Comments |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

## Governance Strategy

| Type of Change (requirements, budget, scope, etc.) | Final Decision Makers | Consulted | Comments |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

# PM: Where does it go?

Analyze
Design
Develop
Implement
Evaluate



Agile Method
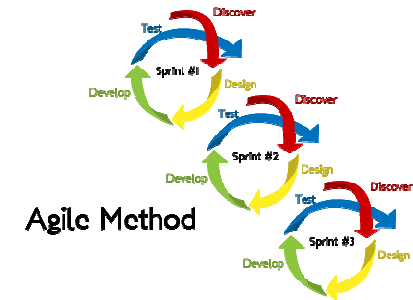
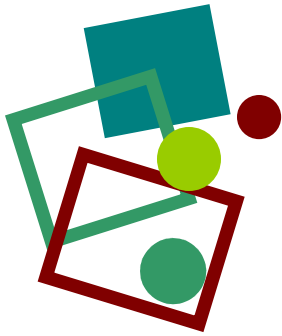Project Charter          Project Schedule                    Design Proof

Governance Plan          Communications Plan
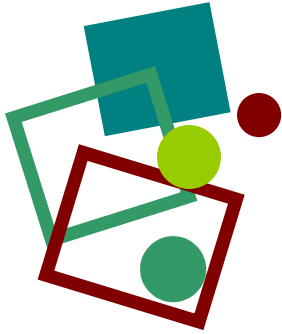
Transition Plan

# It's a **Draft**

- As the project progresses and new data emerges then we "must" change the plan ...

  - Changes to the plan are never "failures" in this model, just emerging realities ...

  - Those who created the plan did not fail - they created what they could with what they knew ...

    *- from "Why Systems Fail"*

**Project Charter
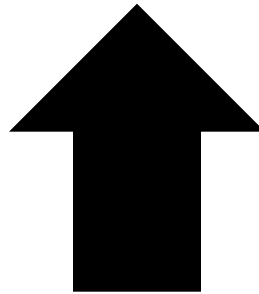Time to create: < 45 minutes**

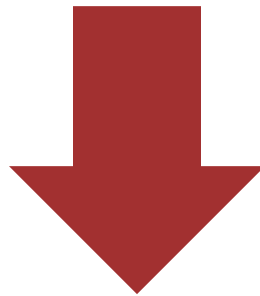# How will you play?

THE POWER OF
YOU

+10   Ownership
      Accountability
      Responsibility

      I am part of the
      problem and solution.

0 —————————————————

                          Blame      This is not my
                          Excuses    problem.
-10                       Denial

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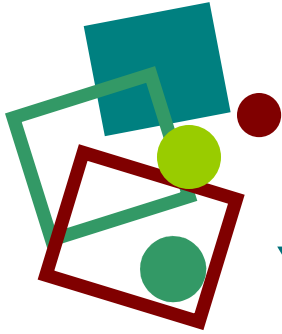
# Your Mission

| What You Need | How Will You Do It? |
|---|---|
| The Right People | |
| Focus Time | |
| Performance Goals Driven | |
| Governance | |
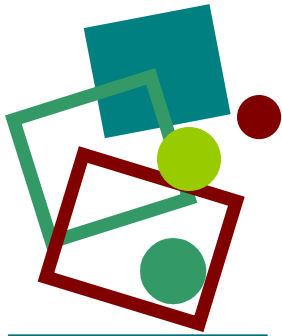
# How Can I Get More HELP?
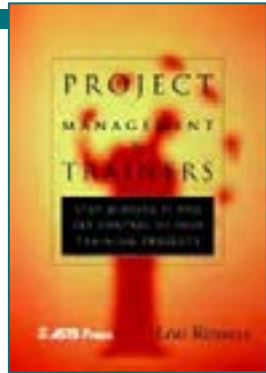
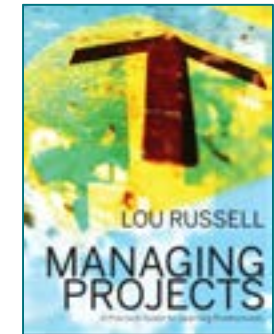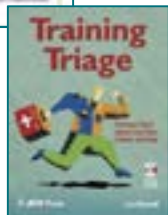At [www.russellmartin.com](www.russellmartin.com):

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