

re·vers·ify

*re·imagining your Scrum to
re·vers·ify your organisation*

Scrum Day Danmark

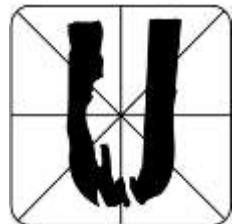
29 May 2017

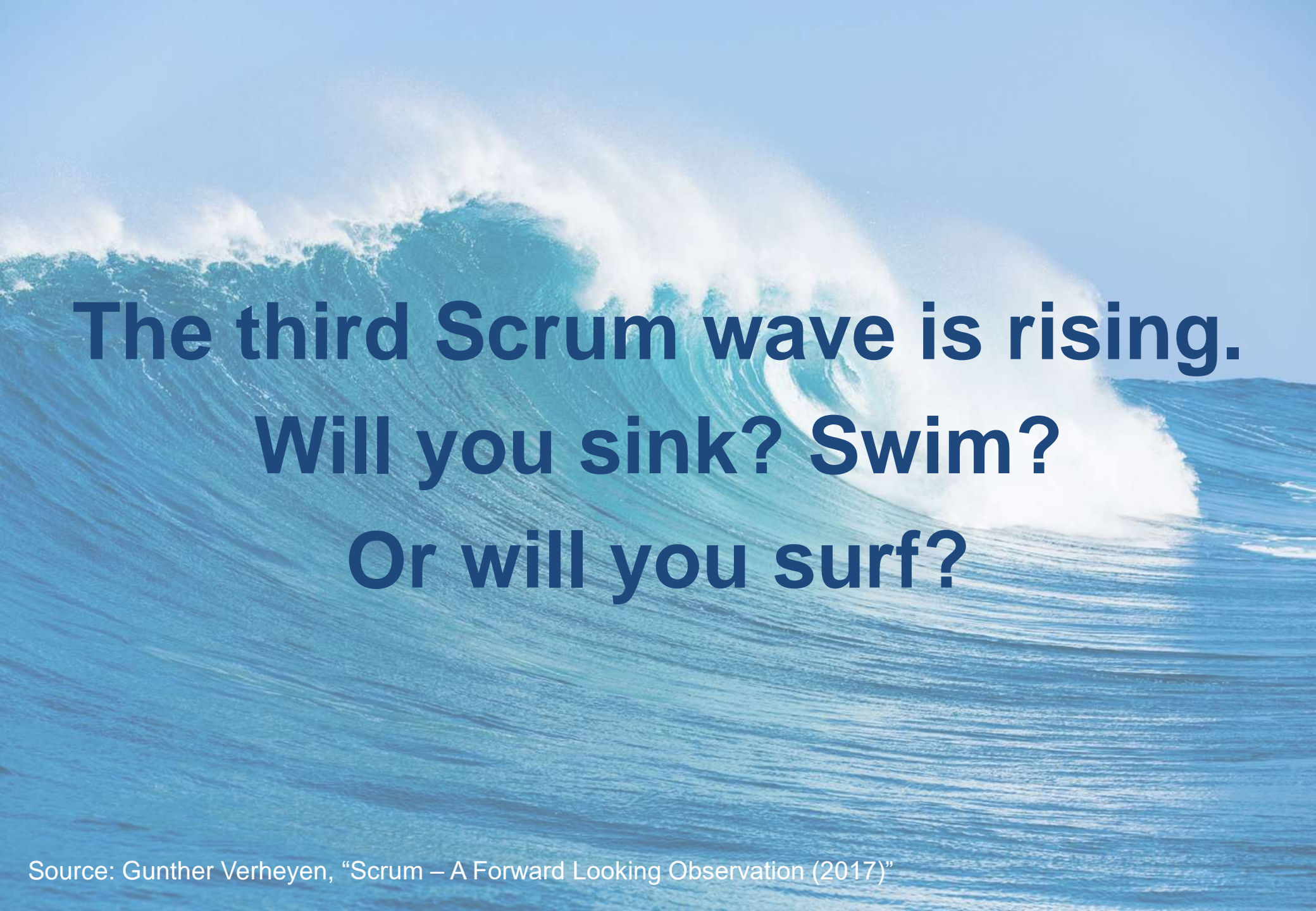
Copenhagen (Denmark)



by **Gunther Verheyen**

*Scrum. Connector, writer, speaker,
humaniser.*





**The third Scrum wave is rising.
Will you sink? Swim?
Or will you surf?**

“The future state of Scrum will no longer be called ‘Scrum’. What we now call Scrum will have become the norm, and organizations have re-invented themselves around it.”

Start. Subsequently, don't stop.



To re·vers·ify (definition)

„ **reversify** (verb) /(')rē+'vər-sə-,fī/

- 1. To formulate anew in verse;
To turn (a text) into verse again;
To rework (a piece of verse) into a different form.*
- 2. To re-emerge an organisation drawing on
people's ability to re-imagine Scrum.*



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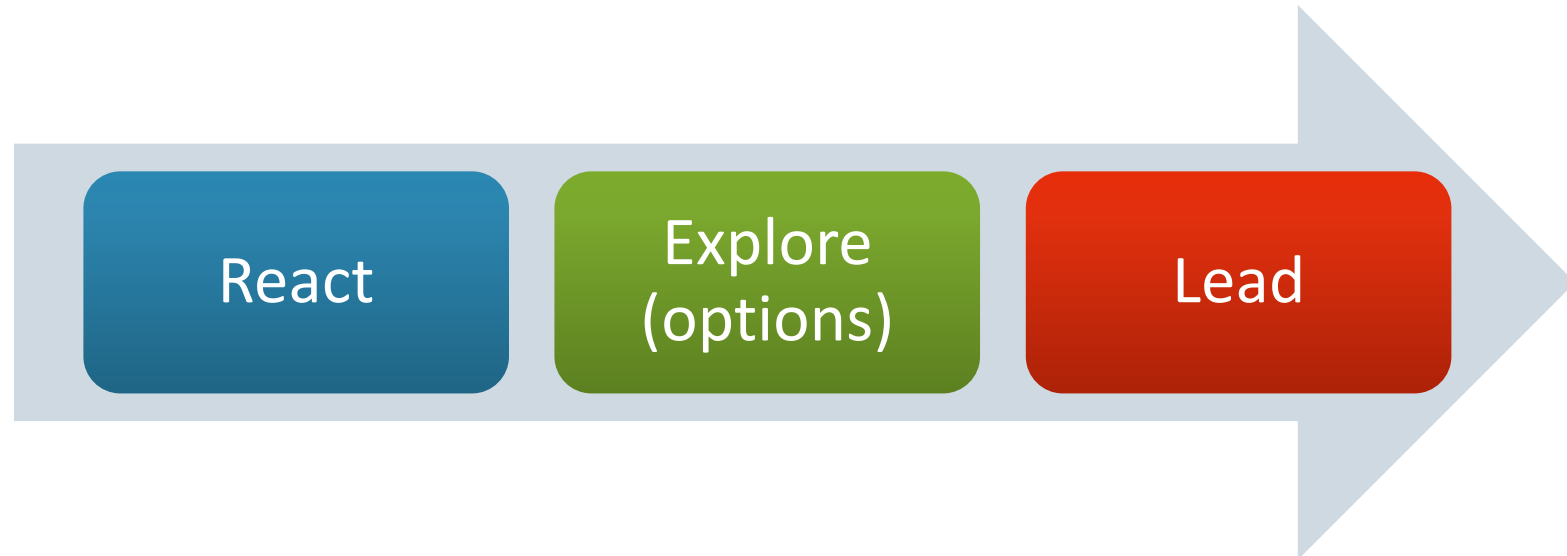
The Growth Trap

A brief history of organisational design

Scrum. *Simple, not easy.*

Agility is why organisations want Scrum

- Agility is an organizational state of constant flux, evolution, innovation, improvement and re-invention.
- Agility reflects an enterprise's capability to respond to challenges, to explore and change direction, to take advantage of opportunities; to be quick and nimble.



(Gunther Verheyen, [Agility, actually](#), 2016)

How organisations commonly plan for agility

Big Fat Emperor



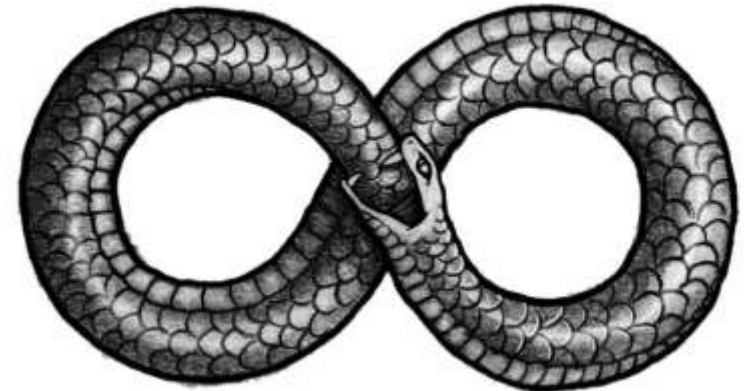
Some Emperor's Breakfast



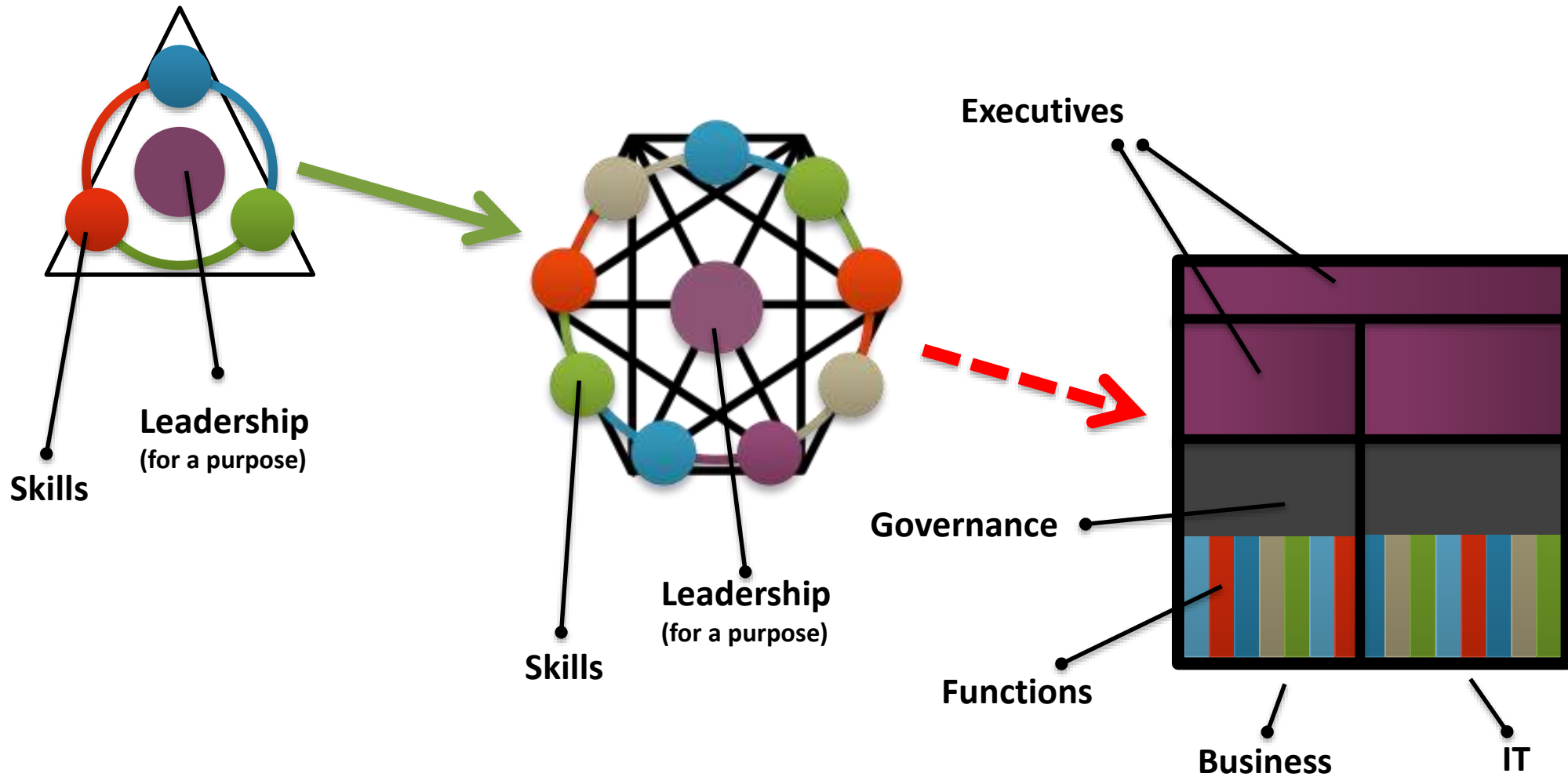
A 1000 Paper Cuts



The Snake Within



A brief history of organisational design (the growth trap)



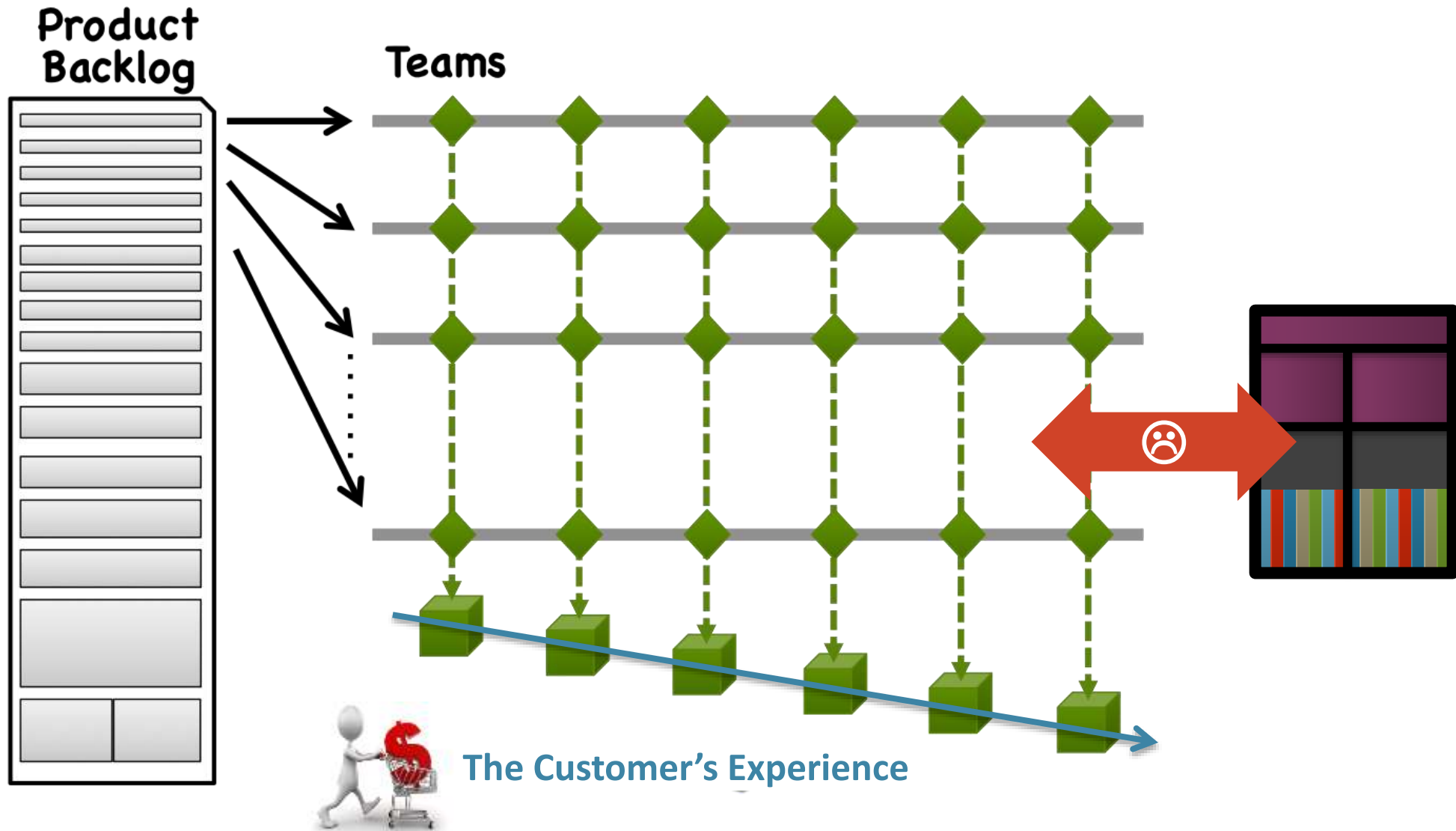
The result? The “Big Bang” syndrome.

Do NOT touch that!

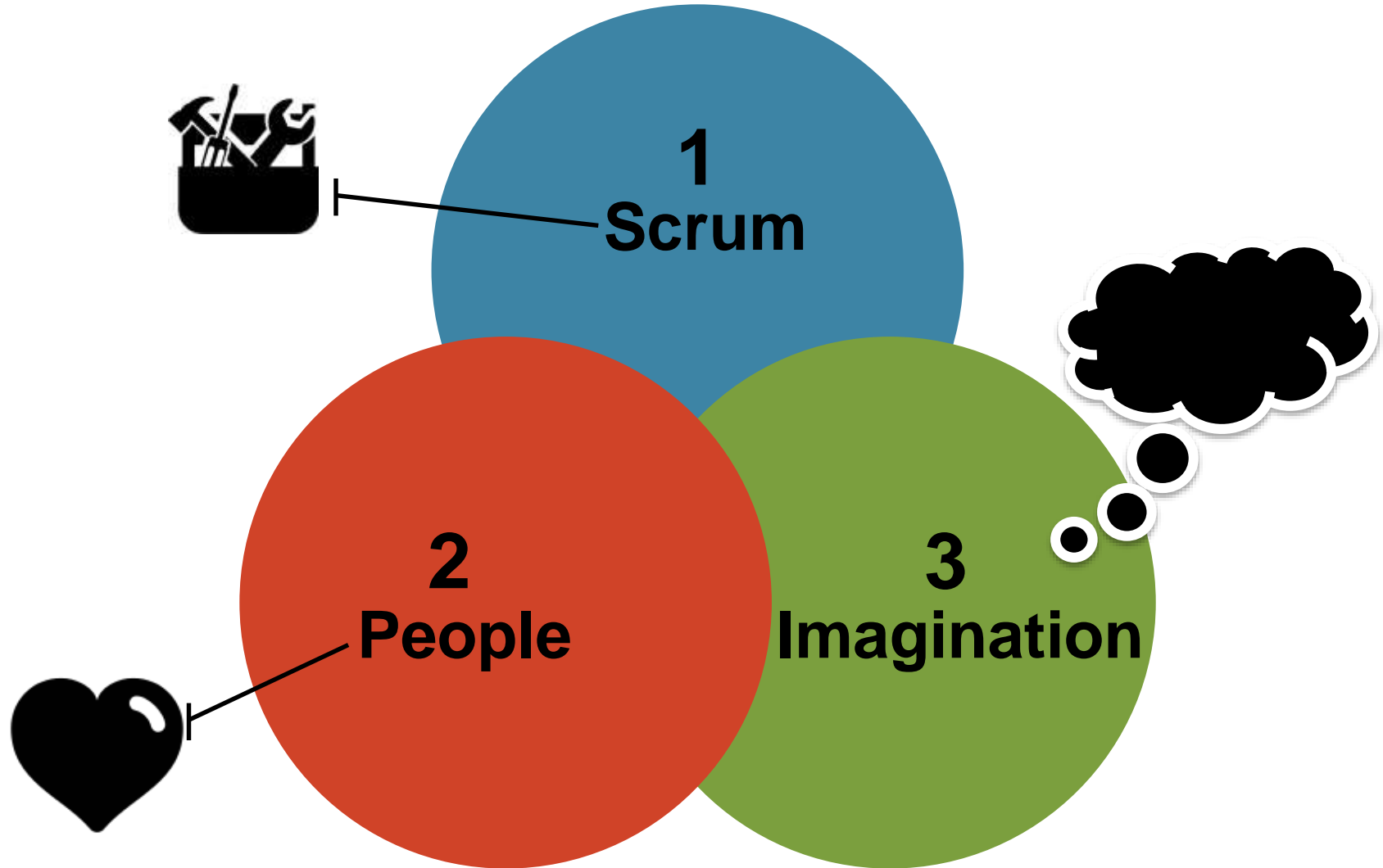


(THE MEDUSA EFFECT)

Scrum? Really valuable. But...



The third, secret ingredient (to shape your Agile future)



We used to be organised for results.
We then re-organised for functions.

Re-imagining Scrum to re-vers-ify your
organisation is a *positive* way forward.



Scrum Day Danmark

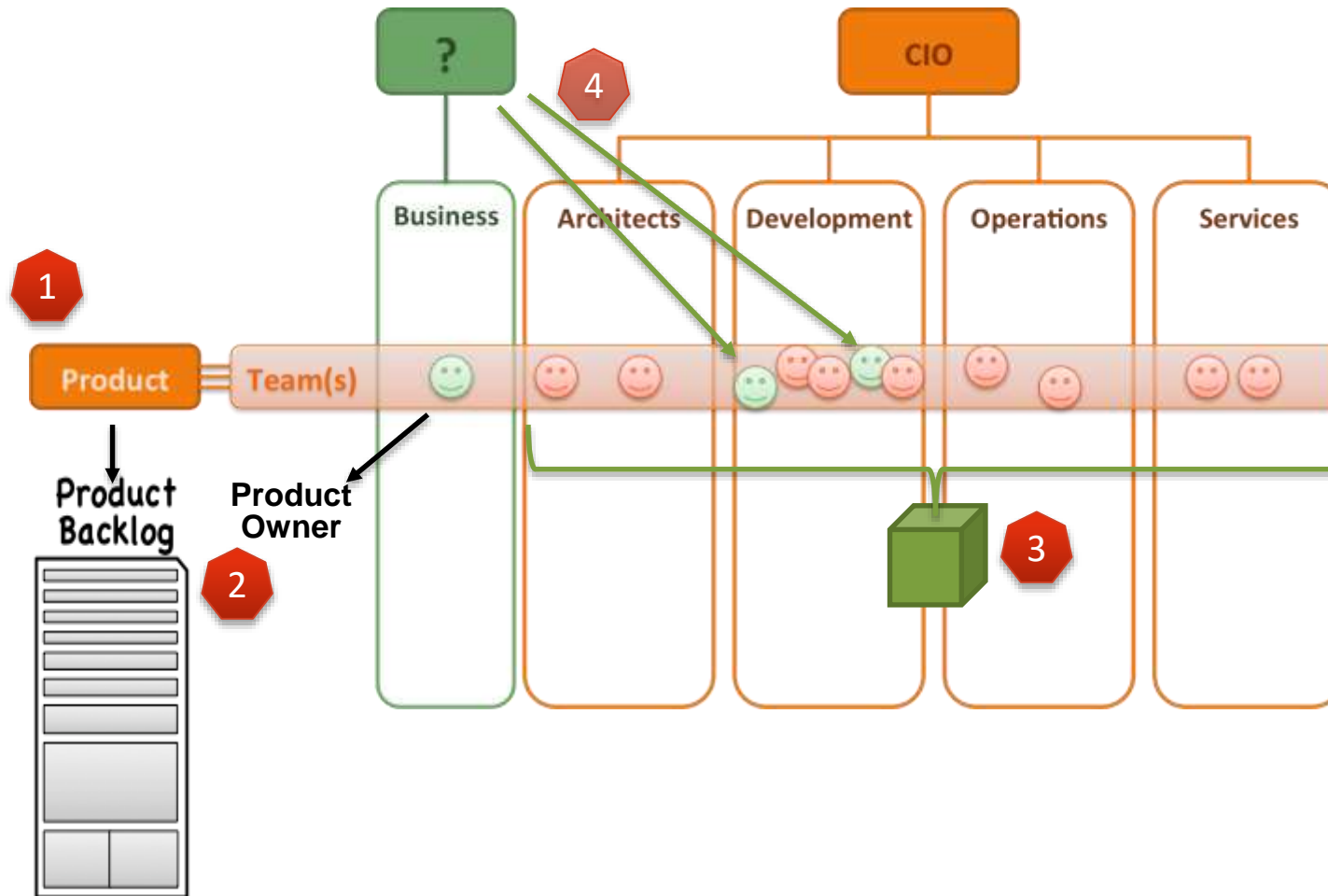
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Re-imagining Scrum

Organising for products and people

Common challenges with Scrum



1. Identify 'Product'
2. Product Owner?
3. Releasable Increments
4. Business Involvement

Re·imagine your Scrum. Start small.

- Select a *meaningful* initiative (project/product/service)
 - Slice if too BIG
- For the selected initiative/slice:
 - Use Product Backlog as the single plan
 - Reset your accountabilities:
 - Product Owner
 - Scrum Master
 - Development Team(s)
 - Facilitate with tools, infrastructure and a Scrum (team) zone
- Create sashimi releases
 - Through a controlled and automated deployment pipeline

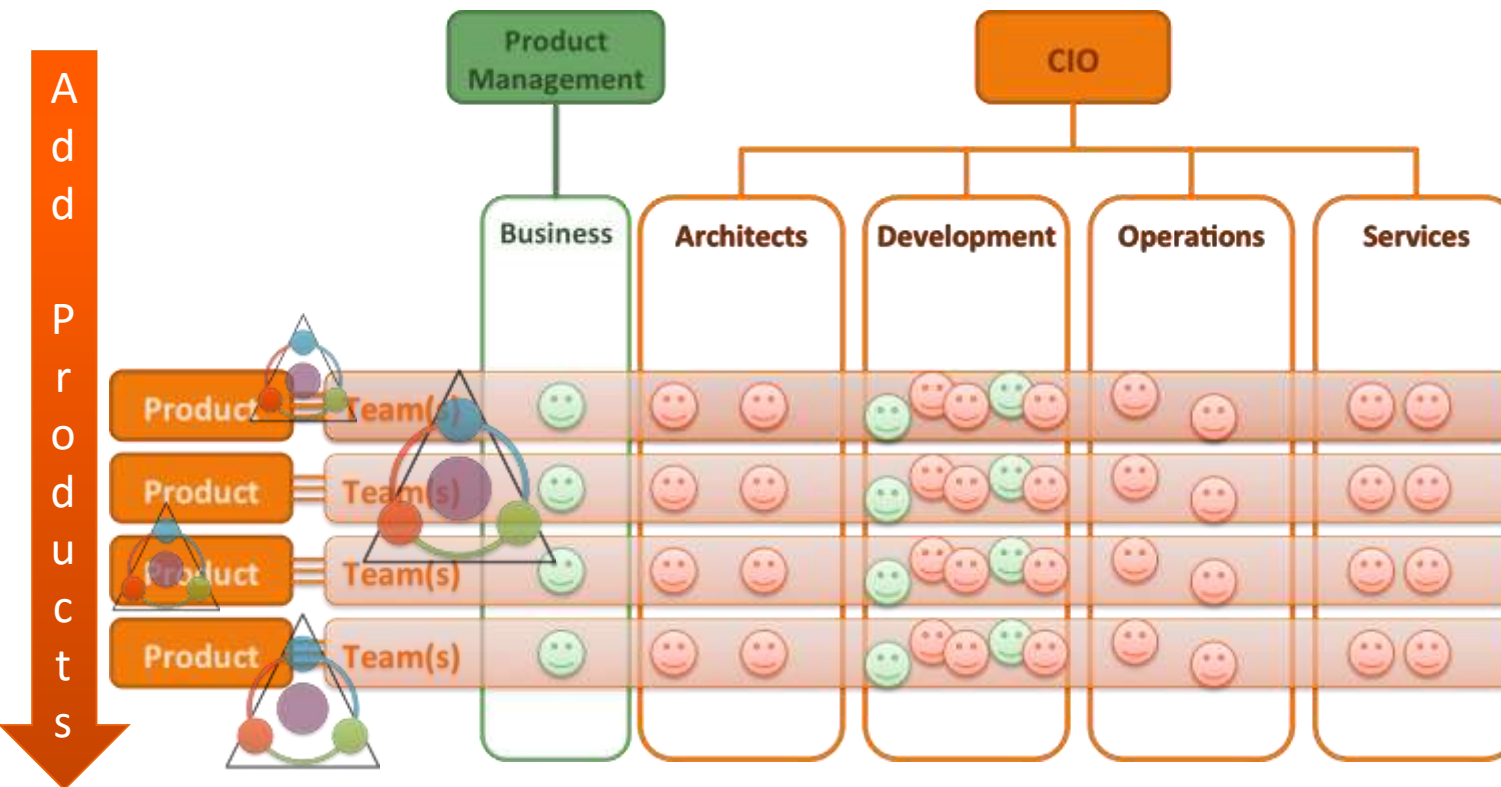


Repeat, learn, grow, expand, scale

On a side note:

- *Scale \neq #Teams*
- *Scale = #Products!*

Emerging your Scrum Zone



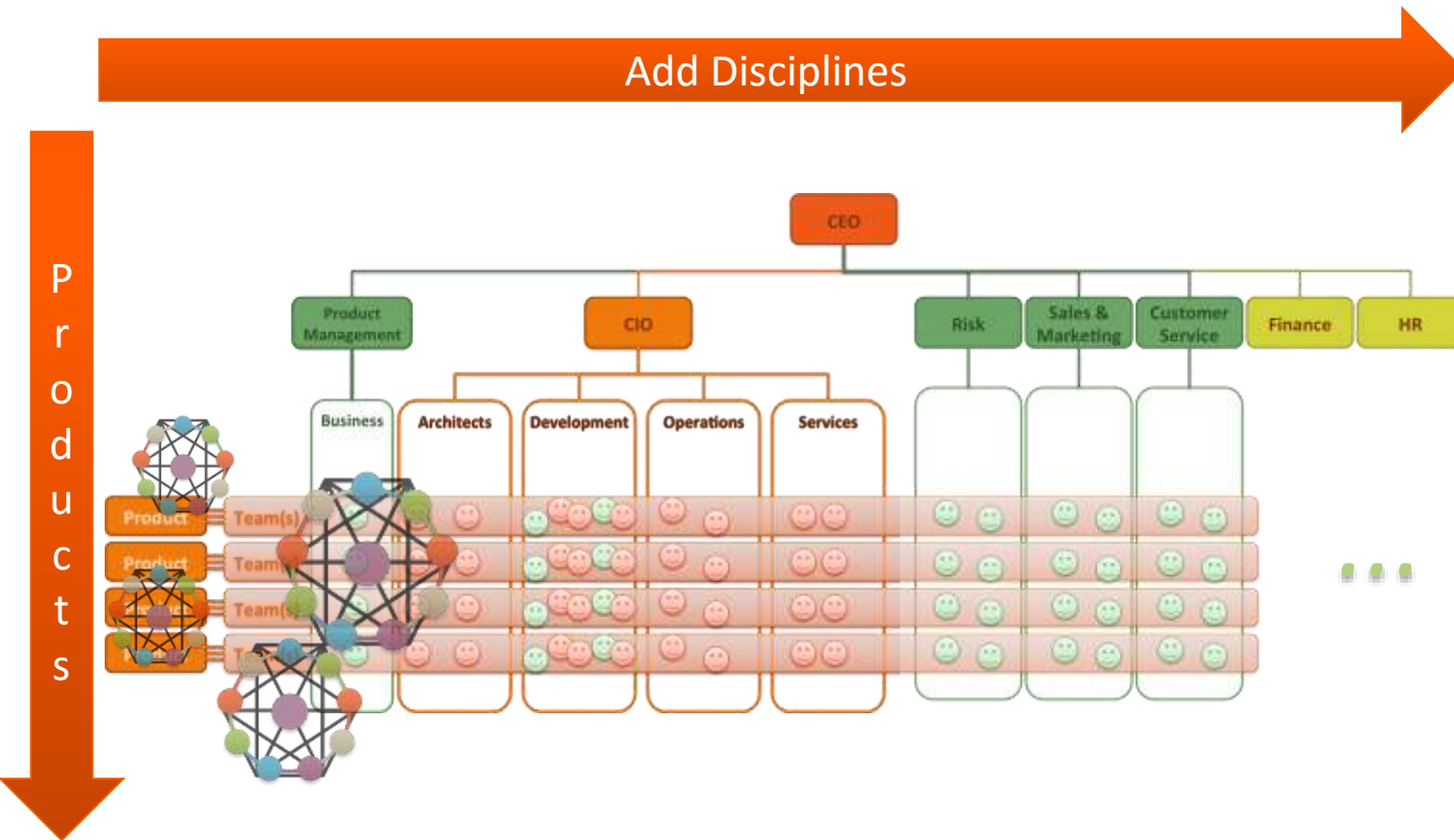
Product
=
a software
system,
service or
application



1. Product management and product delivery are organized separately but connected through the Product Owner.



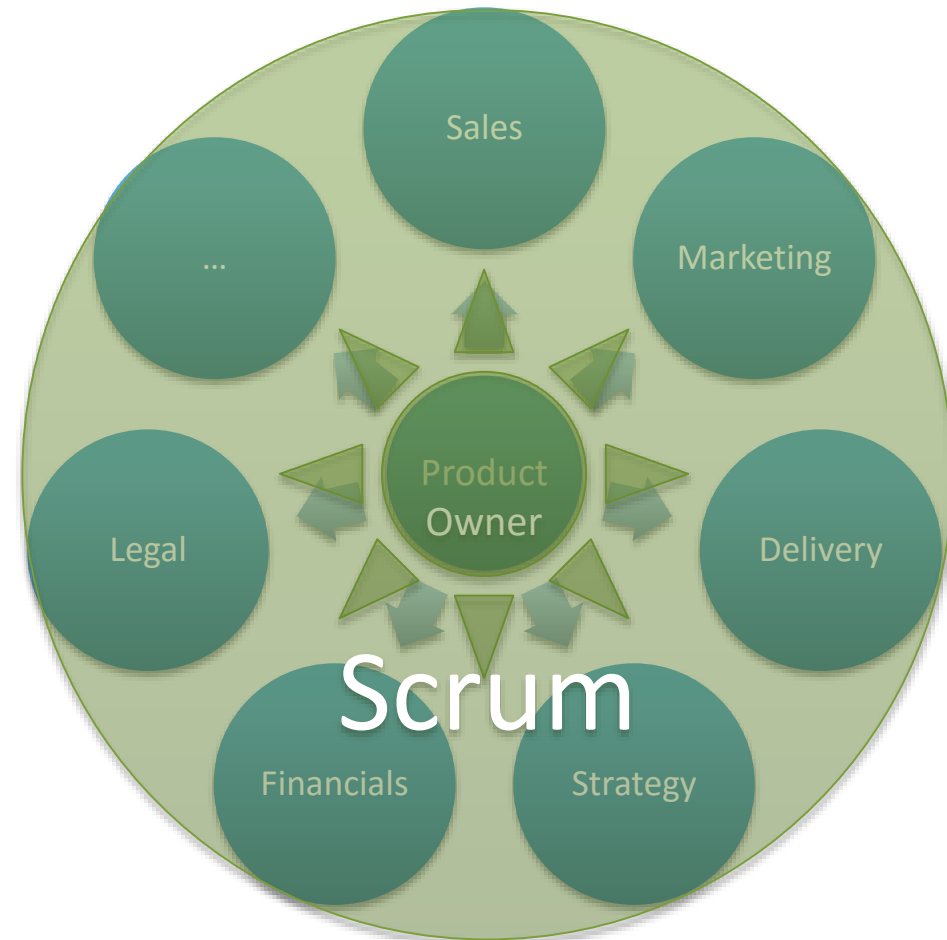
Expanding your Scrum Zone



Expand
'Product'
(A consumer product or service touching multiple IT systems)



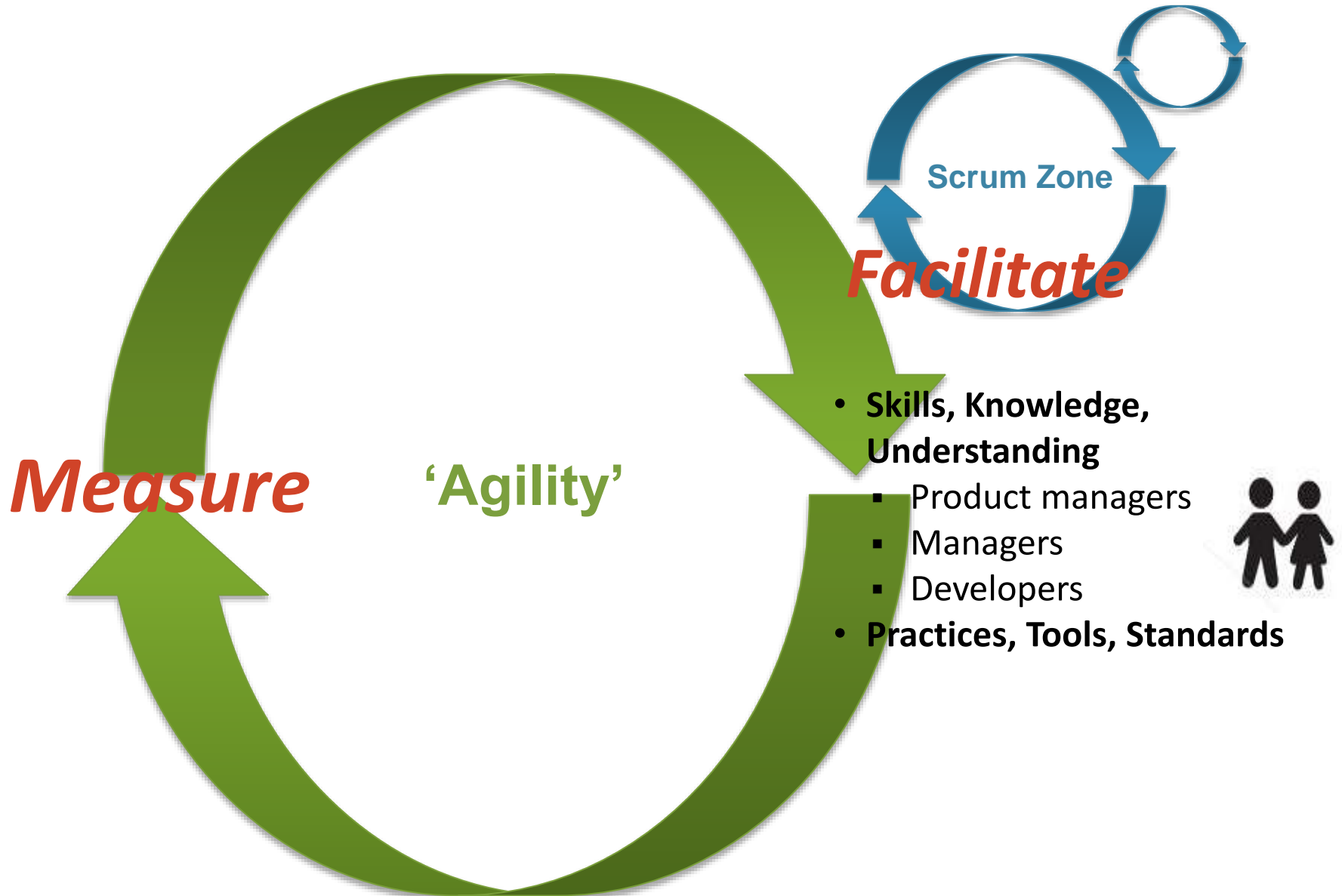
2. Product management and product delivery are integrated in a Product hub. Product Owner is the product-CEO.



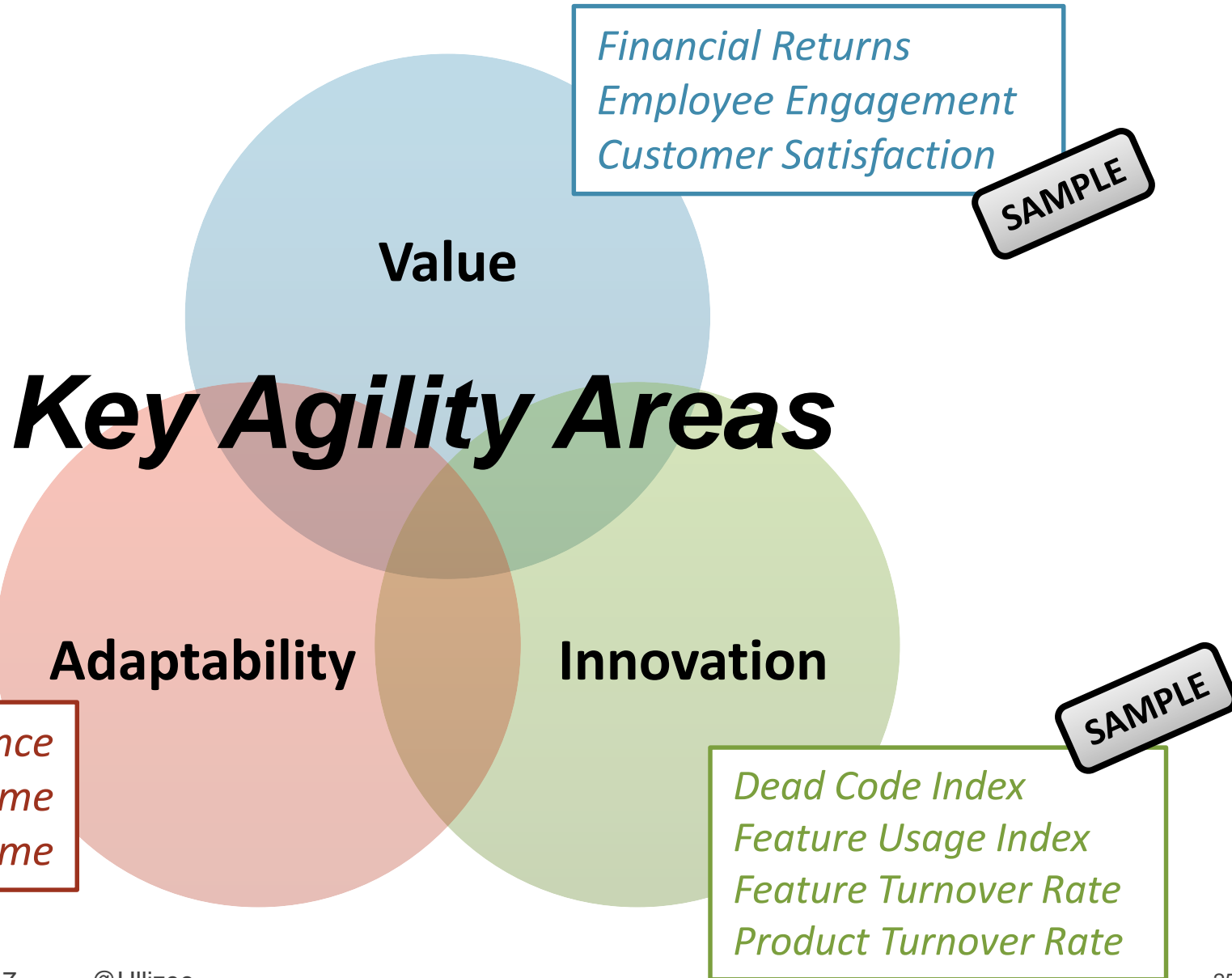
Agility is why organisations want
Scrum.

How do you know you are succeeding?

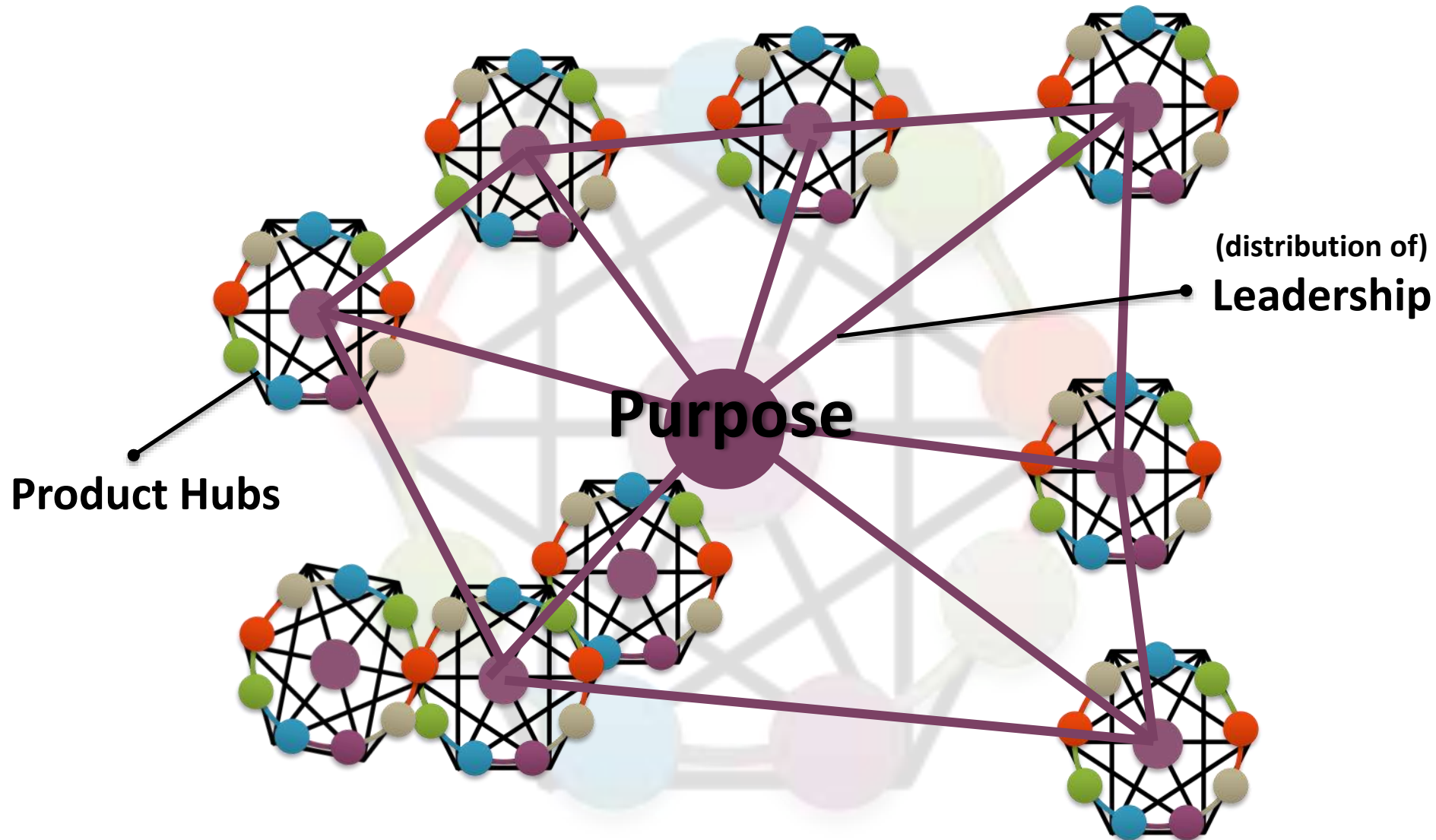
Complement with Exploratory Management



Measuring success, measuring agility



Your organisation exhibits the characteristics of agility



Agility...

- can't be planned
- can't be dictated
- has no end-state
- can't be copied

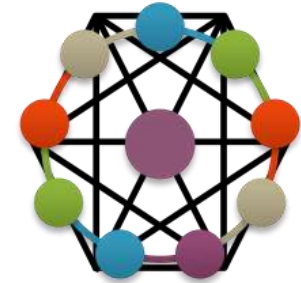
Grow your own model. Use your imagination.

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An act to re-emerge

- Simplicity
- Rhythm
- Focus



For companies wanting to:

- Converge all things 'Agile'
- Uplift their Scrum
- Emerge, grow, and un-grow structures
- Innovate (again)



Gunther Verheyen

Independent Scrum Caretaker

- eXtreme Programming and Scrum since 2003
- Professional Scrum Trainer
- Shepherded Professional Scrum at Scrum.org
- Co-created Agility Path, EBMgt, Nexus and Scaled Professional Scrum framework at Scrum.org
- Author of "Scrum – A Pocket Guide" ("Scrum Wegwijzer", "Scrum Taschenbuch")



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