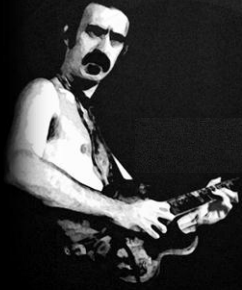


## Shut Up and Play Yer Guitar



David Hussman will be standing in for Frank Zappa

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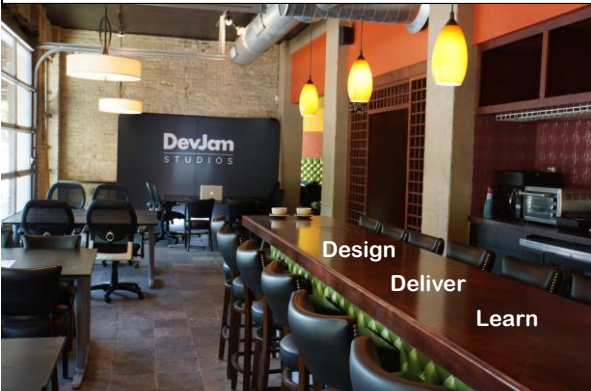
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## We learn by coaching + producing



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## We learn through debate and dialog



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## We learn through adversity



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## We learn through comparison



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## How do they compare?



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## Learning from success (label free agility)

Insanely Simple  
The Obsession That Drives Apple's Success  
Ken Segall

Harvard Business Review

Behind Pixar's string of hit movies, says the studio's president, is a process-driven process for solving problems.

How Pixar Fosters Collective Creativity

A movie contains literally tens of thousands of ideas. They're in the form of every sentence; in the performance of each line; in the design of characters, sets, and backgrounds; in the locations of the camera; in the colors, the lighting, the pacing. The director and the other creative leaders of a production do not come up with all the ideas on their own; rather, every single member of the 200- to 250-person production group makes suggestions. Creativity must be present at every level of every artistic and technical part of the organization. The leaders sort through a mass of ideas to find the ones that fit into a coherent whole—that support the story—which is a very difficult task. It's like an archaeological dig where you don't know what you're looking for or whether you will even find anything. The process is downright scary.

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## So how about an agile comparison?



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Shut Up and Play Yer Guitar!

(producer, musician, songwriter, arranger)



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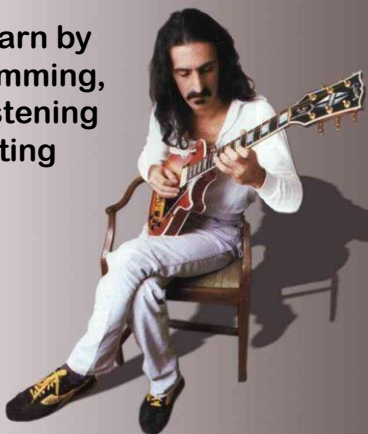
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Musicians learn by practicing, jamming, recording, listening and repeating



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So where's the comparison?



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Shut up and **Produce!**

( XP, Wiki, FIT, Federated Wiki )

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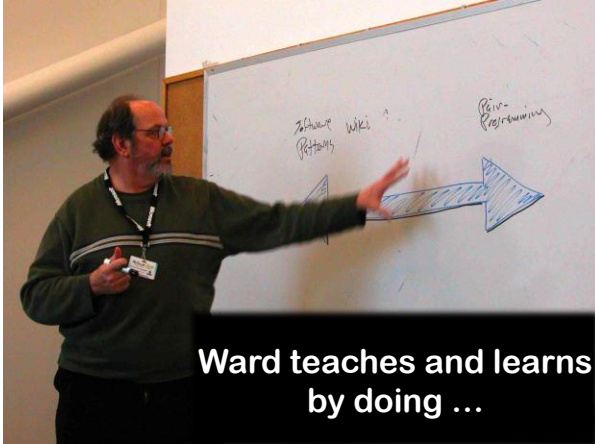
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**Ward teaches and learns by doing ...**

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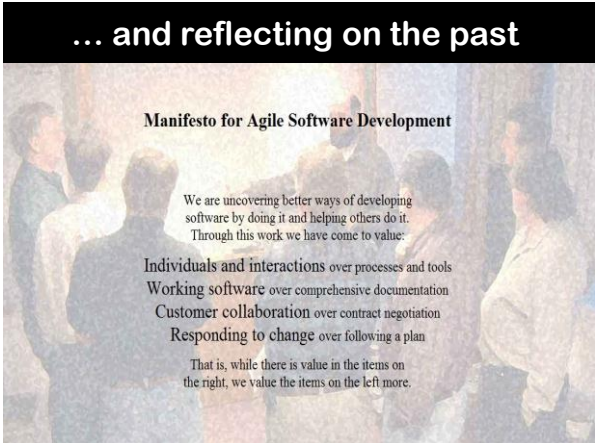
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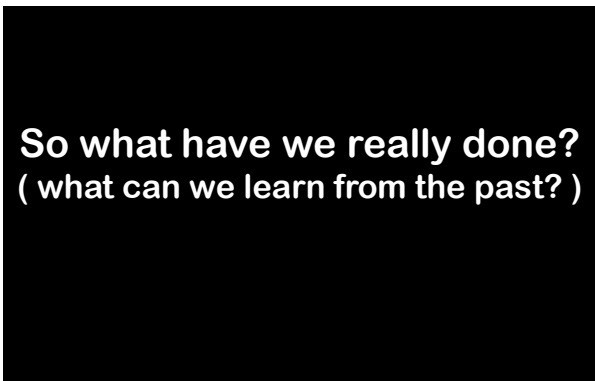
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## The Good, the Bad, and the Ugly



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## The Good, the Bad, and the Ugly

“That’s not how we **do Agile**”

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“Were doing it **by the book**”

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“They’re trying to do **pure Scrum**”

Loving the process over loving the results

## The Good, the Bad, and the Ugly

We learned to shift ...

from **10% of 100%** to **100% of 10%**

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from **hours work** to **working code**

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from **test lying** to **test driven**

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from **how much?** to **how valuable?**

We learned to shift ...

from **talking about documents,**

to **focusing on use and users.**

Where are we today?  
(challenging our learning)

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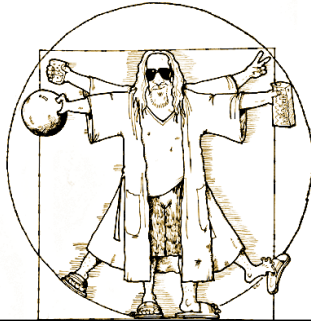
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How much process is enough?

$$V = \frac{W}{H}$$



$$V = \frac{W}{H}$$

Dude's Law: Value = Why / How

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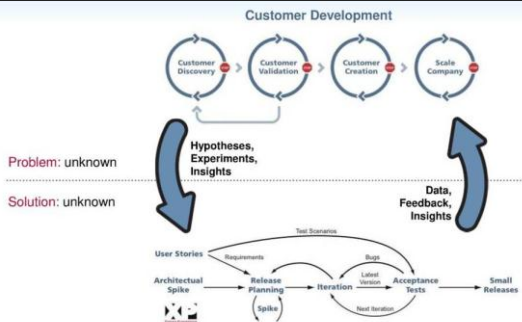
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From continuous integration ...



... to continuous delivery and learning

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## From User Story to User Centered



user - use - context

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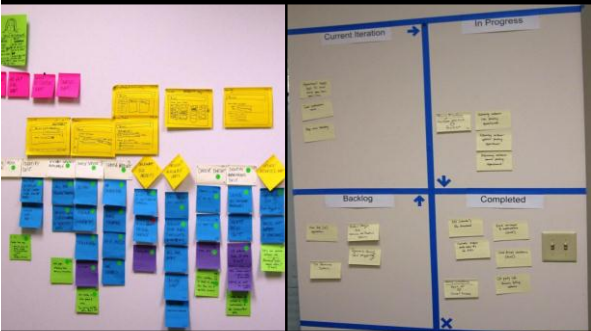
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## From software development ...



... product development and product learning

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Looking Forward to the Future  
( where DevJam is going )

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## Slices guide the DevJam producers



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## Slices Help Cross Cut Perspectives



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## Slices Help Us Cross Cut Systems



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**Where can we go?  
( what questions will help us learn? )**

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**My questions for DevJam learning**

**How much process is enough?**

**What is the next best investment?**

**What do we need to learn next?**

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**From IQ to EQ to CQ  
( CQ == continuous questioning )**

**Learning is the New Currency**

The Pragmatic Bookshelf  
2014 FREE

**Cutting an Agile Groove: The Live Sessions**  
presented by David Hussman

You've struggled to bring agile practices to projects but have been frustrated by buzzword-heavy books and presentations that seem to have been written by academics. What you want is straight talk giving practical advice on the real problems that you face in leading or working in agile teams.

Cutting an Agile Groove is a series of videos by respected agile consultant David Hussman that shows you how to design an agile team process and deliver real value for your product or project—in plain English, with real-world examples.

**Dustin's Law: Value = Why / How**

V=WH  
V=H

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[www.devjam.com](http://www.devjam.com)  
[@davidhussman](https://twitter.com/davidhussman)

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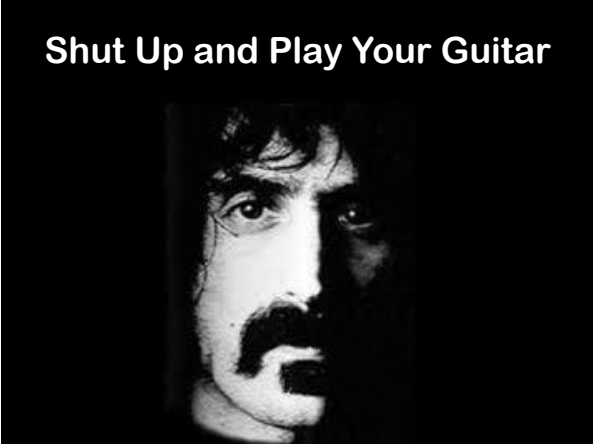
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**Shut Up and Play Your Guitar**



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