



# #GameChangingBeliefs for the Product Developing Organization

Morten Elvang

meg@delta.dk

15-sep-2014

Find the presentation here: <http://www.meetup.com/AgilityLab/events/199751472/>  
(The link is in the notes section)



# The promise

How do you create an organization where succeeding with Agile is possible?

---

## Scrum Forum

---

**Host:** Jens Østergaard, Dina Friis & Morten Elvang

**When:** 15. Sep 2014 at 17:00 - 21:00

**Where:** Trifork A/S, Borgergade 24 (1. sal), 1300 København K.

---

## Abstract

---

### Game Changing Beliefs

w/ Morten Elvang

Game Changing Beliefs. How do you create an organization where succeeding with Agile is possible? Are there things you could chose to believe in, that would actually push your luck in a favorable direction? This interactive talk argues in the favor of this and offers practical examples of what such beliefs could be.

Morten Elvang is a Principal Consultant with DELTA and a Partner in [www.lku.dk](http://www.lku.dk). He received his MSc and Phd in Computer Science from the Technical University of Denmark. He has helped product and service development teams of all sizes to gain better results with less hassle. See more from [www.linkedin.com/in/mortenelvang](http://www.linkedin.com/in/mortenelvang).



# Morten Elvang – in brief



- Principal Consultant, at DELTA since 2012, [consultancy.madebydelta.com](http://consultancy.madebydelta.com)
- 14 years in Nokia R&D – quality, testing, processes
- MSc & Phd in Computer Science from TUD
- See more from: [www.linkedin.com/in/mortenelvang](http://www.linkedin.com/in/mortenelvang)
  
- Personal belief: Create **freedom to perform** – help spread the word about lean and agile! Blog: [www.42ndstreetcompany.com](http://www.42ndstreetcompany.com)
  
- Facilitating:
  - [www.meetup.com/AgilityLab/](http://www.meetup.com/AgilityLab/) (it's free!)
  - [www.tecpoint.dk/grupper/agil-produktudvikling/](http://www.tecpoint.dk/grupper/agil-produktudvikling/) (membership required!)
  
- Building: [www.lku.dk](http://www.lku.dk) (with Jesper Boeg and Annette Vendelbo)
  
- Interests: Agile, Lean, SW testing, Innovation



# My quest(ion)

- Assuming you work with IT or High-Tech product development ...
- How can you best build an organization where having business success is possible?
  - Aka picking the right actions and executing them right
- An organization, where you will experience more 'operational effectiveness' and more 'success' more often?
- Which are the things you should consider?

WHO IS THIS?



Virgin

RICHARD



Richard Branson, Virgin

The Virgin logo is written in a white, cursive script on a red background.

RICHARD



When it comes to business success, it's  
all about ... ???



The Virgin logo is written in a white, cursive script on a red background.

RICHARD

Richard Branson, Virgin



When it comes to business success, it's  
all about ... PEOPLE, PEOPLE, PEOPLE!

<http://42ndstreetcompany.com/people-people-people-richard-branson-virgin/>





# Exercise: Now, if ...



*... you should create a high-performing organization*

*Which are the principles you would chose to believe in?*

# Culture in a company ...



... is defined by what you  
are not talking about



How can you change culture?



Speak no evil, see no evil, hear no evil

# Behavior ...



... is a function of a person  
and the environment  
surrounding the person

Behavior  
= Environment x Person

How can you change personal behavior?

# Example: Changing your husband?



Wife



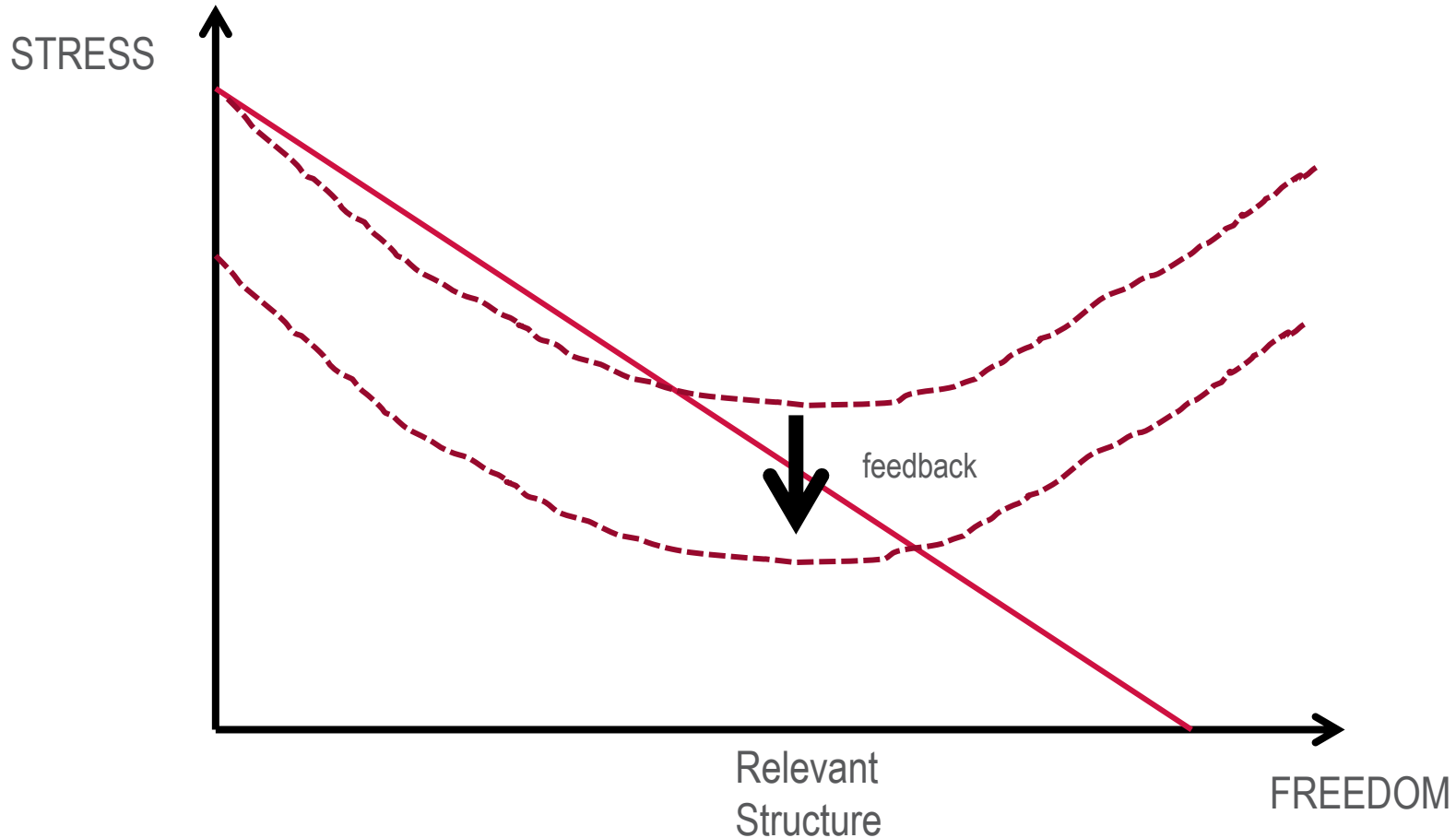
New wife

# Freedom through structure

- The right structure – in your environment – can give you more freedom ... to perform
- Examples
  - Traffic rules and control
  - ... more ?



# The sweet spot: freedom to perform



# Gary Player



*"The more I practice,  
the luckier I get"*



# Imagine ...



...if you could decide to believe in something and then ...

... it would help push your luck in the right direction?

# Eleven+1 Game Changing Beliefs



<http://42ndstreetcompany.com/game-changing-beliefs/>

- The OPPORTUNITY SPACE is huge – never stop searching
- Know and be who you are...be RELENTLESS in what you are aiming for
- PEOPLE make the difference
- Enable everyone to LEARN and ACT INTELLIGENTLY
- Understand what VALUE is and where it comes from
- Optimize the FLOW OF VALUE
- The worst COST is what you can't do, because of what you did
- Accept that MOST IDEAS ARE BAD
- Accept that MOST PROJECTS ARE CHAOTIC
- SMALL, FAST, SIMPLE beat large, slow, complex any day
- ENGAGE with the world – SHARE what you know – STEAL with pride
- Keep ACCOUNTABILITY crystal clear

(Based on version 1.194 26-Aug-2014)

*We help ideas meet the real world /* **MADEBYDELTA.COM**



# Game Changing Beliefs

A set of principles you can chose to *believe* in, which have high odds of *changing your game* favorably:

More 'operational effectiveness'  
and more 'success' ... more often!



The trick – of course – is to believe in the right things ... and stick to what you believe in !!!



# THANK YOU!

The question is not whether the ‘Game Changing Beliefs’ are right or wrong.

The question is which principles you yourself chose to believe in to favor your game!

**#GameChangingBeliefs**



... are beliefs with a game changing impact on your success with high-tech product development!

Imagine if you could chose to believe in something ... and then it would change your luck ... forever!

[www.42ndstreetcompany.com/game-changing-beliefs](http://www.42ndstreetcompany.com/game-changing-beliefs) "Change your luck ... forever!"

*You can't control your luck,  
but you can change it!*

# KENDER DU TECPOINT?



- Måske det er noget for dig at være med i vores gruppe for Lean og Agil Produktudvikling?

*”1000 tak for en total inspirerende dag i går  
– jeg er SÅ glad for at være en del af noget med mennesker  
der brænder for det agile og sidder i situationer som én selv :)”*

- Se mere her: <http://tecpoint.dk/grupper/agil-produktudvikling/>