Having Impact Matters

Jesper Richter-Reichhelm (@rirei)

AB 39048518 L
B2
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FOR ALL DEBTS, PUBLIC AND PRIVATE
Treasurer of the United States.
G 1
100

Daniel Pink

Daniel Pink

- Autonomy

Daniel Pink

- Autonomy
- Mastery

Daniel Pink

- Autonomy
- Mastery
- Purpose

Linda Rising

Linda Rising

- Purpose

Linda Rising

- Purpose
- Making progress

Linda Rising

- Purpose
- Making progress
- Reaching goals daily

My takeaway

My takeaway

- Self organization

My takeaway

- Self organization
- Improving yourself

My takeaway

- Self organization
- Improving yourself
- Incremental work

My takeaway

- Self organization
- Improving yourself
- Incremental work
- Meaningful work

My takeaway

- Self organization
- Improving yourself
- Incremental work
- Meaningful work
- Changes

Company takeaways

Company takeaways

- Small teams

Company takeaways

- Small teams
- Collaboration

Company takeaways

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- Collaboration
- Innovation

Company takeaways

- Small teams
- Collaboration
- Innovation
- Agile principles

Company takeaways

- Small teams
- Collaboration
- Innovation
- Agile principles
- Job rotation

Company takeaways

- Small teams
- Collaboration
- Innovation
- Agile principles
- Job rotation
- Team as Function

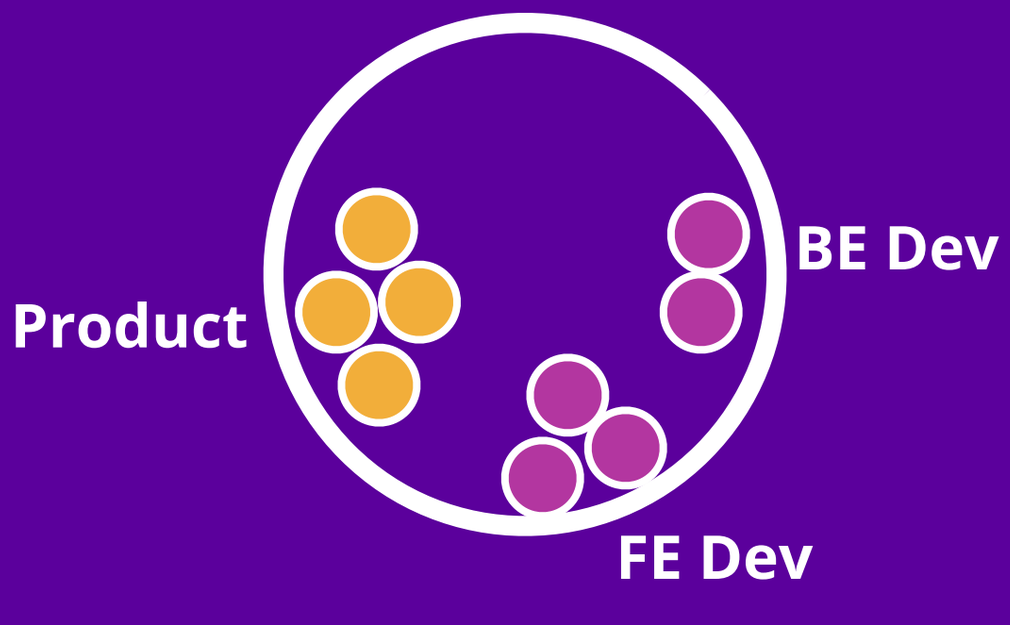
Emphasizing function

Emphasizing function

FE Dev

Emphasizing function

Emphasizing function



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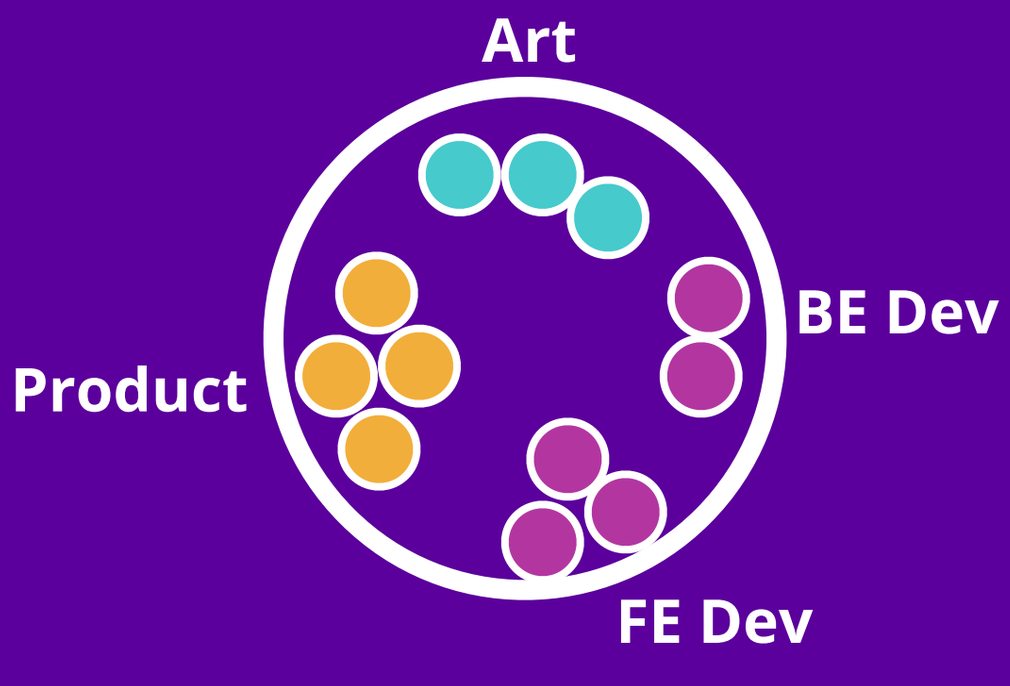

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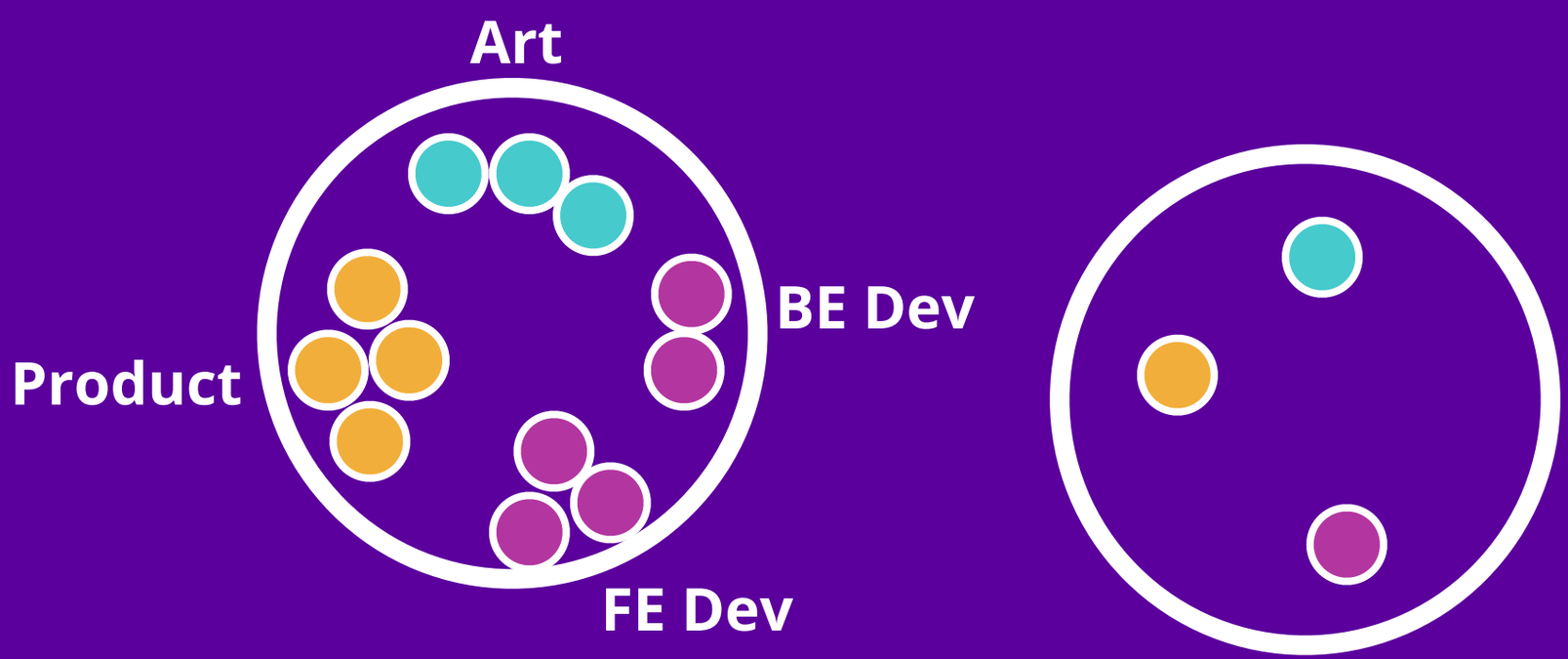

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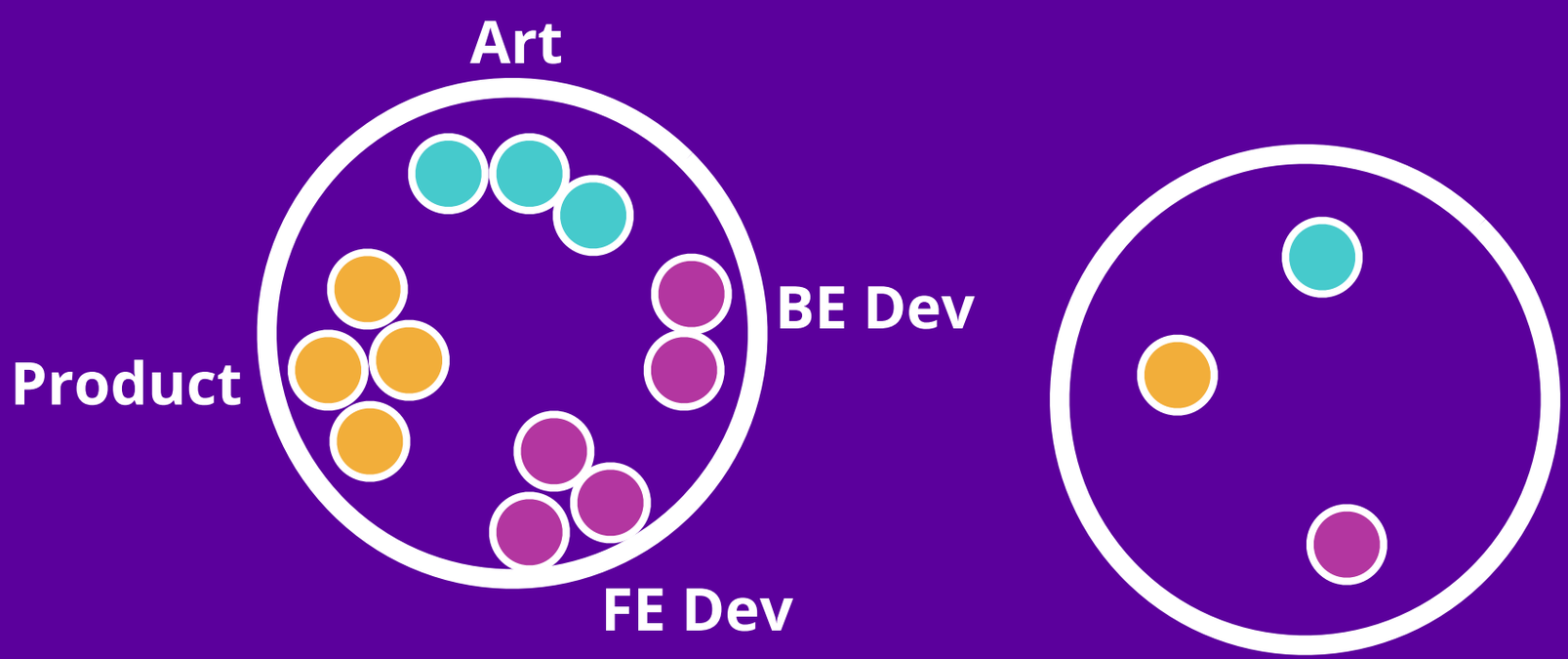

Emphasizing function

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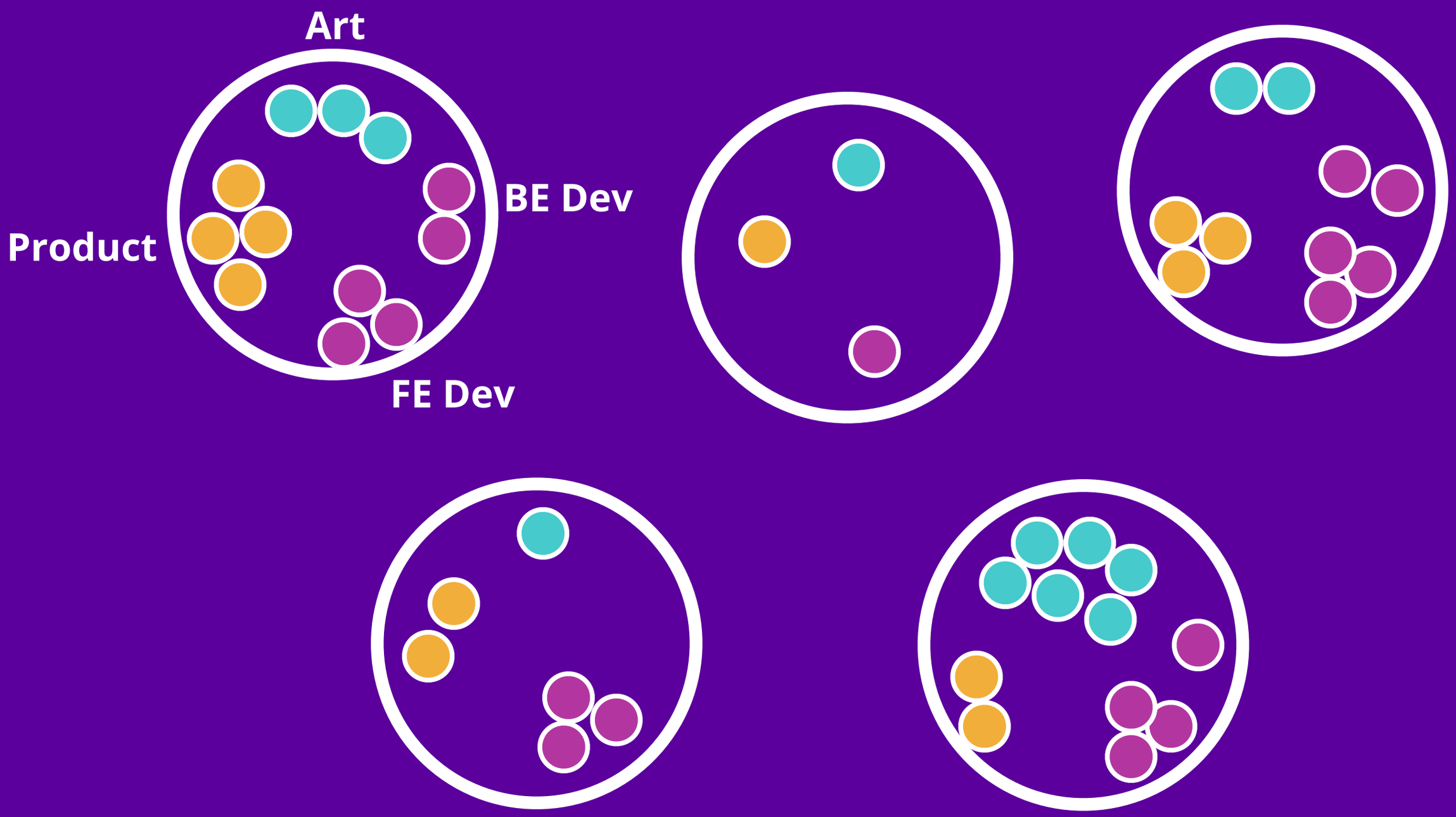
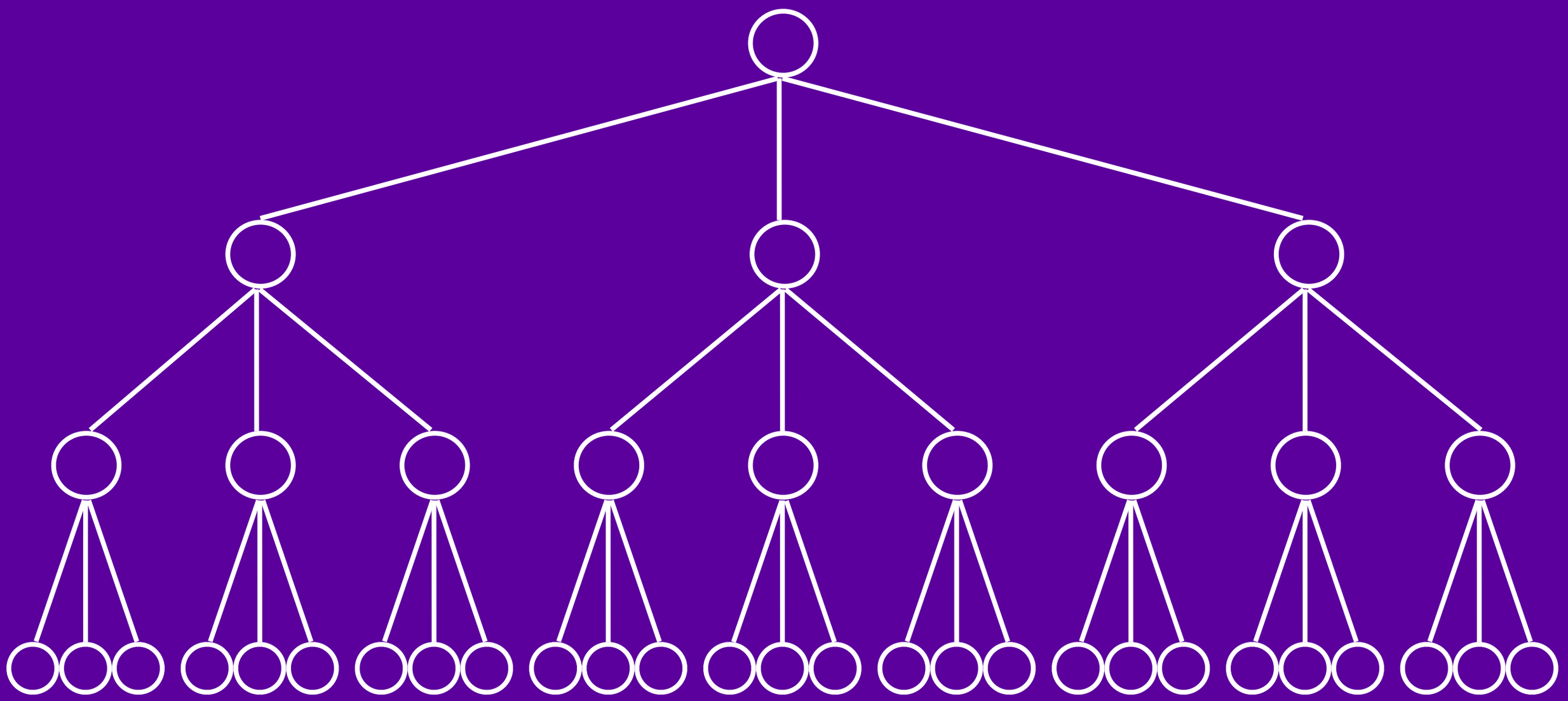


Emphasizing rank



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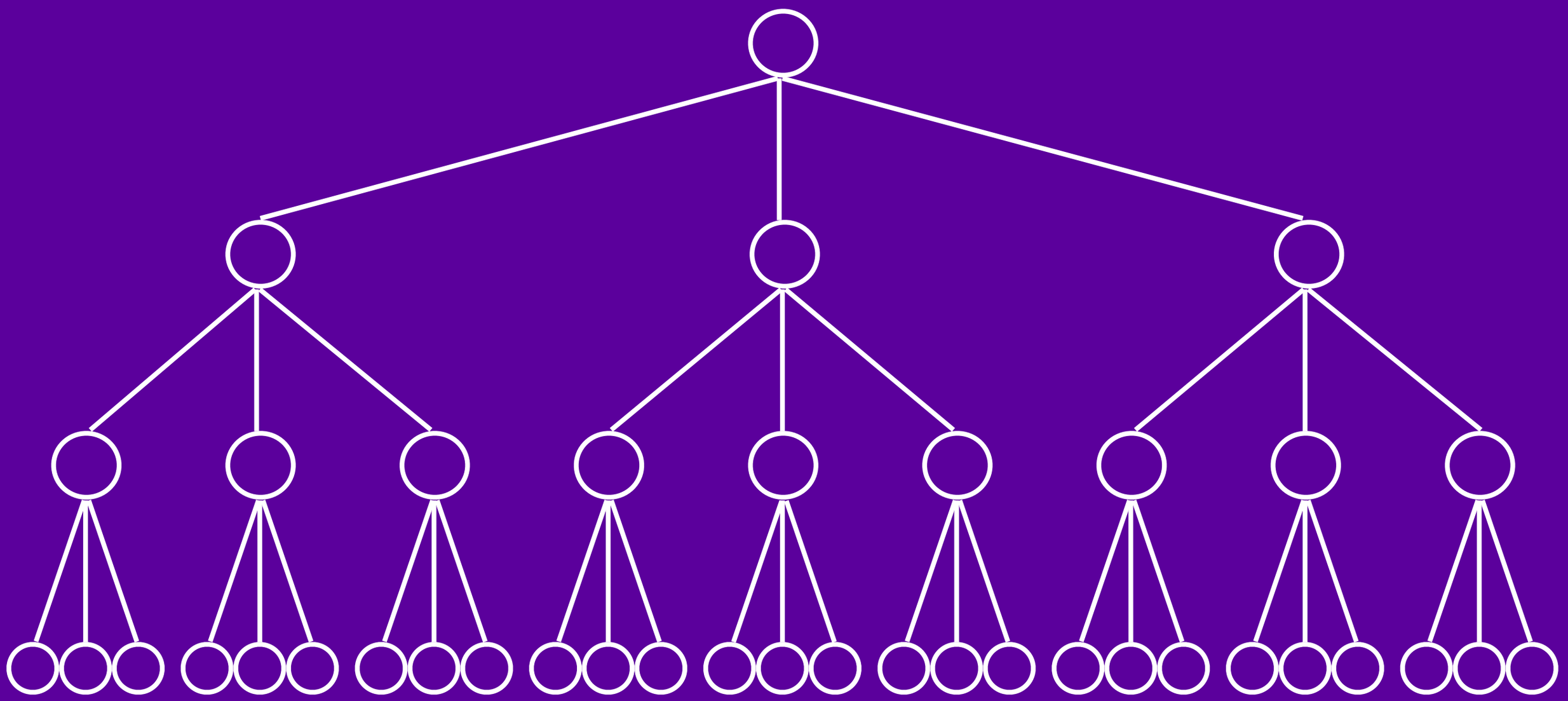


How you see a problem, defines it.

○ CTO

○ CTO

○ VP

○ VP

CTO

VP

VP

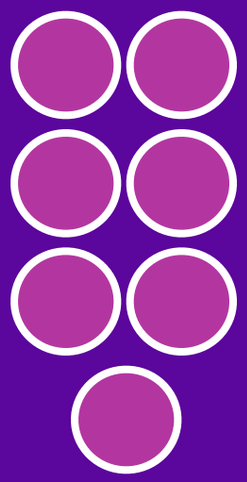
TL TL TL TL TL TL TL TL TL TL TL

CTO

VP

VP

TL TL TL TL TL TL TL TL TL TL TL

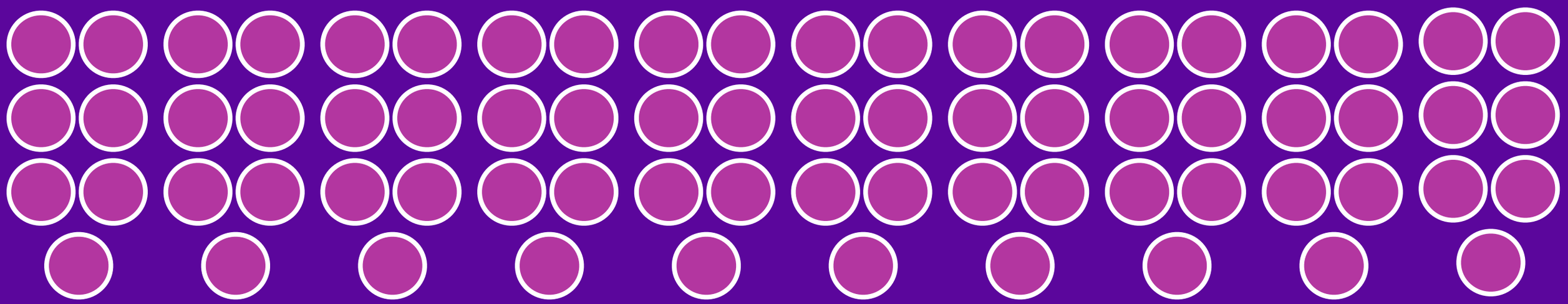


CTO

VP

VP

TL TL TL TL TL TL TL TL TL TL TL



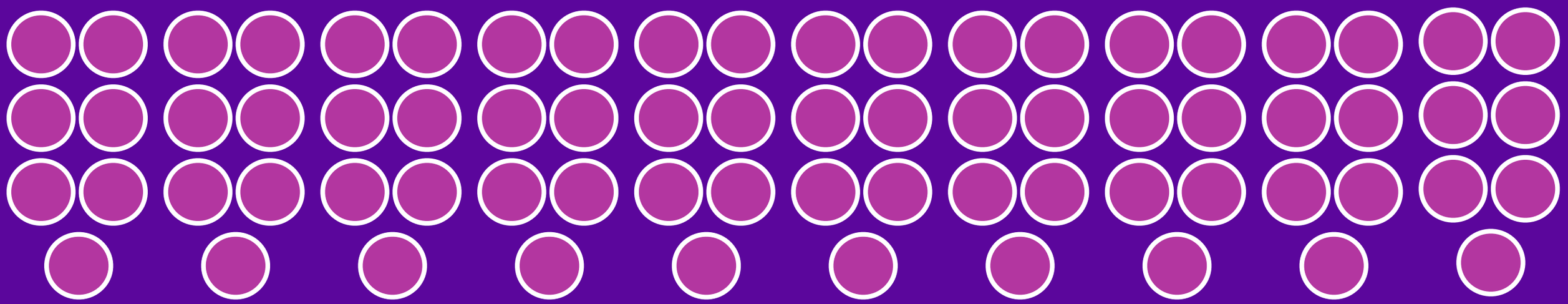
80 developers

CTO

VP

VP

TL TL TL TL TL TL TL TL TL TL TL



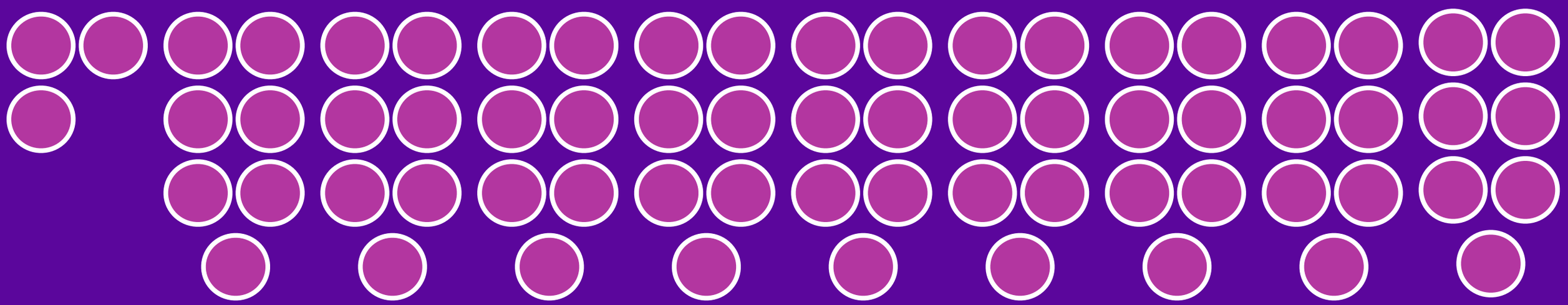
80 developers

CTO

VP

VP

TL TL TL TL TL TL TL TL TL TL TL



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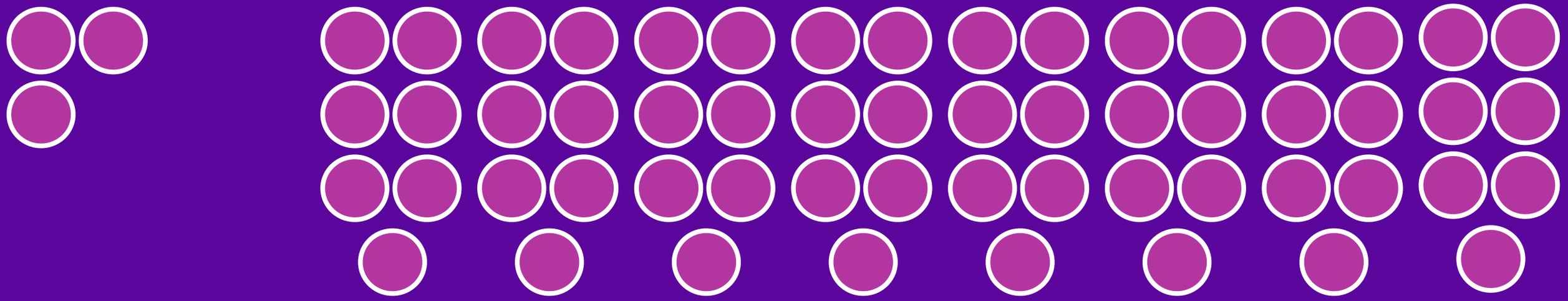
CTO

VP

VP

TL TL TL TL TL TL TL TL TL TL TL



80 developers

CTO

VP

VP

TL TL TL TL TL TL TL TL TL TL TL

80 developers

CTO

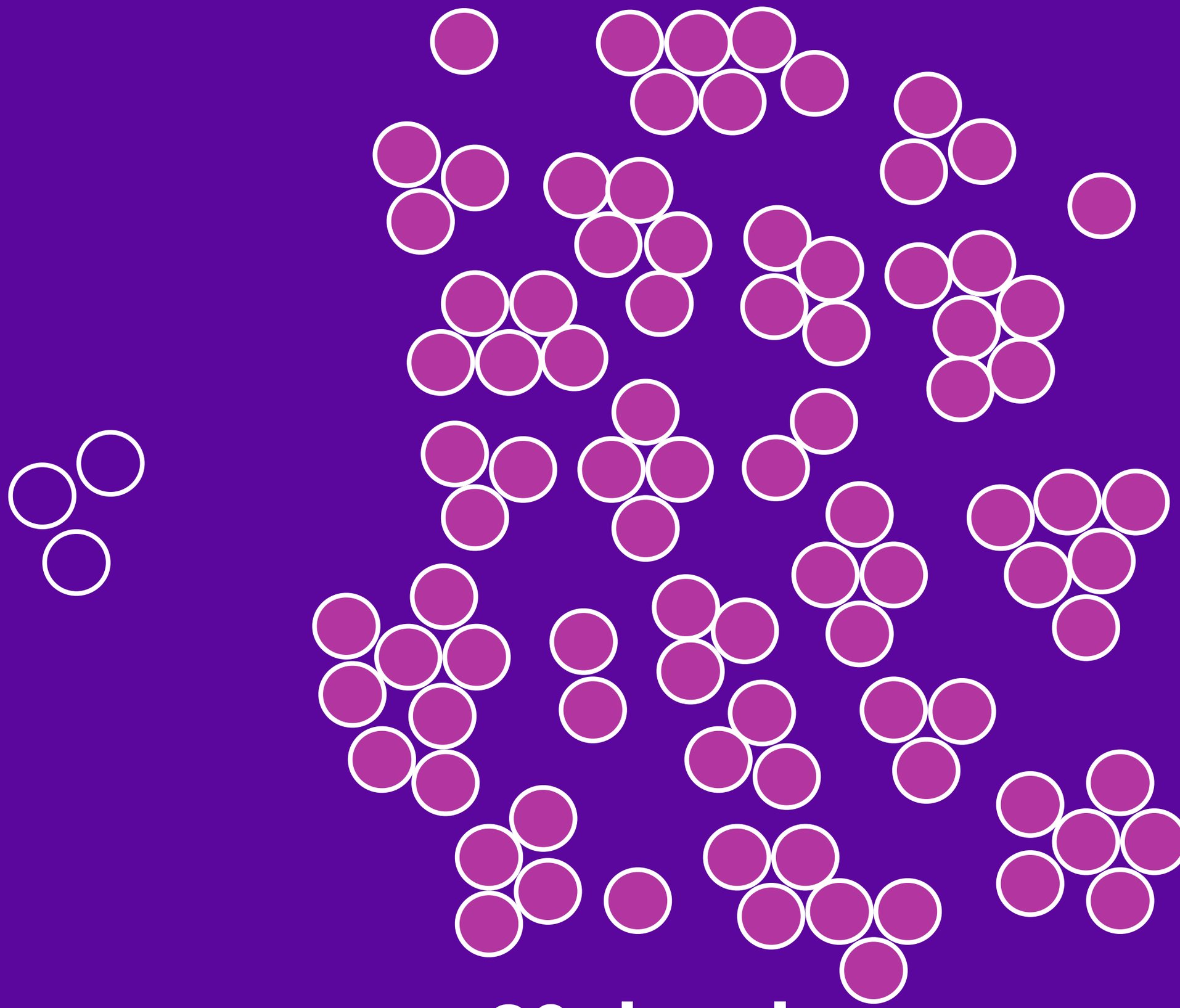
VP

VP

TL TL TL TL TL TL TL TL TL TL TL

80 developers

Emphasizing functions



3 managers

80 developers

Team lead tasks

Team lead tasks

- Matching requirements to tech

Team lead tasks

- Matching requirements to tech
- Future requirements

Team lead tasks

- Matching requirements to tech
- Future requirements
- Development processes

Team lead tasks

- Matching requirements to tech
- Future requirements
- Development processes
- Planning processes

Team lead tasks

- Matching requirements to tech
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- Development processes
- Planning processes
- Knowledge sharing

Team lead tasks

- Matching requirements to tech
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- Knowledge sharing
- Cross-team collaboration

Developer tasks

- Matching requirements to tech
- Future requirements
- Development processes
- Planning processes
- Knowledge sharing
- Cross-team collaboration

Team lead tasks

Team lead tasks

- Hiring

Team lead tasks

- Hiring
- Feedback

Wooga

Game Teams

481.150
27
DIAMOND
DASH
Play

481.150
27
DIAMOND DASH
Play
Monster World

481.150
27
DIAMOND
DASH
Play

Monster World

7
Level 2
Stage 2
35
Level Score

481.150
27
DIAMOND
DASH
Play

Monster World

7
Level 2
Stage 2
35
Level Score

Small teams

Small teams

Prototyping

2 members

Small teams

Prototyping

2 members

Production

6 - 10 members

Small teams

Prototyping
2 members

Production
6 - 10 members

Live
8 - 15 members

Manifesto for Agile Software Development

We are uncovering better ways of developing
software by doing it and helping others do it.
Through this work we have come to value:

Individuals and interactions over processes and tools
Working software over comprehensive documentation
Customer collaboration over contract negotiation
Responding to change over following a plan

That is, while there is value in the items on
the right, we value the items on the left more.

Kent Beck
Mike Beedle
Arie van Bennekum
Alistair Cockburn
Ward Cunningham
Martin Fowler
James Grenning
Jim Highsmith
Andrew Hunt
Ron Jeffries
Jon Kern
Brian Marick
Robert C. Martin
Steve Mellor
Ken Schwaber
Jeff Sutherland
Dave Thomas

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agilemanifesto.org

Independence

Freedom

Constraints

- Weekly rhythm
- Transparency
- Fail fast

Standard Framework

Standard Framework

Scrum, Kanban or something else?

Scrum, Kanban or something else?

Art Style?

Scrum, Kanban or something else?

Art Style?

Framework?

Scrum, Kanban or something else?

Art Style?

Framework?

Programming Language?

Scrum, Kanban or something else?

Art Style?

Framework?

Data Center?

Programming Language?

Scrum, Kanban or something else?

Art Style?

Framework?

Tools?

Data Center?

Programming Language?

Scrum, Kanban or something else?

Art Style?

Framework?

Tools?

External Services?

Data Center?

Programming Language?

Scrum, Kanban or something else?

Art Style?

Framework?

Tools?

Innovation

External Services?

Data Center?

Programming Language?

for the
responsibility
his new

“You **build** it, you **run** it.

- Werner Vogels

Impact

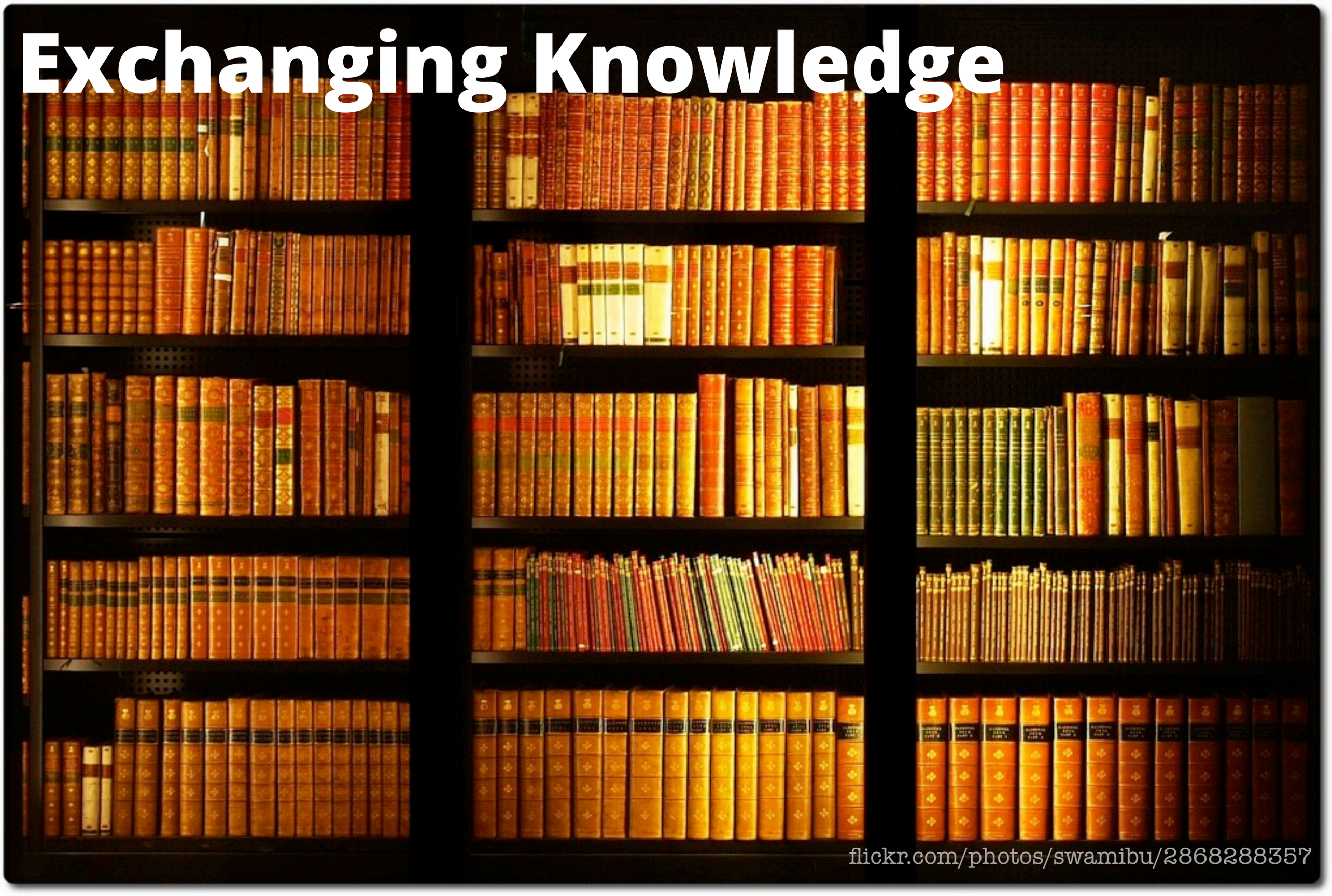
Small teams

Agile principles

Independence

Collaboration

Exchanging Knowledge



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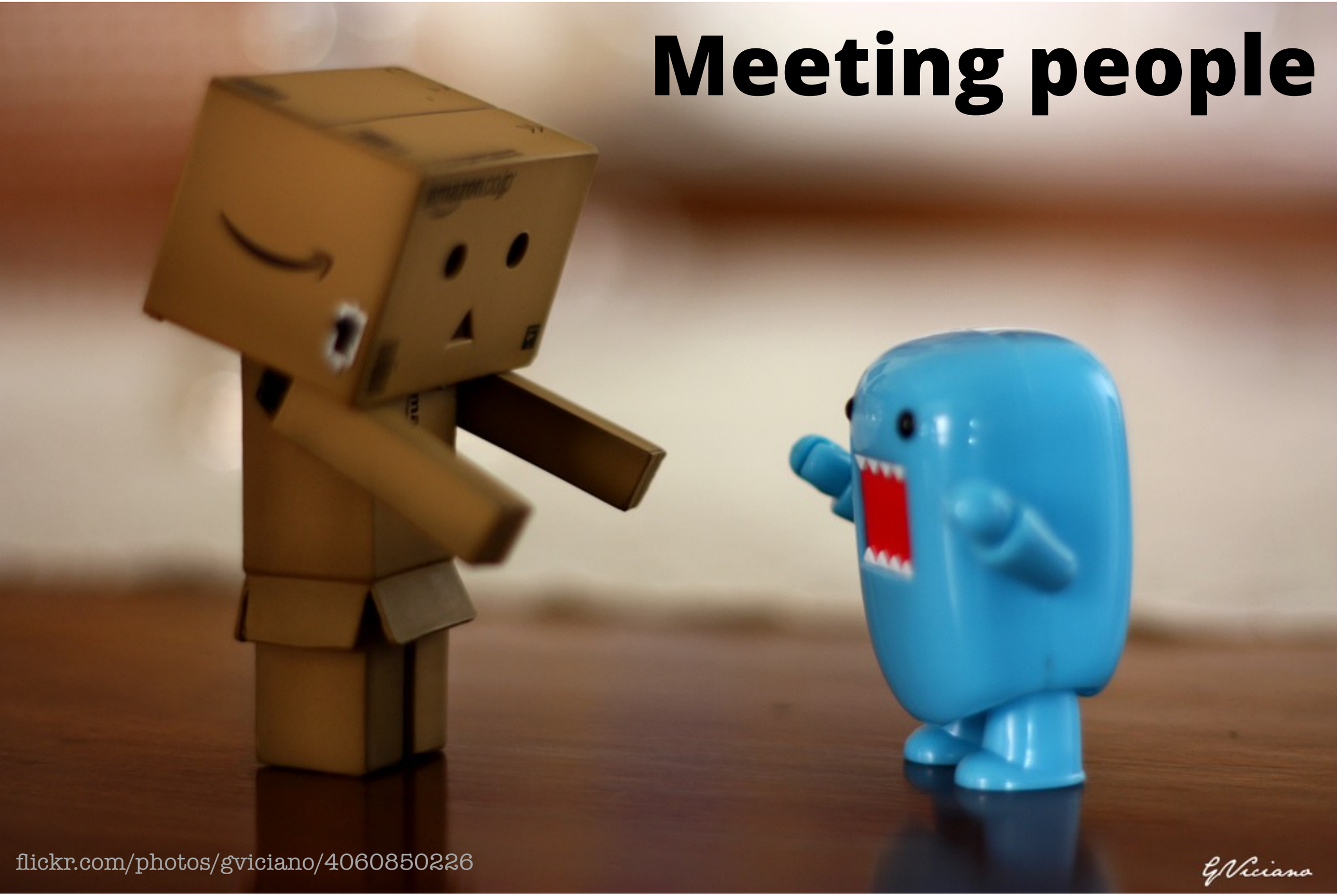
Exchanging Knowledge

flickr.com/photos/wili/233621595

Being transparent

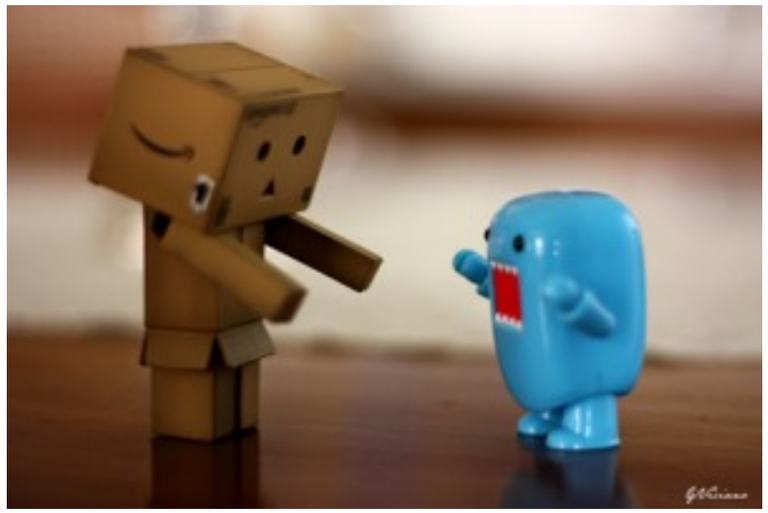
flickr.com/photos/marcomagrini/698692268

Meeting people



Share knowledge

Be open and transparent



Build a community

People

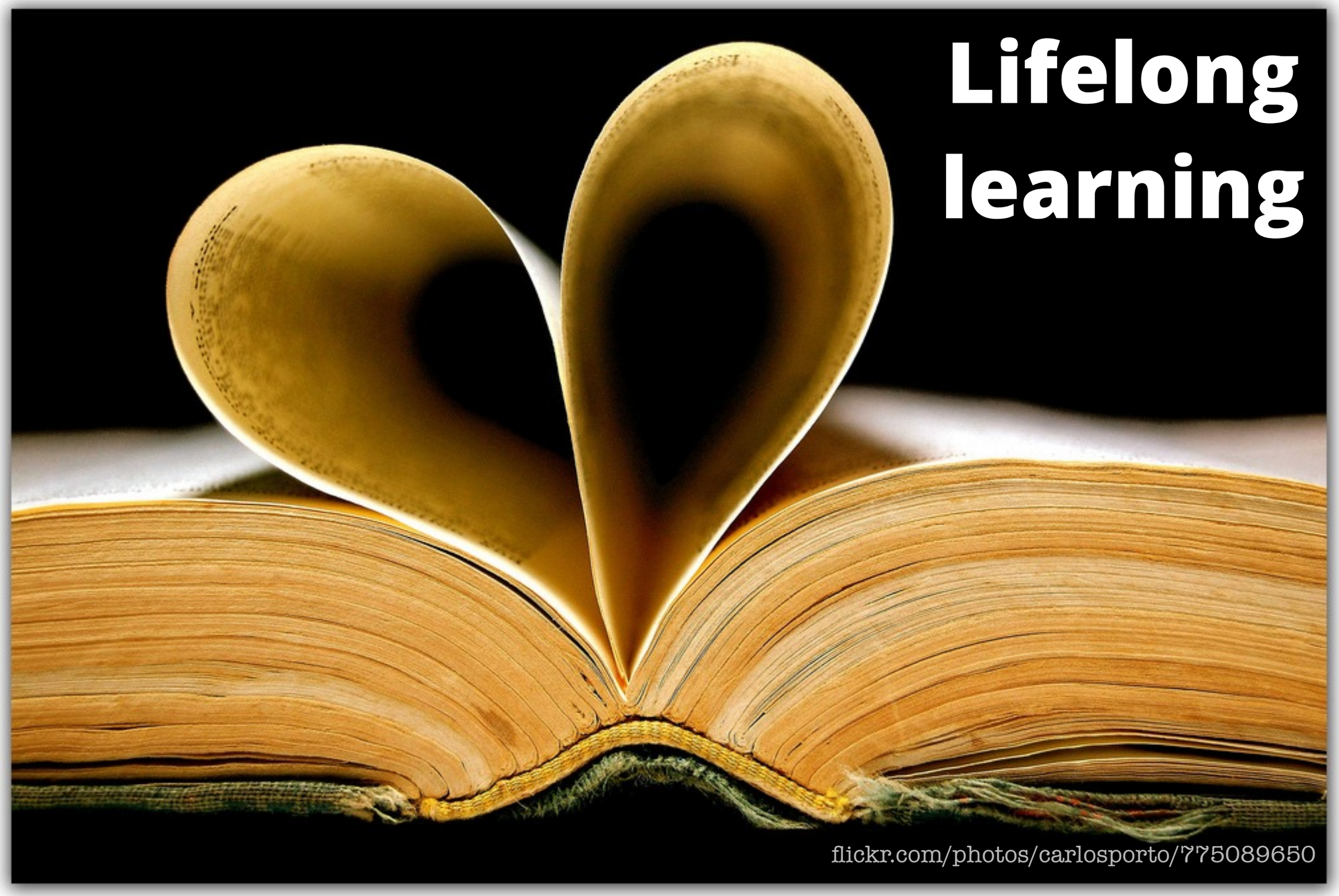
Hiring

flickr.com/photos/vgm8383/2803305840

Finding unicorns

flickr.com/photos/vgm8383/2803305840

Lifelong learning



flickr.com/photos/carlosporto/775089650

Social Fit

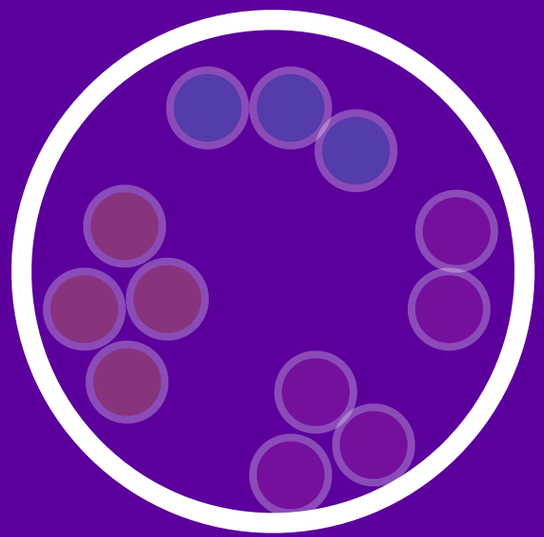
for the
responsibility
his new

for the
responsibility
his new

Tech Crunch

Feedback

Feedback



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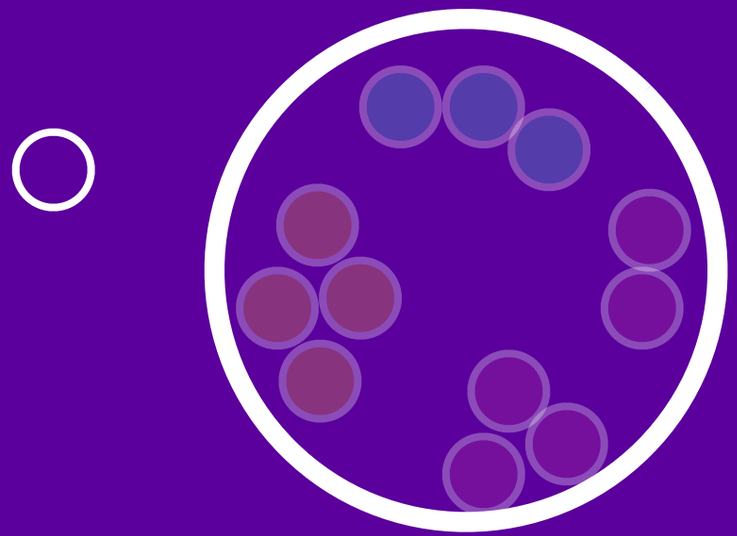

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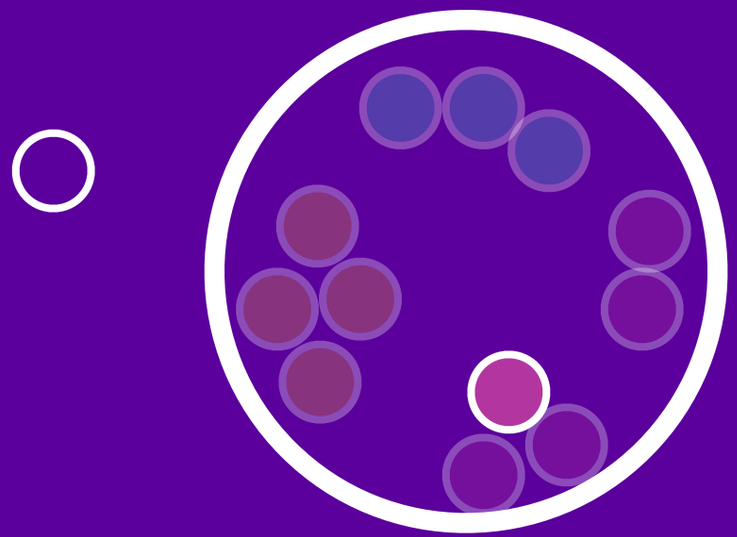

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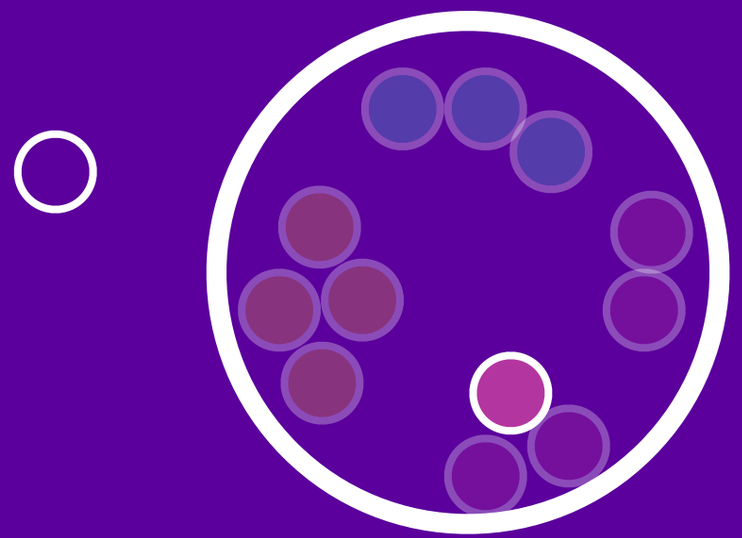
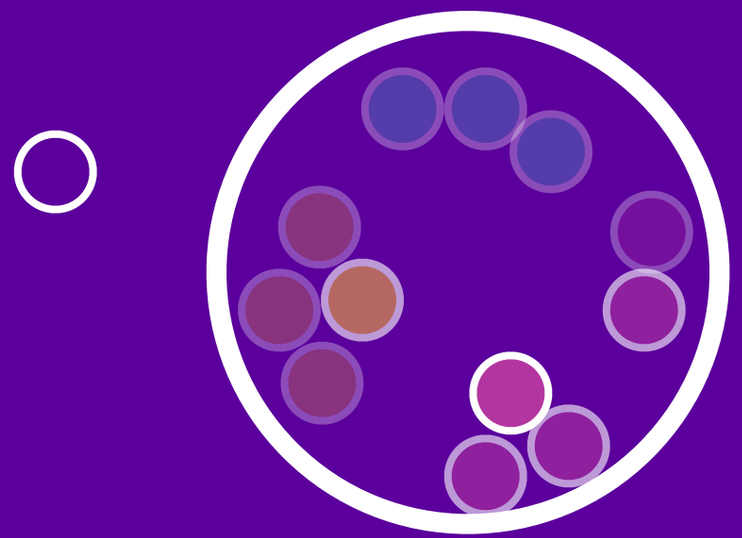


- Declare peers

Feedback



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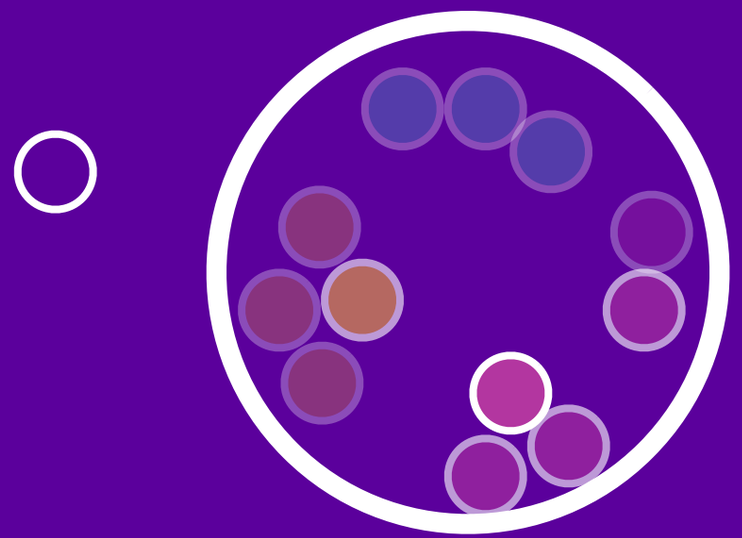
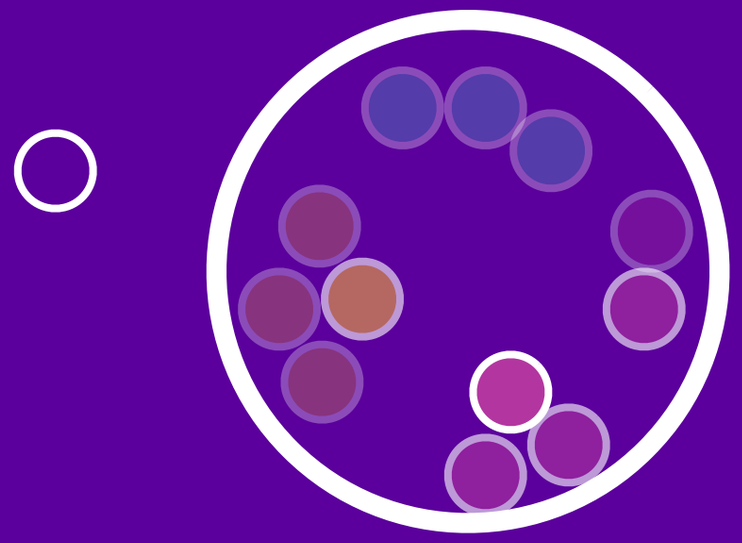
Feedback



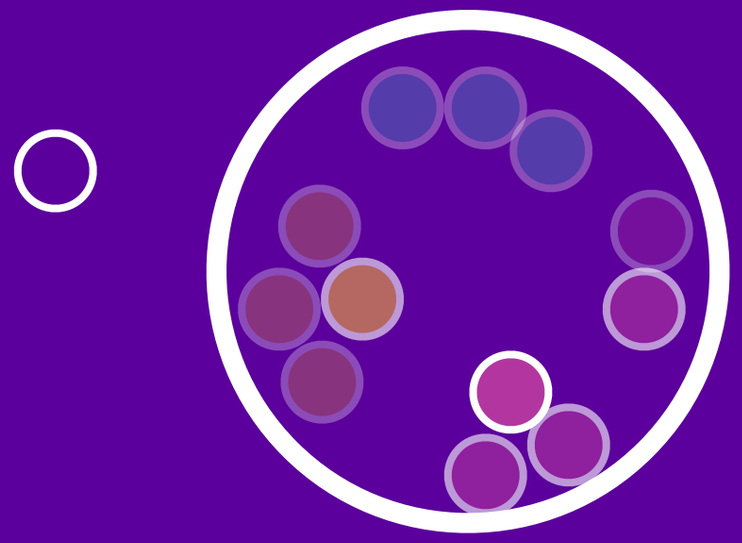
- Declare peers
- Send questionnaire

Feedback



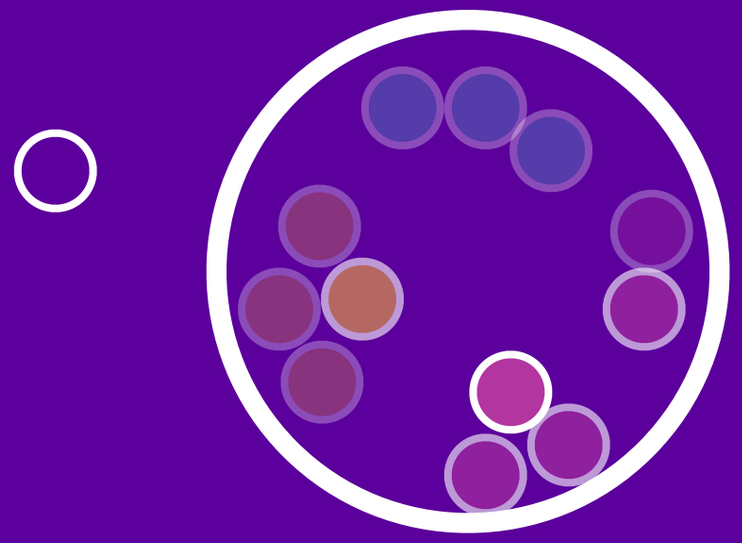
- Declare peers
- Send questionnaire
- Interview peers

Feedback



- Declare peers
- Send questionnaire
- Interview peers
- Summarize feedback

Feedback



- Declare peers
- Send questionnaire
- Interview peers
- Summarize feedback
- Feedback Talk

Trust

Principles behind the Agile Manifesto

We follow these principles:

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

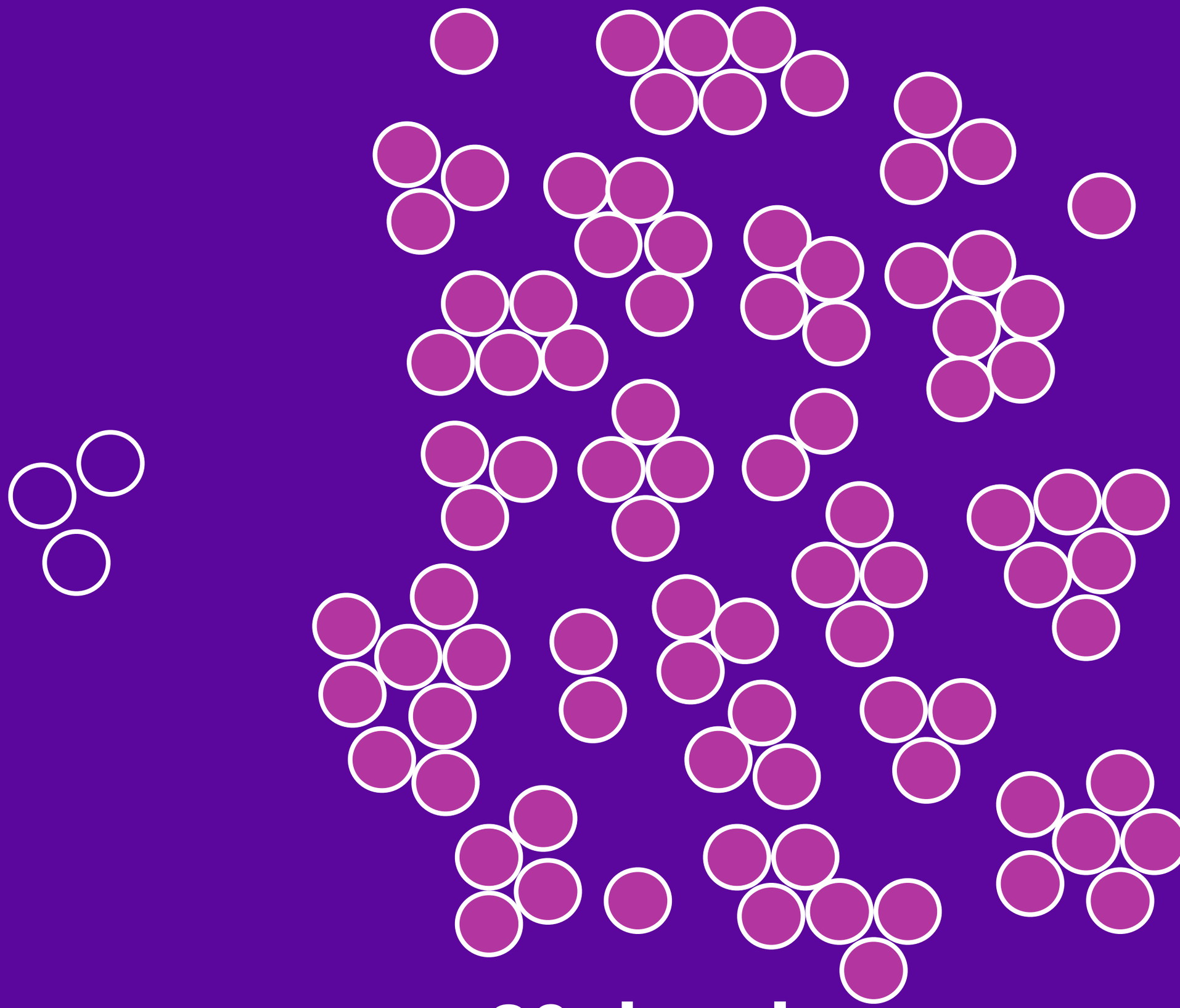
The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

Working software is the primary measure of progress.

Agile processes promote sustainable development.

“Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.”

- Agile Manifesto



3 managers

80 developers

In doubt, don’t hire

Trust people

Wooga

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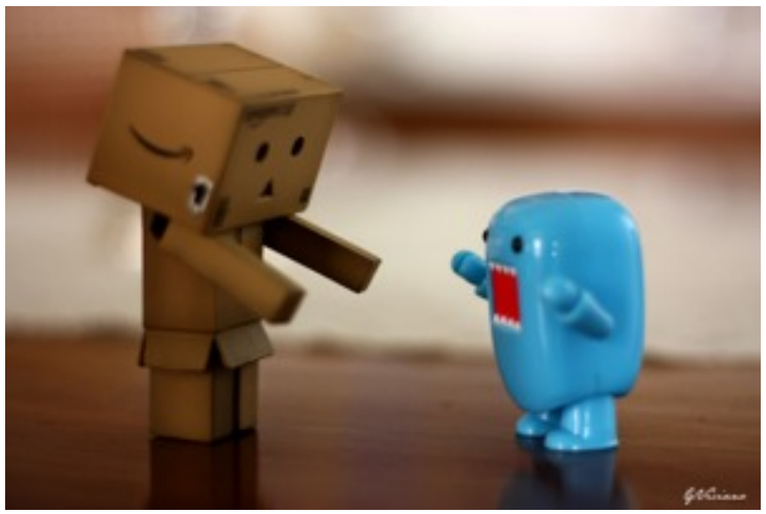

Independent Teams

Transparency

Trust

SUP
ERC
ELL

Spotify®

NETFLIX

amazon®

Independent Teams

Transparency

Trust

It works

Thank you

Jesper Richter-Reichhelm

@jrirei

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