

# POSSIBILITIES



## Next Generation Agile Delivery: Product Planning

Ensure your IT budget gives you the right product at the right time

*1/2 day tailored workshop*

**John Ferguson Smart and Jan Molak**

## Key Benefits

- ✓ Budget and prioritise features based on business goals and return on investment
- ✓ Improved visibility on release plans
- ✓ Invest in innovation and creativity where they bring the most value
- ✓ Learn to adapt release plans based on new learnings
- ✓ More engaged teams
- ✓ Teams that focus on business outcomes
- ✓ Improved communication between business and delivery teams

## Topics discussed include

- ✓ Sharing the product vision effectively
- ✓ Aligning features with business goals
- ✓ Product Planning
  - ✓ Flexible scope and goal-driven features
  - ✓ Viewing IT as an investment portfolio
- ✓ Balancing of autonomy and control
- ✓ Tailored workshops using examples from your real-world problems
- ✓ Transitioning smoothly from high level epics and capabilities to well-formed and detail-focused features and stories
- ✓ Defining measurable outcomes
  - ✓ Finding useful metrics
  - ✓ Measuring progress
- ✓ The risk of gaming the system

## Contact Us

✉ [reachme@johnfergusonsmart.com](mailto:reachme@johnfergusonsmart.com)



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# Approach

*"60% of organisations prefer a project to provide good ROI, versus 13% who are purely concerned by delivering within budget."*

*- 2013 IT Project Success Rates Survey*

This workshop introduces business and technical teams to a new and innovative way of identifying, prioritising and budgeting product features, ensuring focus on business outcomes and return on investment.

Attendees learn how to discover and prioritise the features that really matter: those that will deliver real business value and that will make a difference to your organisation.

Discover an innovative approach used to transform software delivery in organisations as different and varied as Spotify, Zappos and the Commonwealth Bank of Australia.

## Cost

For 10 attendees

£4,500 + VAT

For 12 attendees

£5,100 + VAT

For 15 attendees

£6,000 + VAT

For 20 attendees

£7,500 + VAT

The cost of the workshop is degressive, based on the number of students:

- Up to 10 attendees: £4,500 + VAT
- For each additional attendee: £300 + VAT

## About your trainers

John Ferguson Smart is an international speaker, consultant, author, and a well-regarded expert in areas such as BDD, TDD, test automation, software craftsmanship and team collaboration, and author of *BDD in Action*, *Jenkins: The Definitive Guide* and *Java Power Tools*.

Jan Molak is a speaker, consultant, trainer and full-stack developer specialising in continuous delivery and all those aspects of a software delivery process that help make it happen. Jan is the author of the Jenkins Build Monitor, helping thousands of companies worldwide keep their builds green and the delivery process smooth.

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