

# What's my value?

Joanna Doyle

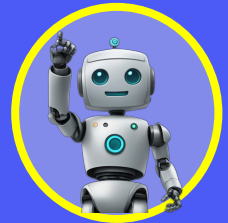


**LEAN AGILE**  
LONDON 2024

# Step 1: Find out what they want

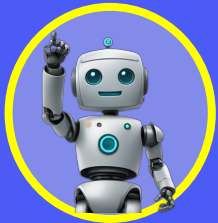


- Be sure of the problem
- Continue to check back on problem priority



## Step 2: Find the right metric to measure the value for your requirement

- Easily measure
- Easily explain
- Not easily manipulate



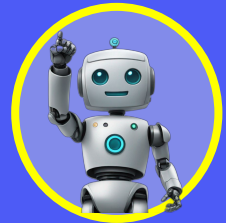
# The quantitative

- **Flow metrics**
  - Cycle time, Work Item Age, WIP, Throughput
- **Lead time**
- **Impediment number/cost**
- **Increase in team interaction**
- **Time**
- **Team metrics**
- **Customer satisfaction metrics**
  - Customer Satisfaction Score “how would you rate your experience...”
  - Product Market Fit - “how would you feel if you no longer had...”
  - Net Promoter Score “how likely are you to recommend ...”
  - Customer Effort Score “how hard was it to work with ...”

# The RAG or Yes/No



- Sprint goals
- Sustainability
- Timeboxes



# The qualitative

- Feedback
- Proud parent moments
- Requests
- In your absence
- Coaching tree



# The extra



- Training sessions, conferences, webinars etc
- Contributing to communities
- Trying first elsewhere

# Step 3: Experiment

- **Recap:**
  - Step 1: Find out what they want
  - Step 2: Find the right metric to measure the value for your requirement
- **Experiment:**
  - Problem
  - Hypothesis
  - How will you ensure a fair test?
  - How will you measure the results?
- Experiments are also a measure





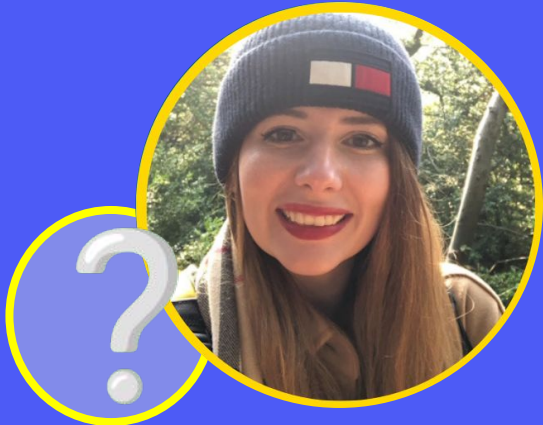
## Step 5: Shout, share and celebrate

- Share your success
  - If you're not feeding them, they're not saying anything
- Enable stakeholders to understand your role through metrics you choose
- Demonstrate metrics to teams, peers and potential cheerleaders



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## Q&A