

Driving Innovation through Continuous Learning & Systems Thinking

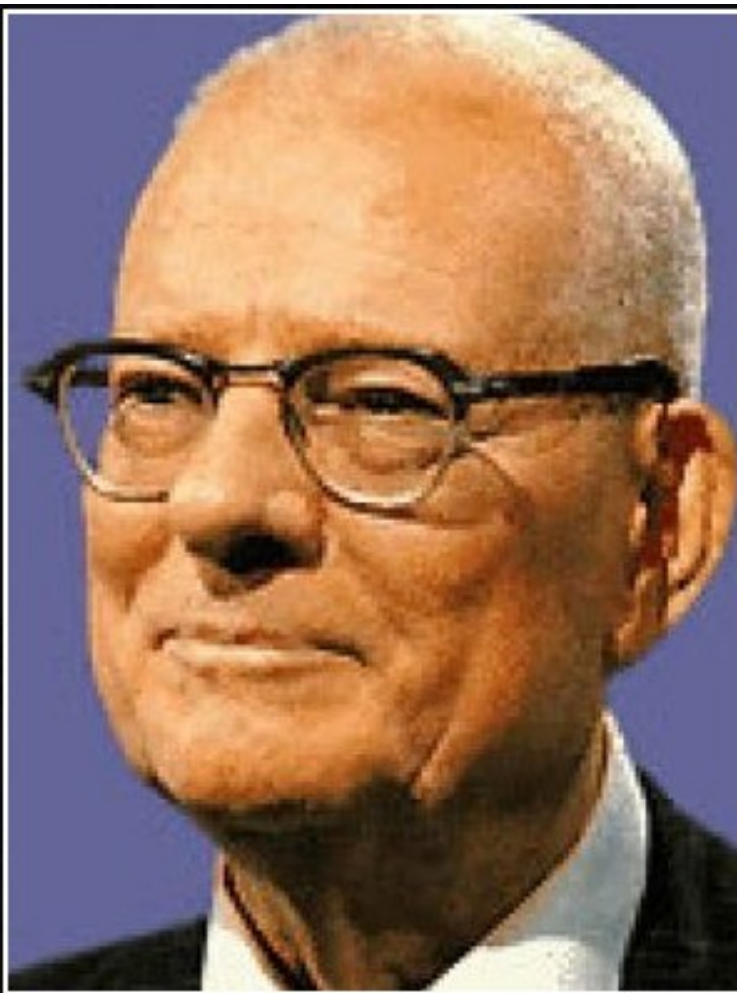
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#LAKC16

My Perspective



You can not plan to make a
discovery. You do not plan
innovation.

— *W. Edwards Deming* —

AZ QUOTES

Expected Outcomes

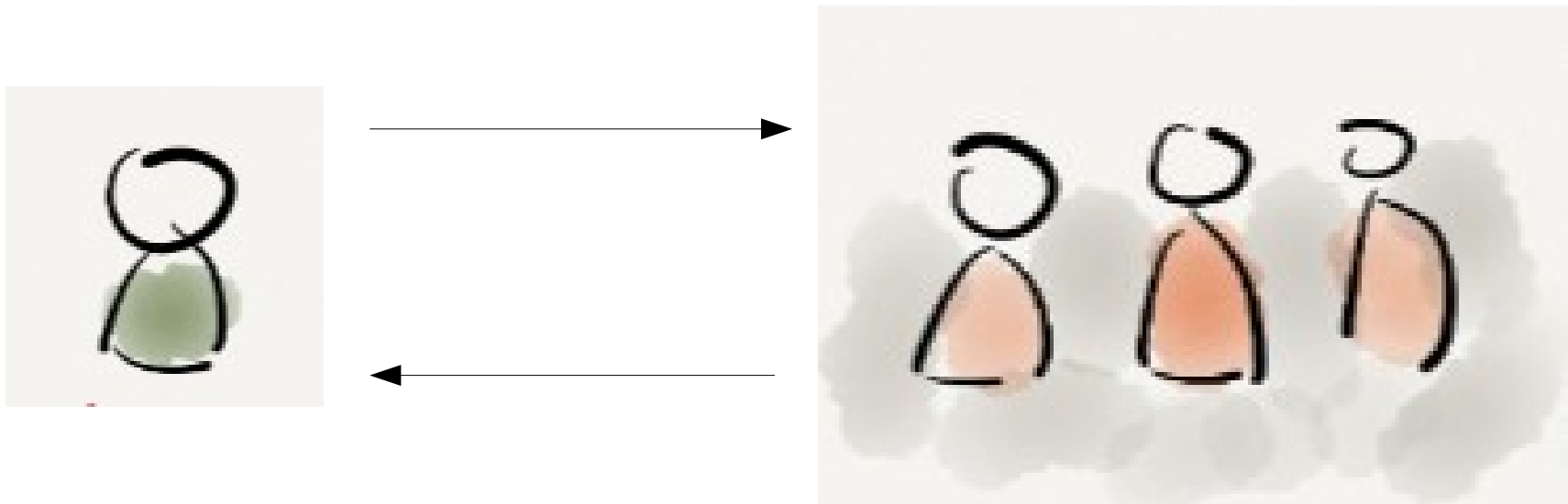
Reflect on constraints

Orienting teams

Innovation as a byproduct

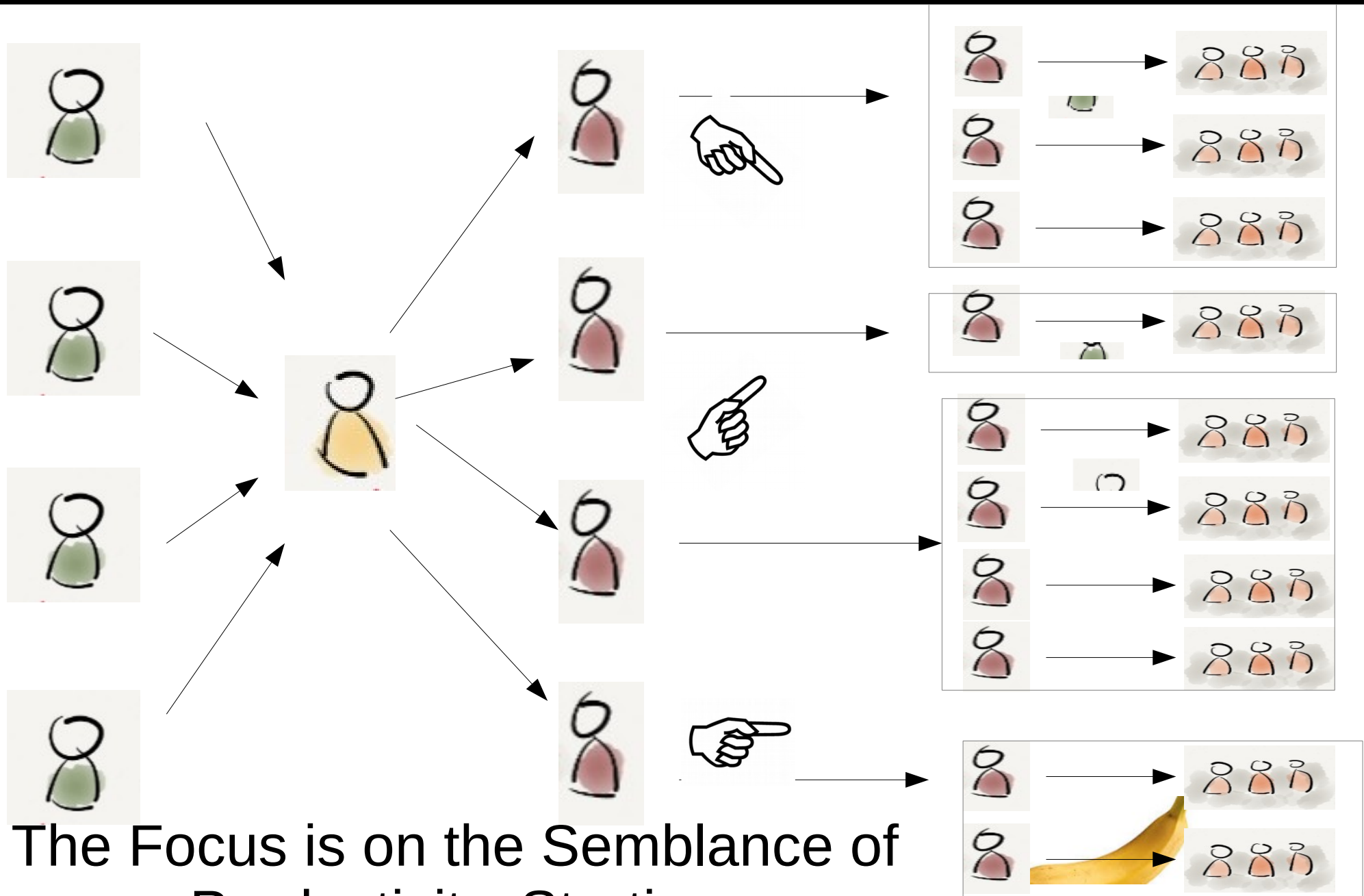
What is your distance to
learning?

One Team - One Product



The Focus is on Growing the Customer
Learning what works

Many Teams – Many Products

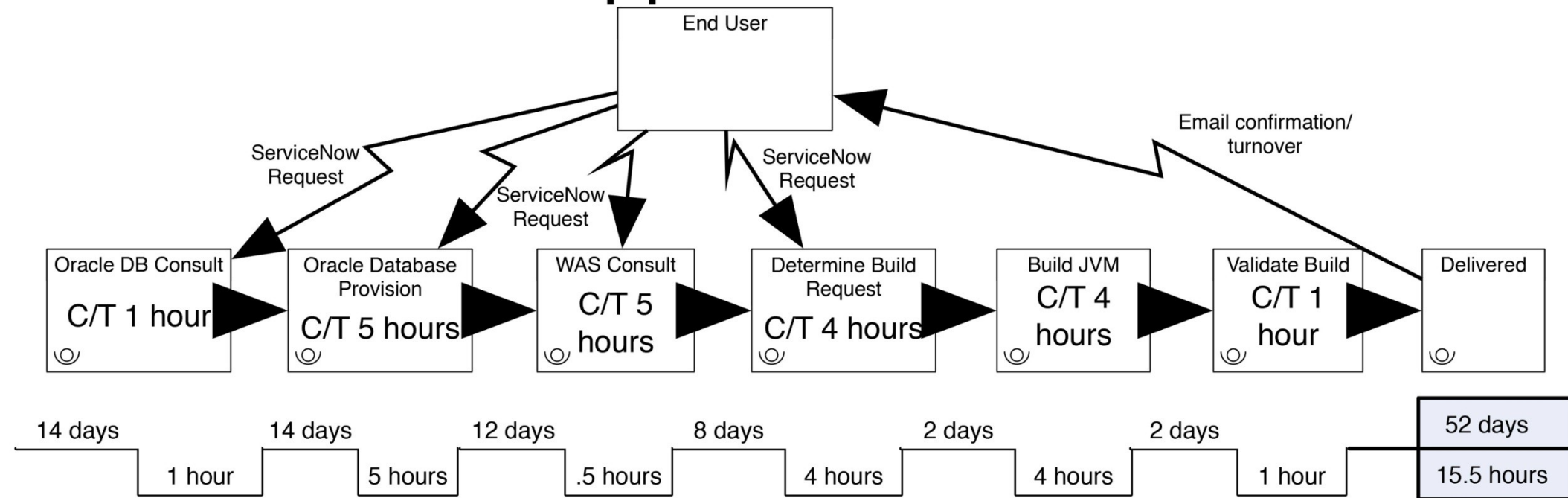


The Focus is on the Semblance of Productivity, Starting

Most organizational
structures create distance

Effective vs Efficient

Value Stream Analysis: Web Application



1.2% work-to-waste ratio

What gets shipped?

Sprint	iOS	Services	Persistence	Integrations
1				
2				
3				
4				
5				
6				

Grow Collective Product
Ownership

What is interesting here?



Reduce distance within teams

Safety in environment (build, deploy)

Access to knowledge

Product alignment

Constraint is slowest moving learning

Reduce distance across teams

Grease the gears

Simplify communication channels

Amplify communication channels

Product Alignment

Constraint is slowest moving learning

Reduce distance across products

Communities over owners

More dynamic teams

Product refactoring

Constraint is slowest moving learning

Difference between **failure**
and **learning** is...?

Shift



Shift



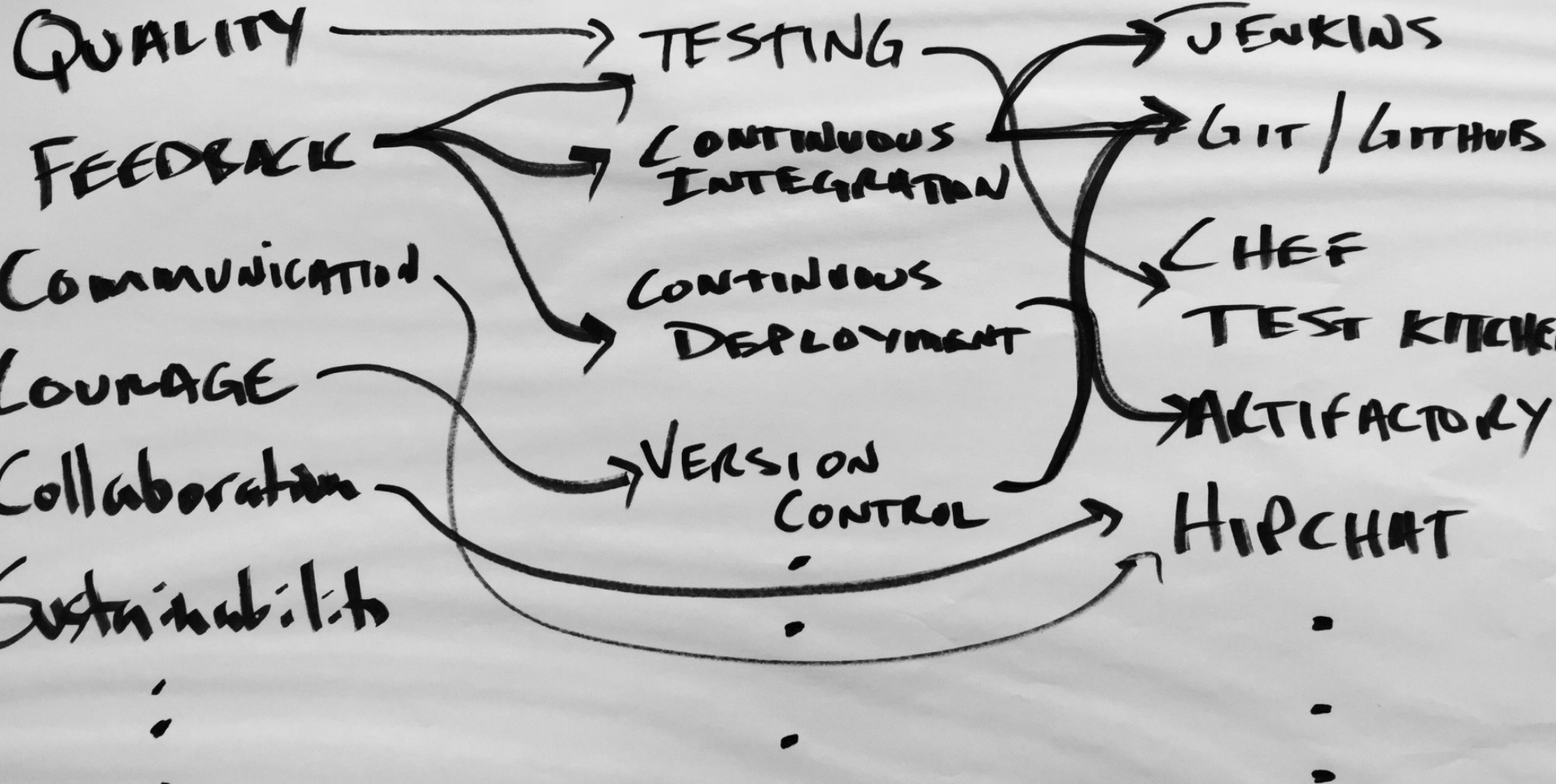
Create opportunities

	ELK	SOL QUERY	DB	CHEF	JAVA	Python/ Kafka	VR/ NODES	SERVERS
ADITHYAN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SIVA	<input type="radio"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JESS		<input type="radio"/>				<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
CAJAL		<input type="radio"/>					<input type="radio"/>	<input type="radio"/>
SUBHA		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
SEETHAN	<input type="radio"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input type="radio"/>	<input type="radio"/>
ANISHA	<input type="radio"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>
MOHNA	<input type="radio"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
SPRINGER	<input type="radio"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>

S PUNK	LEAD	STORY WORTH	JIRA	DATA STAGE (G2)	KAFKA	CAMEL	JENKINS
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<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="radio"/>
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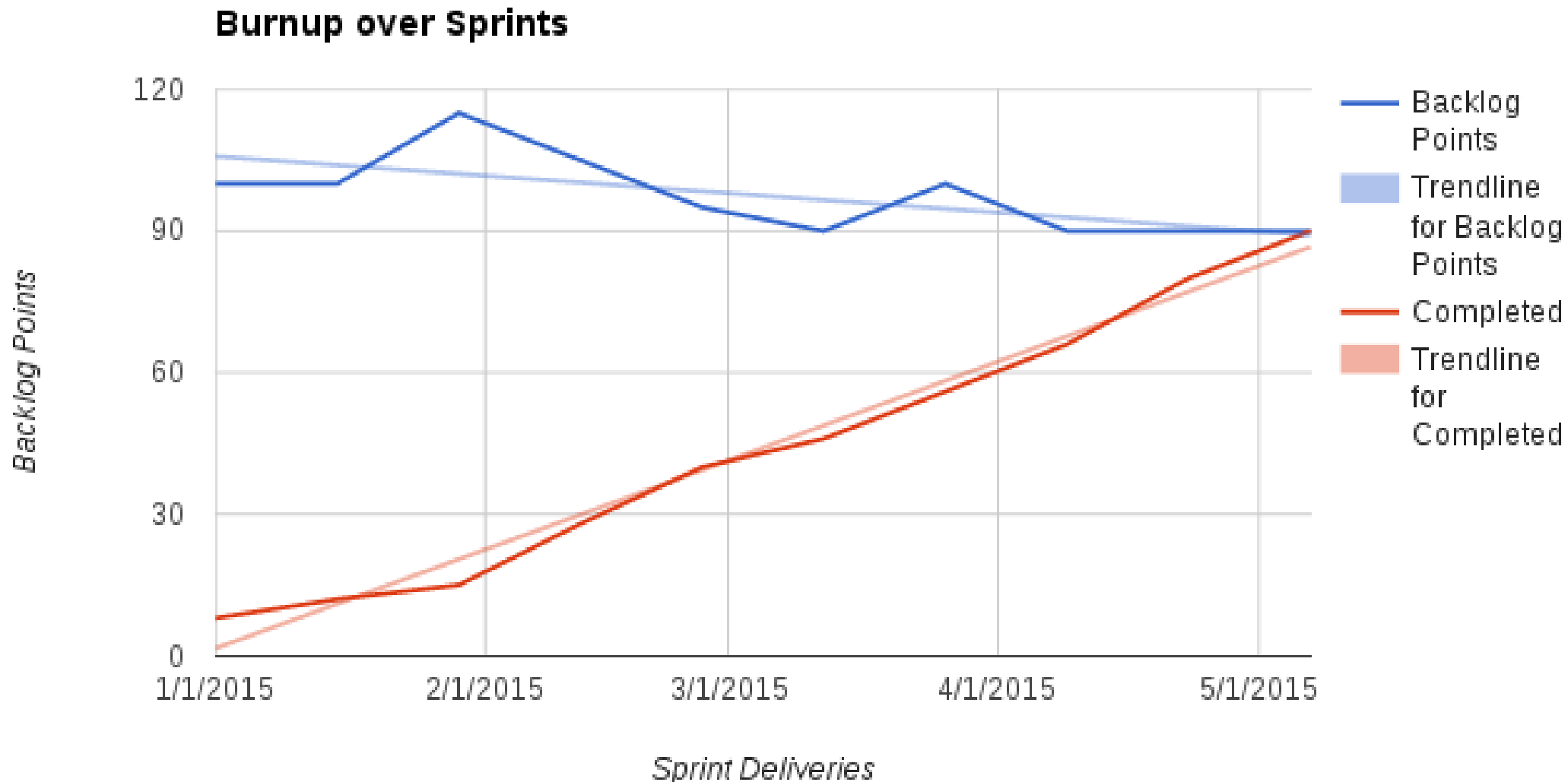
Root Decisions

VALUES $\xrightarrow{\text{DRIVE}}$ PRACTICES $\xrightarrow{\text{DRIVE}}$ TOOLS



Measure **Impact** instead of
Movement

Would you buy this product?



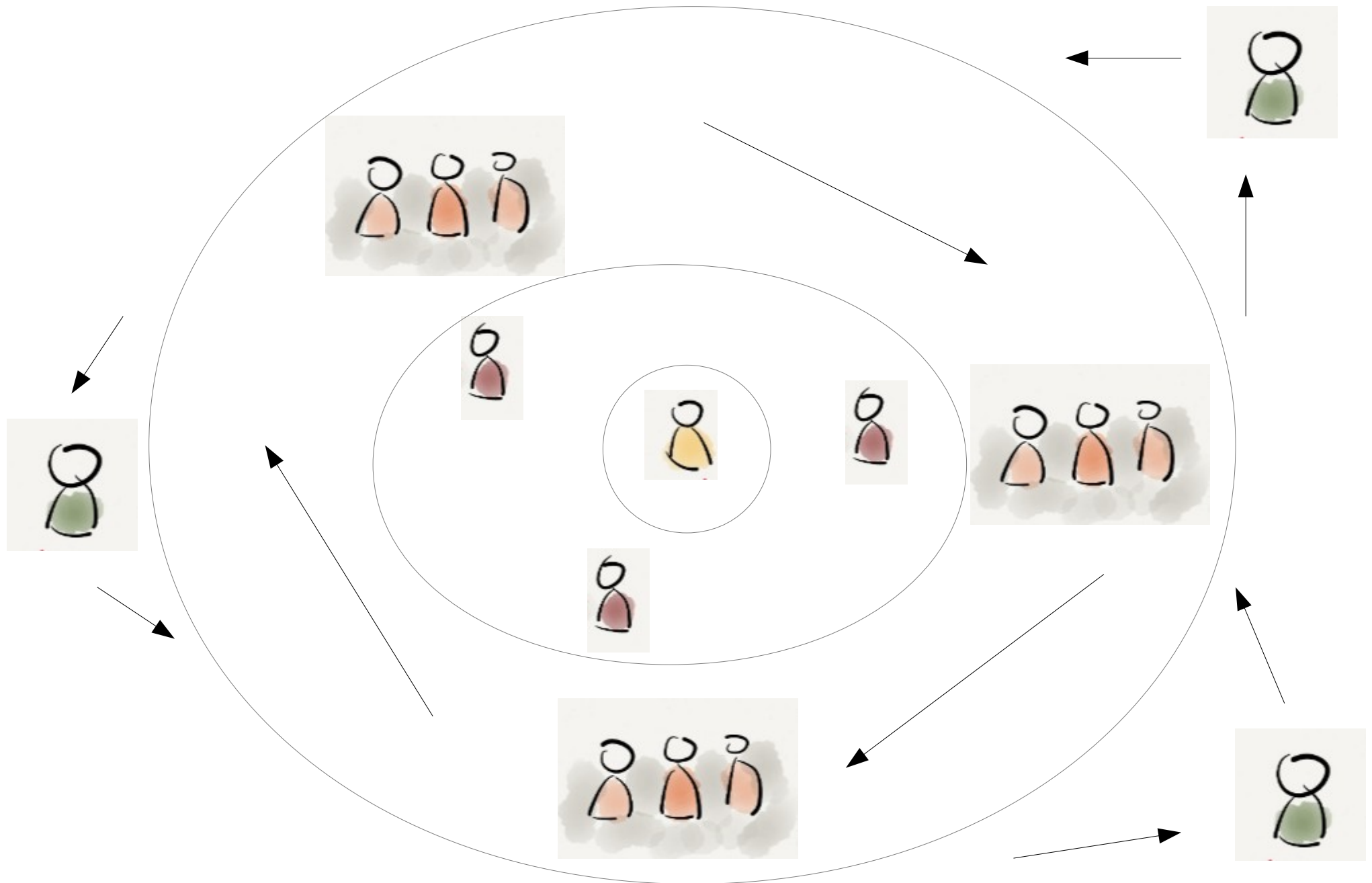
Test Driven Products

Weak Product Decisions
Manifest in Overly Complex
Process

Test Driven Products

Weak Product Decisions
Manifest in Tech Debt

What might help



Is it making a difference?

ACTIVITY

Trends

MANAGEMENT

- Funnels
- Segmentation
- Segmentation 3
- Retention
- Formulas
- Streams
- Bookmarks

PEOPLE

- Explore
- Insight
- Engage
- Revenue

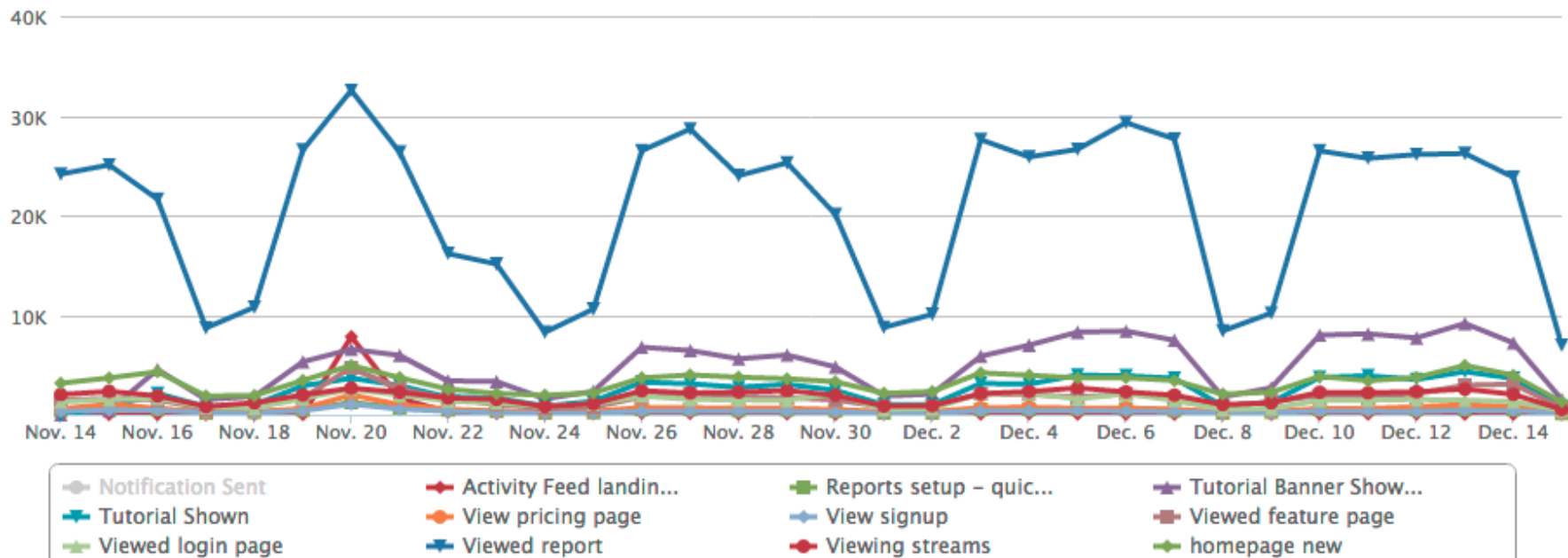
Total visitors

Total number of times each event was recorded

BOOKMARK

Nov 14, 2012 - Dec 15, 2012

Day Total More



Compare

Options

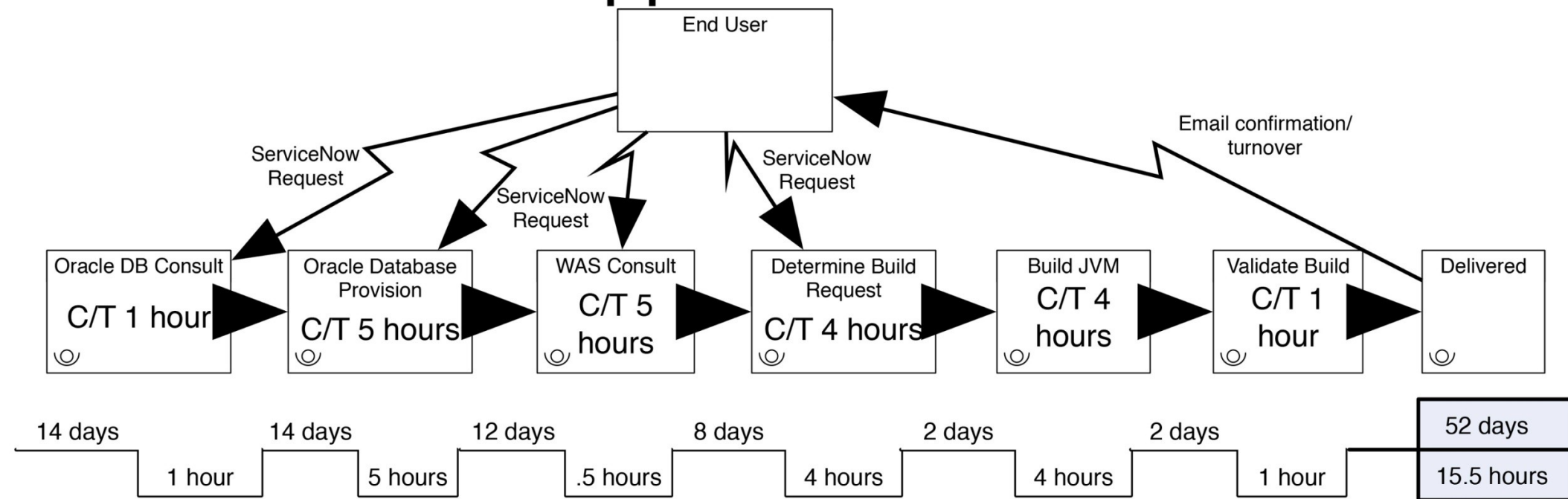
Total visitors

Total

Event	Today	Fri, Dec 14	Fri, Dec 7	Fri, Nov 30	Fri, Nov 23
Viewed report	6,952 -53.6%	23,830 -13.9%	27,664 +37.7%	20,089 +32.9%	15,111 +100%
Tutorial Banner Shown	1,532 -66.2%	7,195 -3.5%	7,454 +56.1%	4,774 +43.5%	3,321 +100%
homepage new	1,308 -17.8%	3,943 -15.8%	3,422 -8.8%	3,297 -55.1%	2,121 -100%

Effective vs Efficient vs Impact

Value Stream Analysis: Web Application



1.2% work-to-waste ratio

Realize – it is about creating products people love with a group you enjoy being with

Fight **uncertainty** and lose

Learn faster and win

Recap

Remove distances between customers, teams

Reduce the cost of learning

Measure impacts and rates of learning

Test drive more than code

... And innovation will come

Questions?

DevJam

Coaching & Developing Product
Discovery & Delivery

<http://devjam.com/coaching/>

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