

# From AnyCo to AwesomeCo

## A Case Study in Scrum Transformation

**Richard Kasperowski**

[r@kasperowski.com](mailto:r@kasperowski.com)

[www.kasperowski.com](http://www.kasperowski.com)

[@rkasper](https://twitter.com/rkasper)

# Backlog

AnyCo

The transition

AwesomeCo



# AnyCo

## Broken

### Richard's agile background

### How Richard failed once

# AnyCo: Broken

Broken biz team

Broken  
engineering  
team

Broken  
company

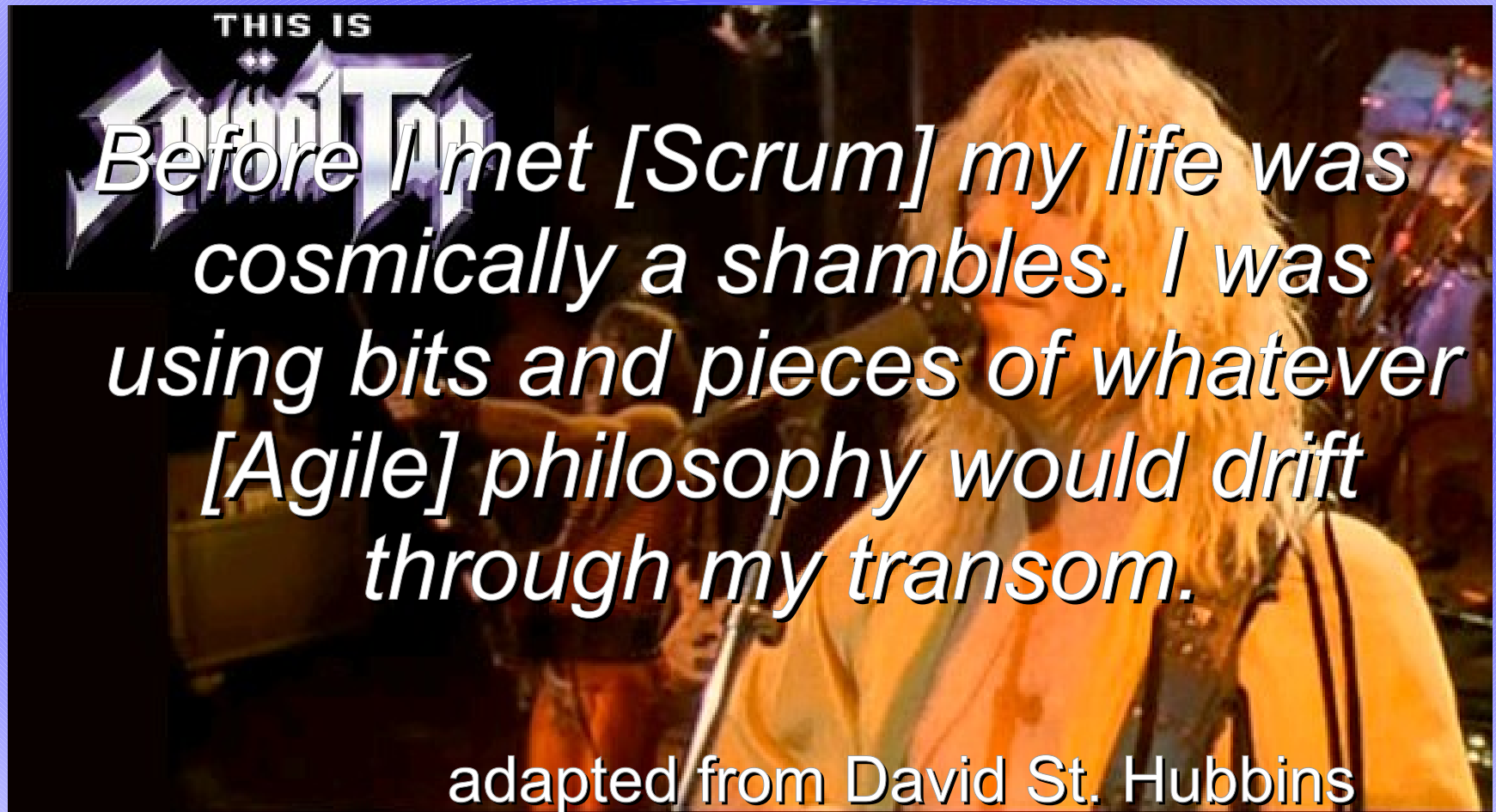




# AnyCo: Richard's agile background



# AnyCo: Richard's agile background



*Before I met [Scrum] my life was cosmically a shambles. I was using bits and pieces of whatever [Agile] philosophy would drift through my transom.*

adapted from David St. Hubbins

# AnyCo: Richard's agile background

XP

TDD

The best code I've ever written

- Kasperowski & Marks: "Building Better Java Applications"



# AnyCo: How Richard failed once

Daily stand-ups

Iterations

Electronic tools



# AnyCo: How Richard failed once

(Perfunctory) Daily stand-ups

Iterations (not Done)

Electronic tools (instead of  
information radiators)

# The transition

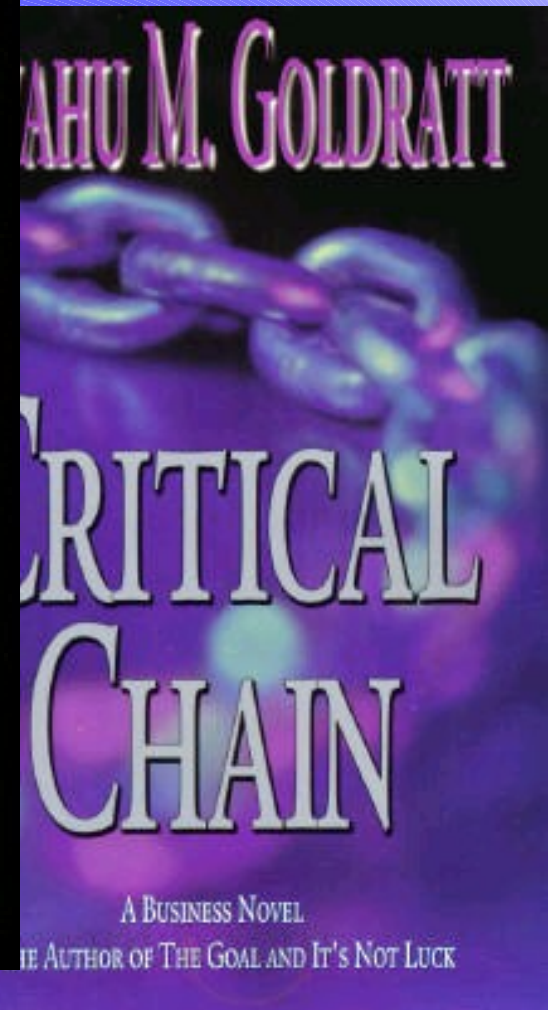
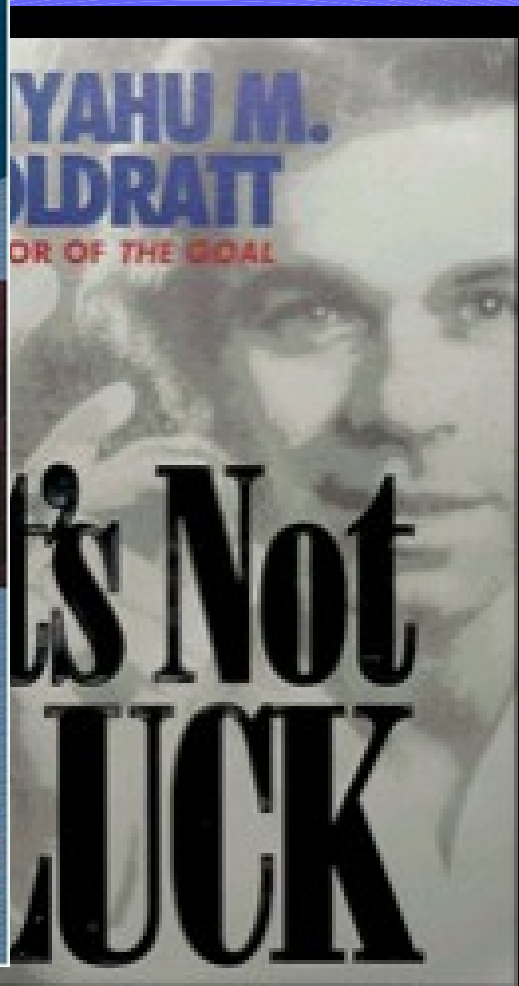
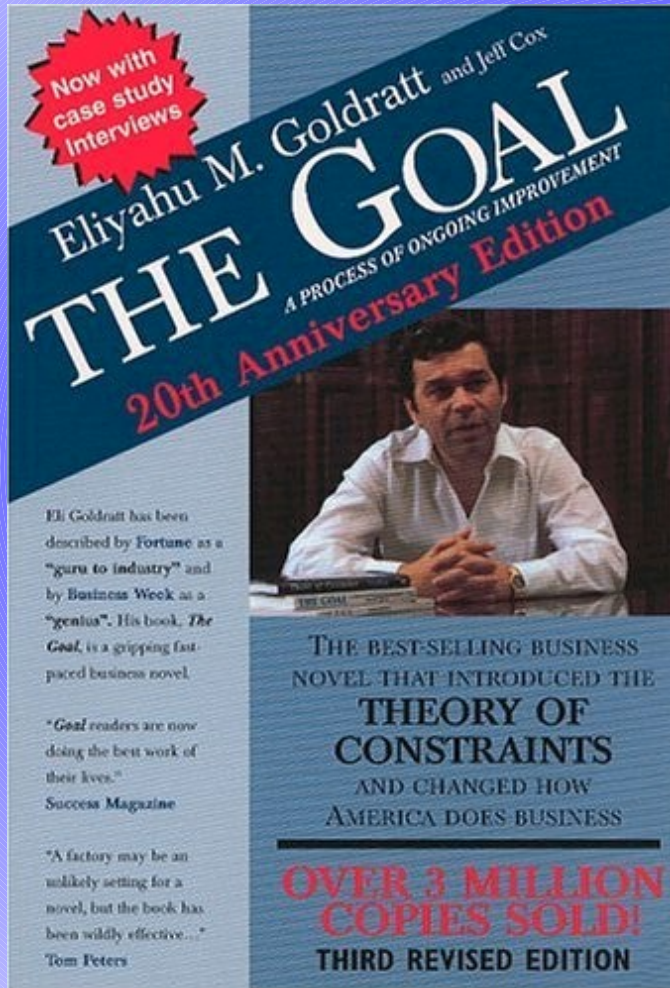
Inspiration

Sneaky Scrum!

Road blocks



# The transition: inspiration

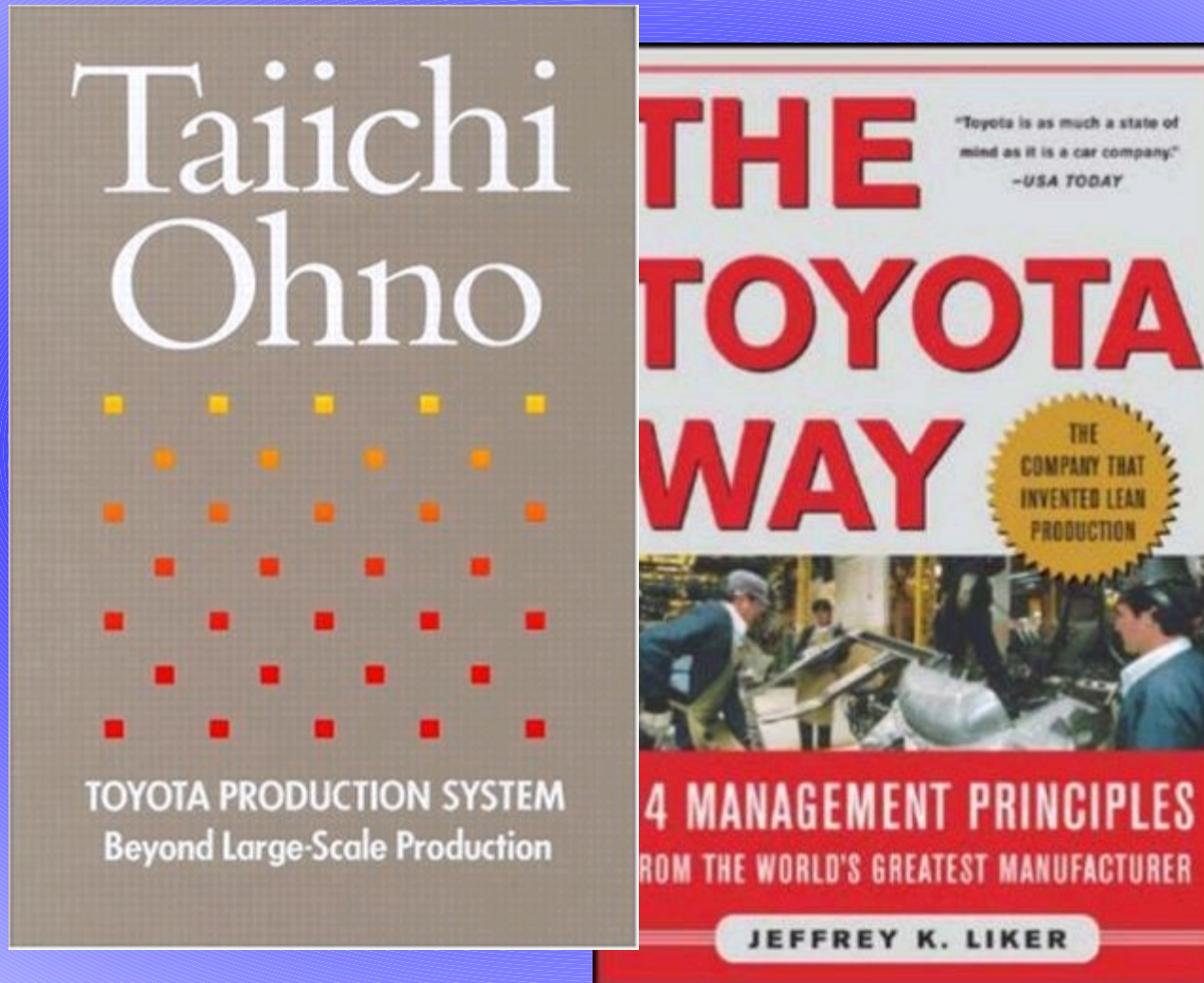


# The transition: inspiration

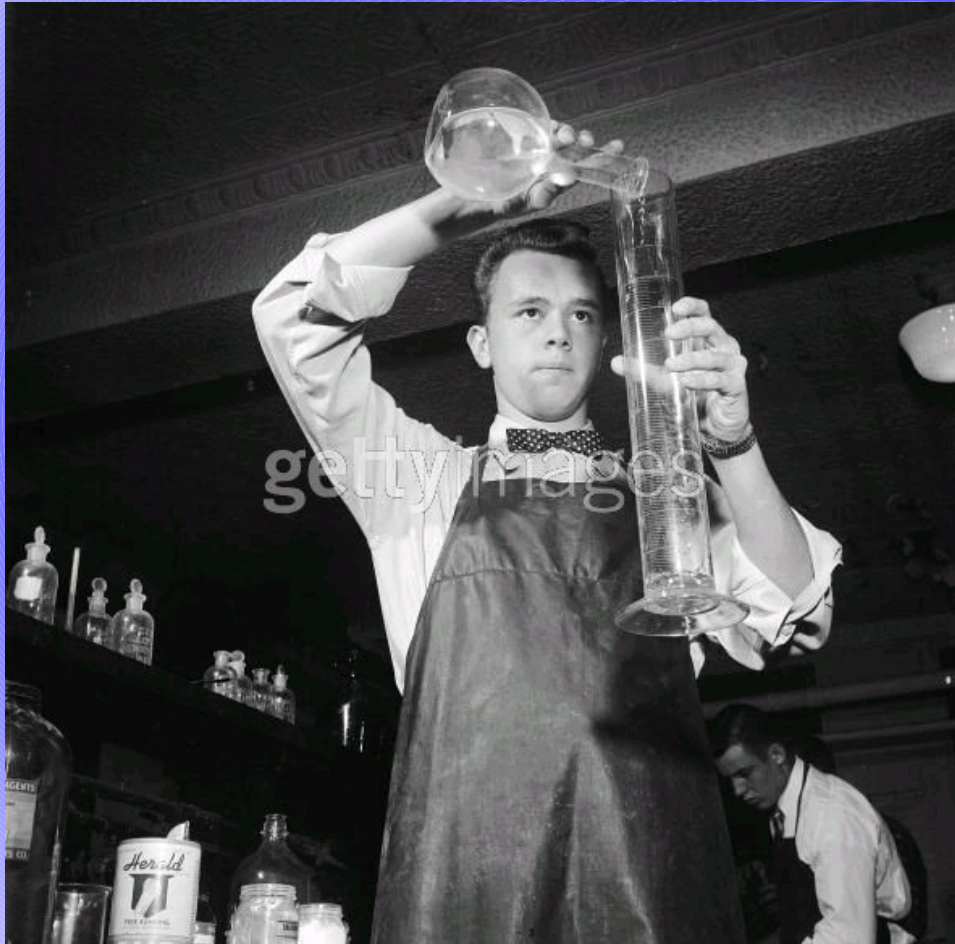




# The transition: inspiration



# The transition: Sneaky Scrum!



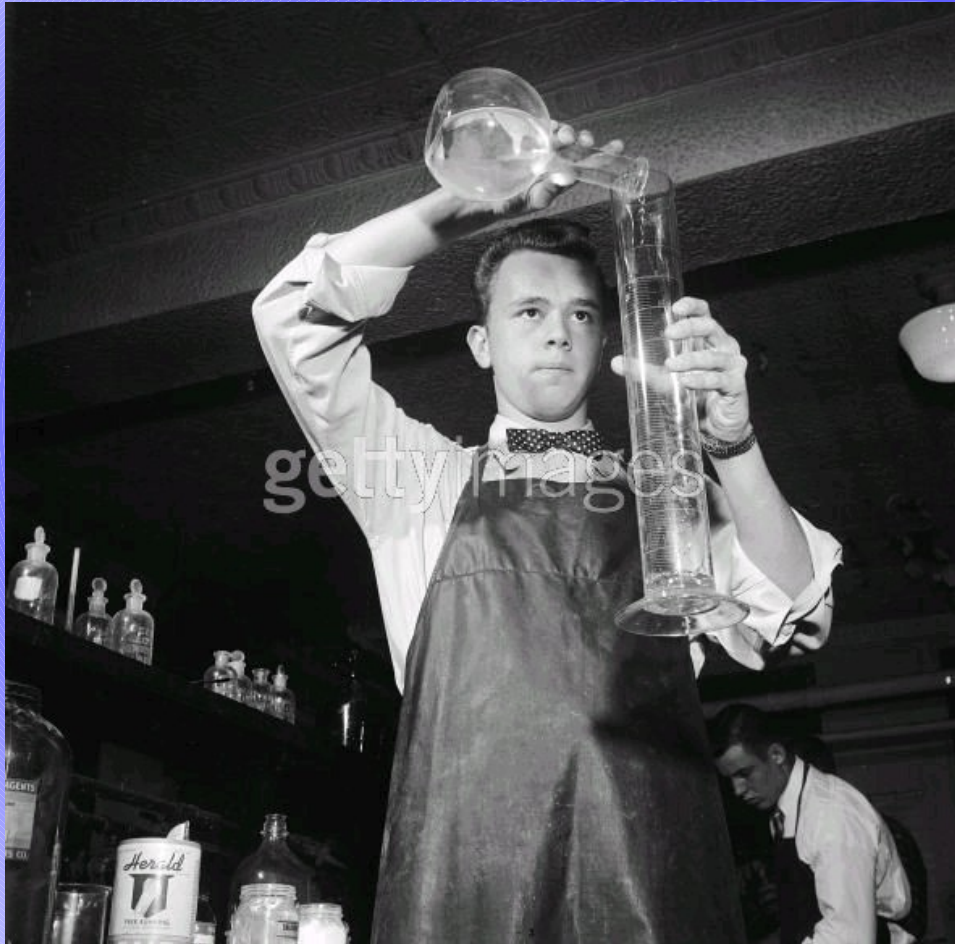
Experiments

Safe

All my fault



# The transition: Sneaky Scrum!



Experiments

Safe

All my fault

# The transition: road blocks

Fear of change

Perception of increased costs

Suboptimizing?



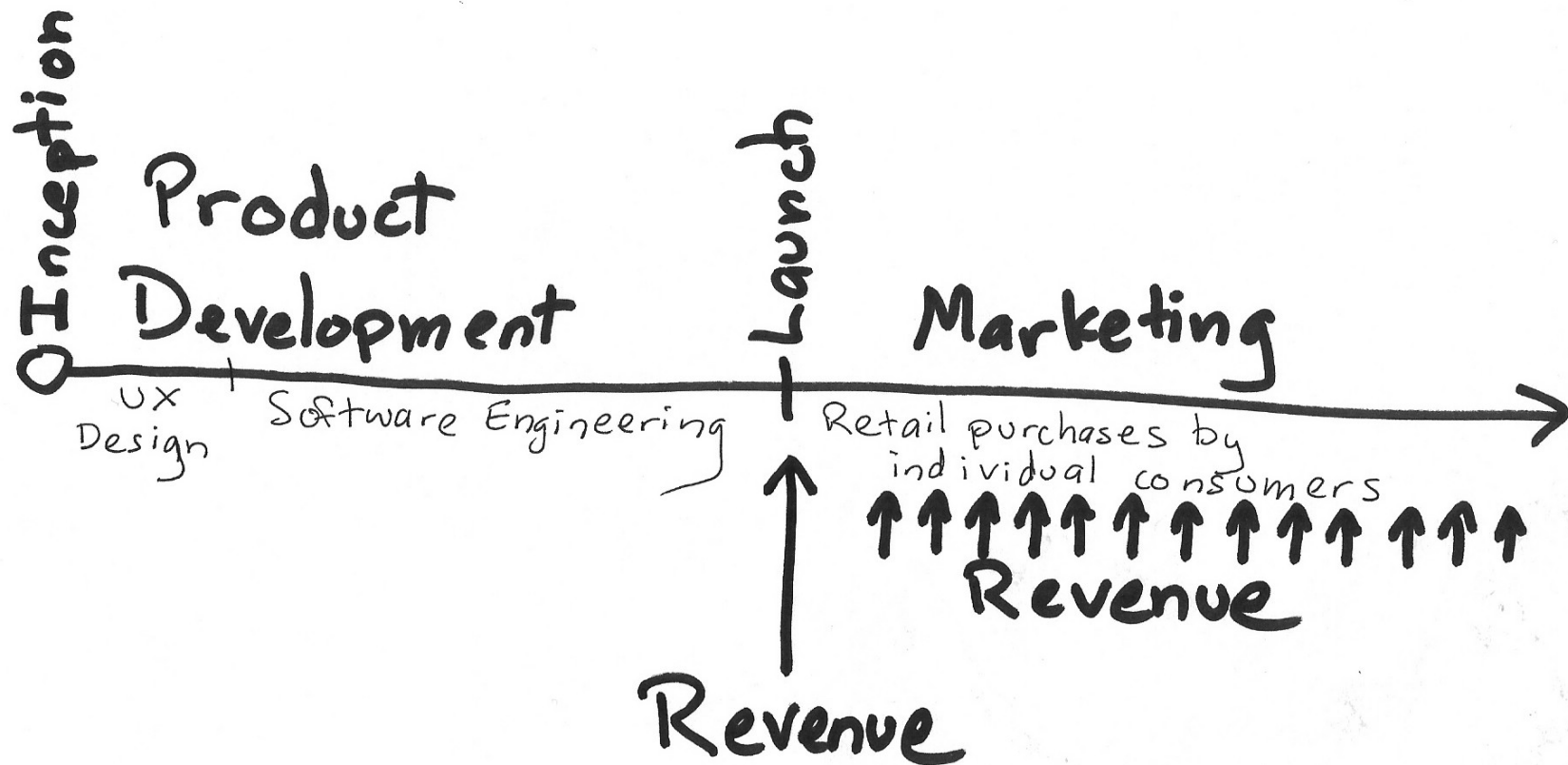
# The transition: road blocks

Fear of change

Perception of increased costs

Suboptimizing?

# Software Product Life Span





# AwesomeCo

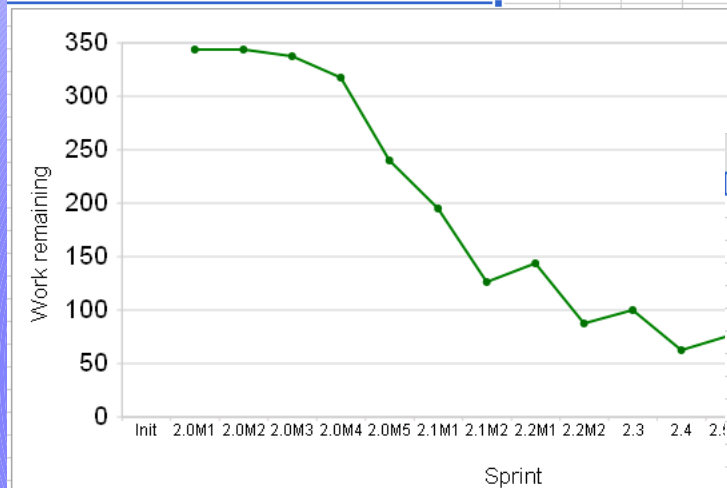
Predictable

Happy

Awesome new powers

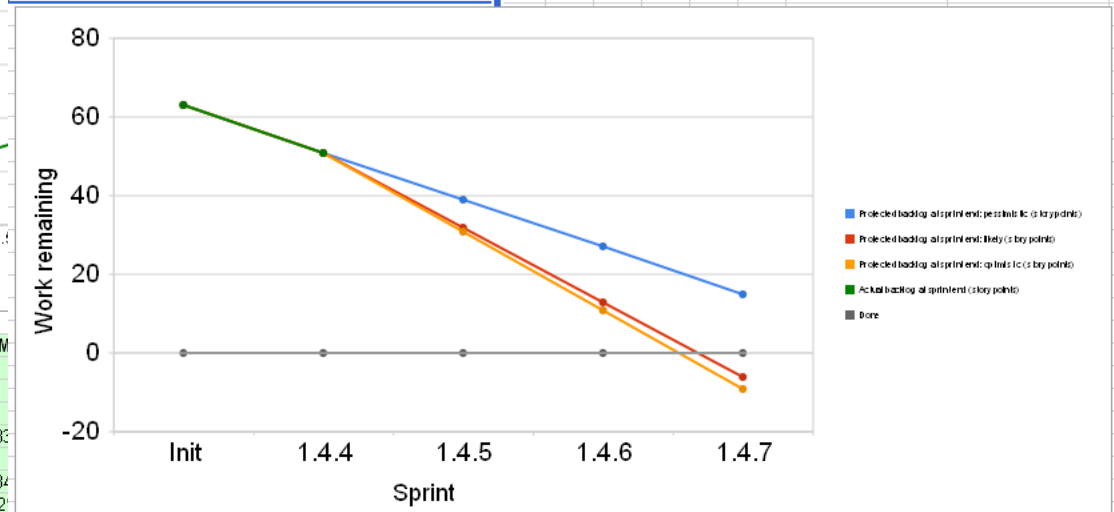
# AwesomeCo: predictable

CoolApp project burndown, through Phase 1B



Sprint	Init	2.0M1	2.0M2	2.0M3
Projected backlog at sprint end: pessimistic (story points)				
Projected backlog at sprint end: likely (story points)				
Projected backlog at sprint end: optimistic (story points)				
Actual backlog at sprint end (story points)		344	344	334
... including Post-Phase 1B (story points)				
Total project size at sprint end (story points)		344	344	344
% complete		0%	0%	2%
Projected velocity: pessimistic (story points)		0	0	0
Projected velocity: likely (story points)		0	0	0
Projected velocity: optimistic (story points)		0	0	0

HotApp project burndown



Sprint	Init	1.4.4	1.4.5	1.4.6	1.4.7
Projected backlog at sprint end: pessimistic (story points)	63	51	39	27	15
Projected backlog at sprint end: likely (story points)	63	51	32	13	-6
Projected backlog at sprint end: optimistic (story points)	63	51	31	11	-9
Actual backlog at sprint end (story points)	63	51			
Done	0	0	0	0	0
Total project size at sprint end (story points)	63	63			
% complete		19%			
Projected velocity: pessimistic (story points)		19	12	12	12
Projected velocity: likely (story points)		19	19	19	19
Projected velocity: optimistic (story points)		19	19	19	19



# AwesomeCo: predictable

Time lines

Costs

Quality

# AwesomeCo: happy

Customers

Workers

Management



# AwesomeCo: awesome new powers



Confident

Reliable

Poised for  
success

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