

# *Business Value of* **Agile Methods**



## **Elevator Speech for C-Level Executives**

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Agile Capabilities: <http://davidfrico.com/rico-capability-agile.pdf>

Agile Resources: <http://www.davidfrico.com/daves-agile-resources.htm>

Agile Cheat Sheet: <http://davidfrico.com/key-agile-theories-ideas-and-principles.pdf>

Dave's **NEW Business Agility Video**: <https://www.youtube.com/watch?v=-wTXqN-OBzA>

Dave's **NEWER Development Operations Security Video**: <https://vimeo.com/214895416>

**DoD Fighter Jets vs. Amazon Web Services**: <http://davidfrico.com/dod-agile-principles.pdf>

# Biography

- 34+ years in IT industry
- Oversees large IT portfolio
- Cloud, Lean, & Agile leader
- Numerous books & papers
- Cost-benefit thought leader
- Agile & CMMI ROI expert
- Frequent public speaker
- **PMP, CSEP, ACP, CSM, SAFe**
- Teaches at 7 universities



# Maximizes Value

By prioritizing requirements to deliver the most urgent business needs first

- ✓ Customer needs elicited
- ✓ Critical needs done first
- ✓ Business value delivered

**RESULT:** 21% *better* Revenue, Earnings, & ROI



# Ensures Consistency

By using light, disciplined processes for predictable high-quality results

- ✓ Structured PM processes
- ✓ Well-defined user needs
- ✓ Disciplined testing

**RESULT:** 67% *better* Schedule, Cost, & Quality Perf.



# Optimizes Quality

By automating routine work to minimize delays, manual labor cost, & human error

- ✓ **Predefined test criteria**
- ✓ **Multi-disciplinary tests**
- ✓ **Fully automated testing**

**RESULT:** **93%** *fewer* **Failures, Defects, & UX Issues**



# Enhances Effectiveness

By iterating over a variety of options to converge on the best customer solution

- ✓ Divide & conquer method
- ✓ Optimizes learning curve
- ✓ Scope delivered in parts

**RESULT:** 70% *faster* Delivery & 4X greater Variety



# Accelerates Speed

By collaborating in teams to leverage technical skills, knowledge, & experience

- ✓ **Small, talented team**
- ✓ **Cross-functional unit**
- ✓ **All work done in teams**

**RESULT:** **15x** *more* **Knowledge Xfer & Productivity**



# Heightens Success

By minimizing project size,  
scope, batches, schedules,  
people, complexity, & risks

- ✓ Near-term project focus
- ✓ Small, lean & mean team
- ✓ Delivers core capabilities

**RESULT:** **3X** *more* **Successful  
Projects Completed**





# Improves Performance

By reducing architecture & implementation complexity using emergent design

- ✓ Slices vs. layers focus
- ✓ Lean, waste-free design
- ✓ One need done at a time

**RESULT:** 80% *faster* Product & Service Performance

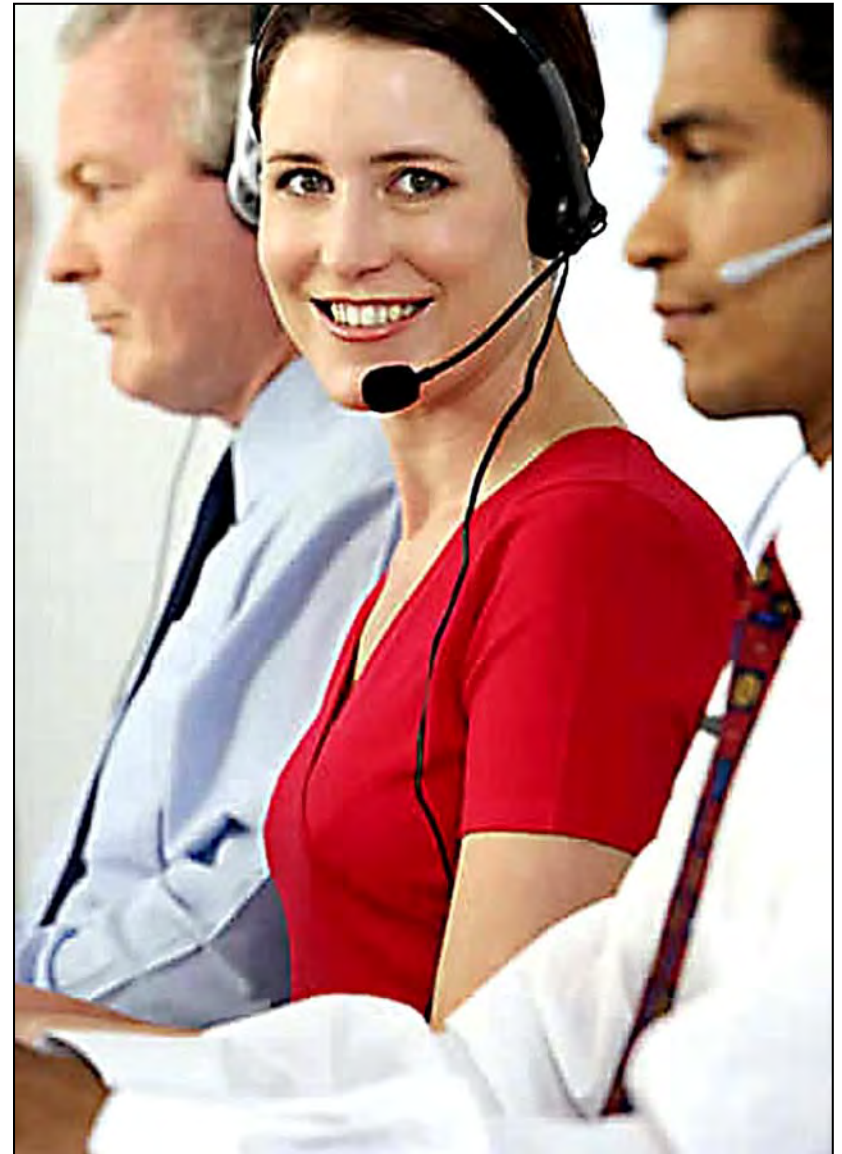


# Increases Responsiveness

By using a flexible, just-in-time delivery system to minimize overhead costs

- ✓ Customers drive project
- ✓ Reprioritizes as-needed
- ✓ Light, flexible process

**RESULT:** **97%** *faster* **Customer Response Time**



# Boosts Satisfaction

By personal communication & customer collaboration to satisfy tacit, implicit needs

- ✓ Customer engaged early
- ✓ F2F customer interaction
- ✓ Emerging needs inserted

**RESULT:** 70% *more* Customer & User Satisfaction



# Strengthens Morale

By empowering & treating every employee as shared decision-making partners

- ✓ End-to-end involvement
- ✓ Self-organizing activities
- ✓ Direct customer interface

**RESULT:** 75% *lower* Turnover, Attrition, & Skill Loss

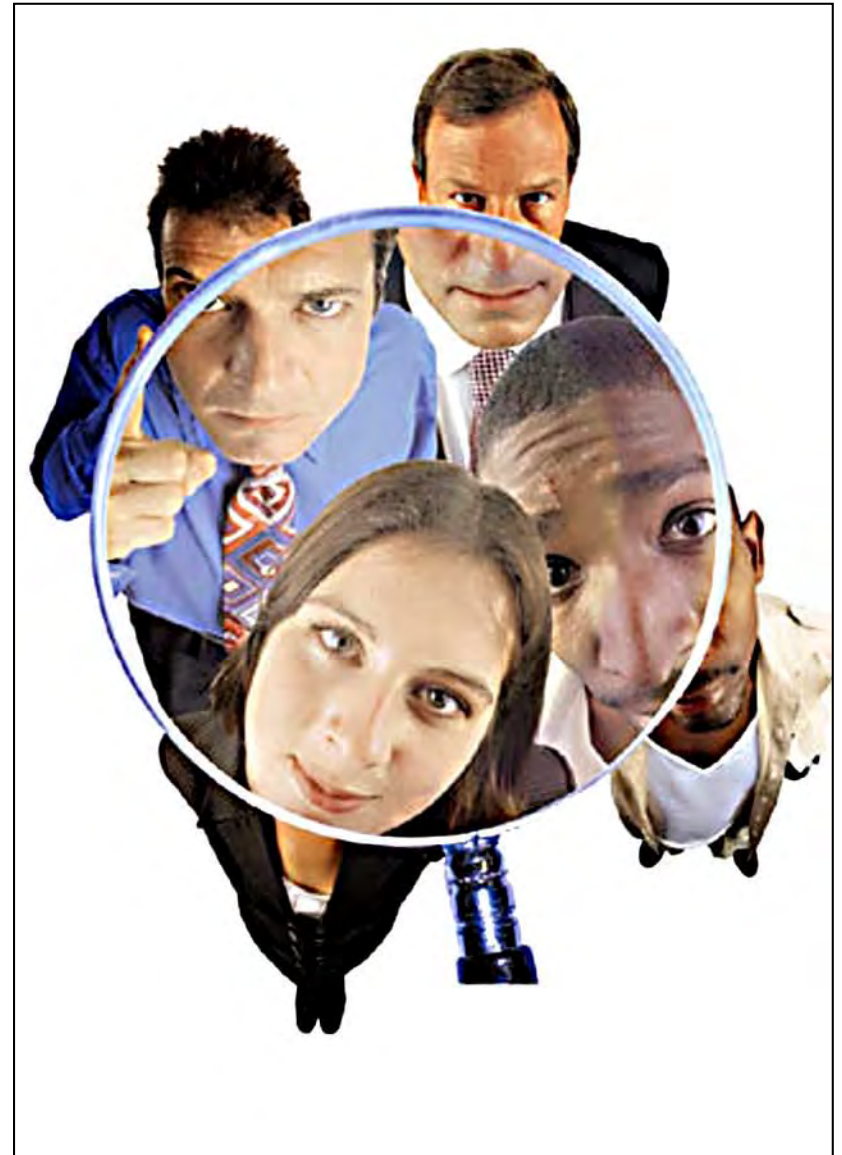


# Multiplies Efficiency

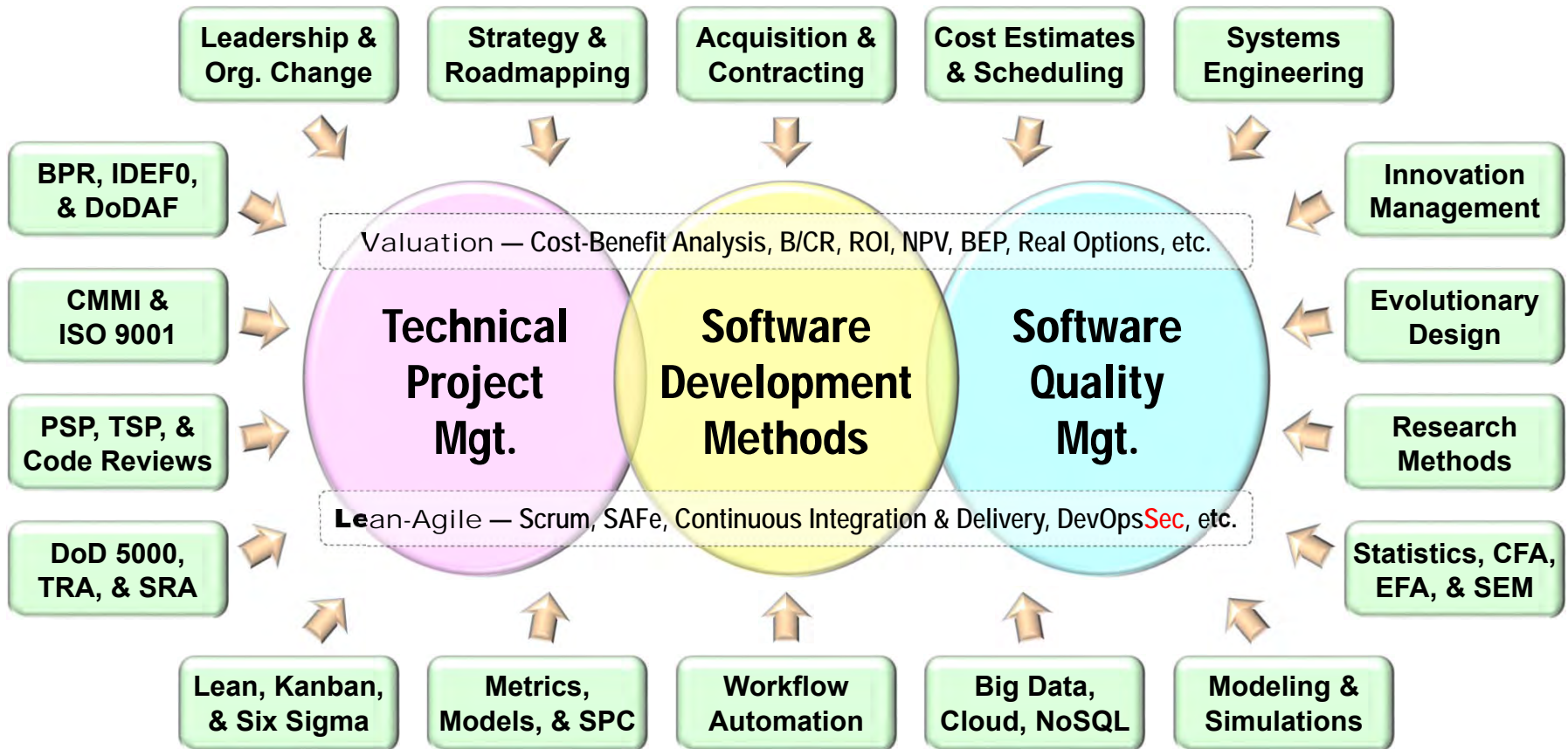
By continuously enhancing or improving organizational processes & products

- ✓ Self-selects project tools
- ✓ Daily improvement cycle
- ✓ Bi-weekly retrospective

**RESULT:** 10X *more* Process Improvement Cycles



# DAVE'S CAPABILITIES



**STRENGTHS** – Data Mining • Gathering & Reporting Performance Data • Strategic Planning • Executive & Management Briefs • Brownbags & Webinars • White Papers • Tiger-Teams • Short-Fuse Tasking • Audits & Reviews • Etc.



- **Data mining.** Metrics, benchmarks, & performance.
- **Simplification.** Refactoring, refinement, & streamlining.
- **Assessments.** Audits, reviews, appraisals, & risk analysis.
- **Coaching.** Diagnosing, debugging, & restarting stalled projects.
- **Business cases.** Cost, benefit, & return-on-investment (ROI) analysis.
- **Communications.** Executive summaries, white papers, & lightning talks.
- **Strategy & tactics.** Program, project, task, & activity scoping, charters, & plans.

