

ThoughtWorks®

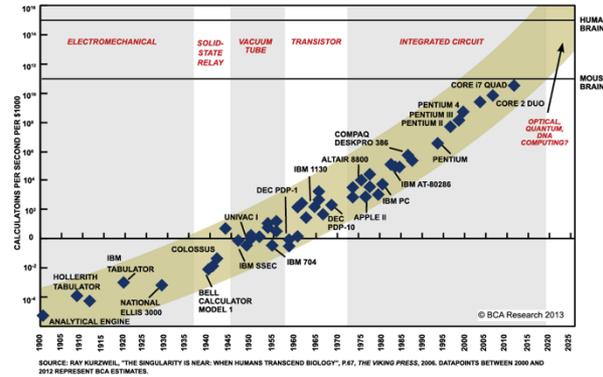
LEADING DIGITAL SUCCESS

Our holistic approach to leading units
which develop and run digital products.

A guideline for success and an approach
to start and transform your enterprise.

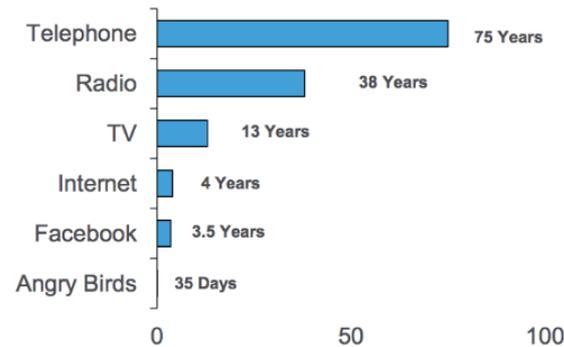


HAPPENING NOW: EXPONENTIAL



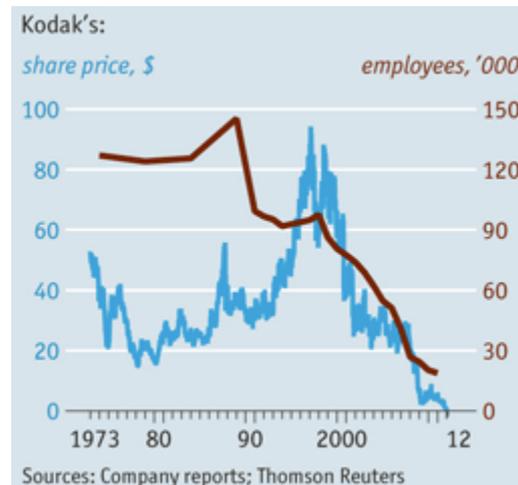
Moore's Law & Adoption Rates

Figure 5. Time to reach 50 million users



Source: Citl Digital Strategy Team

THE KODAK MOMENT:



THE KODAK TREND:



NEW BUSINESS MODELS & VALUES



SIEMENS

| | Instagram | SIEMENS |
|------------------|-----------|---------|
| Employees | 13 | 348.000 |
| Profit | 0 | 7 B€ |
| Worth | 1 B \$US | 100 B€ |
| Year | 2012 | 2015 |

LIFE WITH IT IS LIKE TETRIS



New stuff will hit you!
(ever faster and always different)

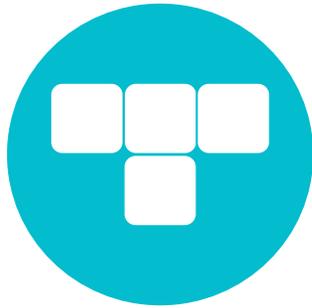


You need room
to shape the business

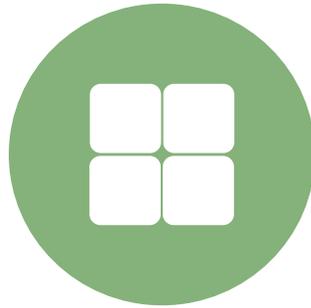
You already have a legacy



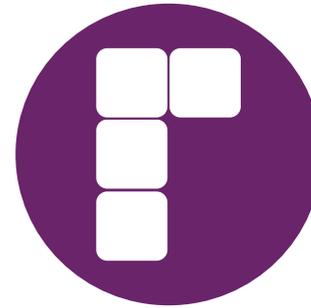
FEW DIMENSIONS BUILD THE BASIS FOR SUCCESS



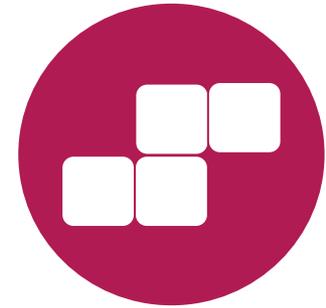
Technology



Org-Design



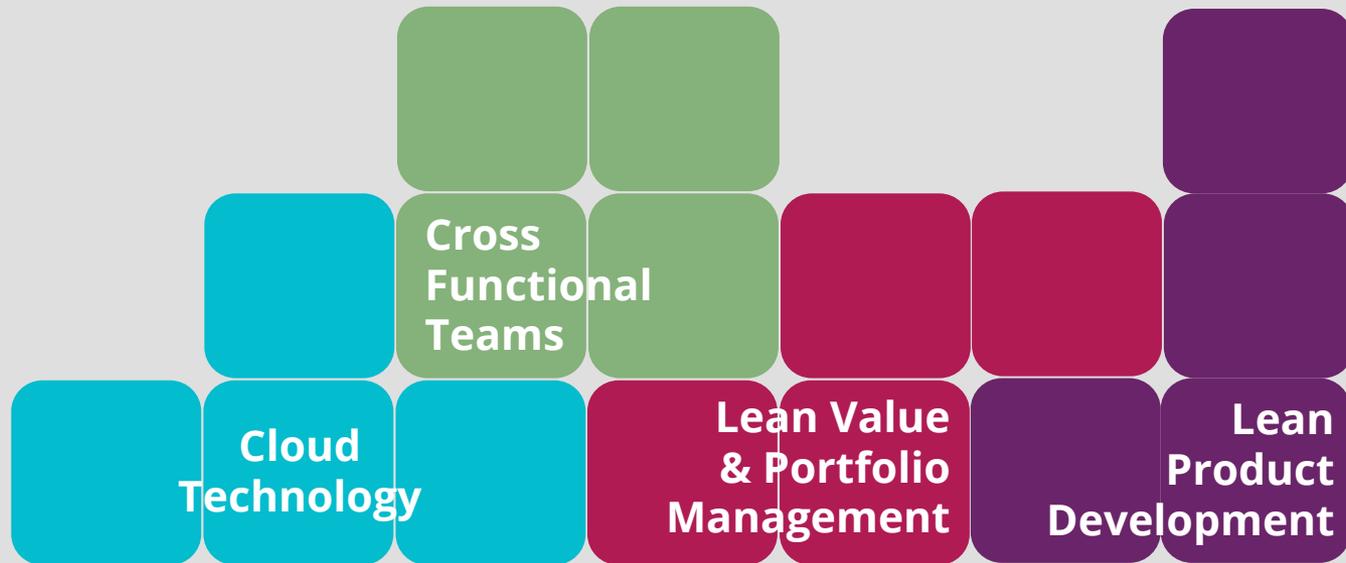
Product-Design



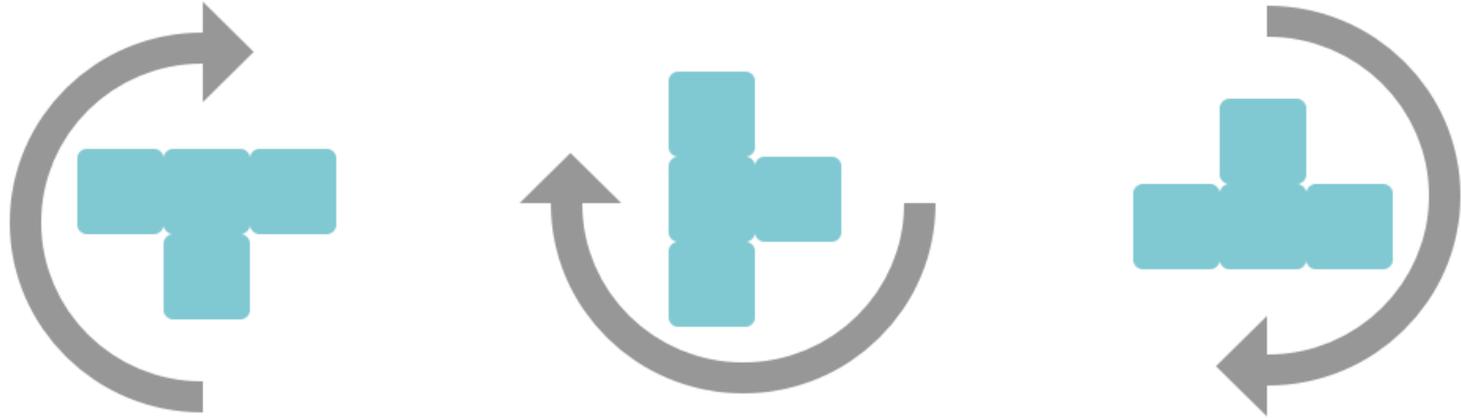
Strategy

EACH DIMENSION HAS ELEMENTS, THEY ALL DEPEND ON EACH OTHER

Top Four:



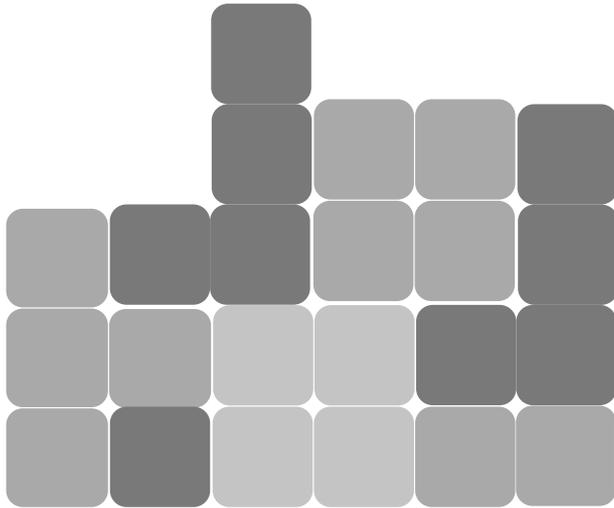
ALL ELEMENTS NEED ALIGNMENT



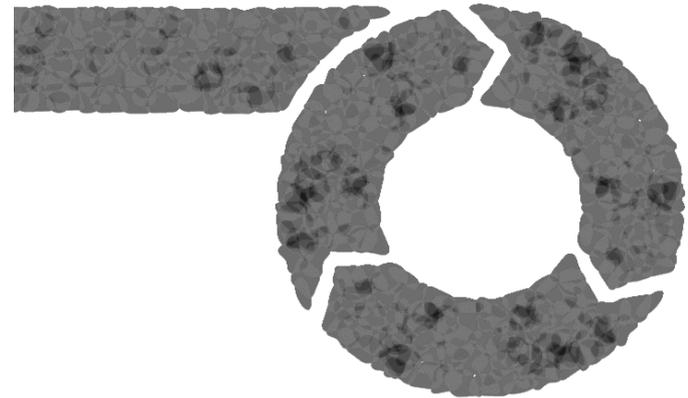
Your action items as a leader:

1. Define the desired state along the four key dimensions
2. Align all elements with each other to fit your needs
3. Keep the alignment consistent over time
4. Iterate towards it

OUR EXPERIENCE AND YOUR BENEFIT



**Individual
and reliable
target state**



**Scalable
approach to
transform**

BASED ON OUR EXPERIENCE FROM ONGOING TRANSFORMATIONS



Relaunch of otto.de
Continuous Delivery
Agile Transformation



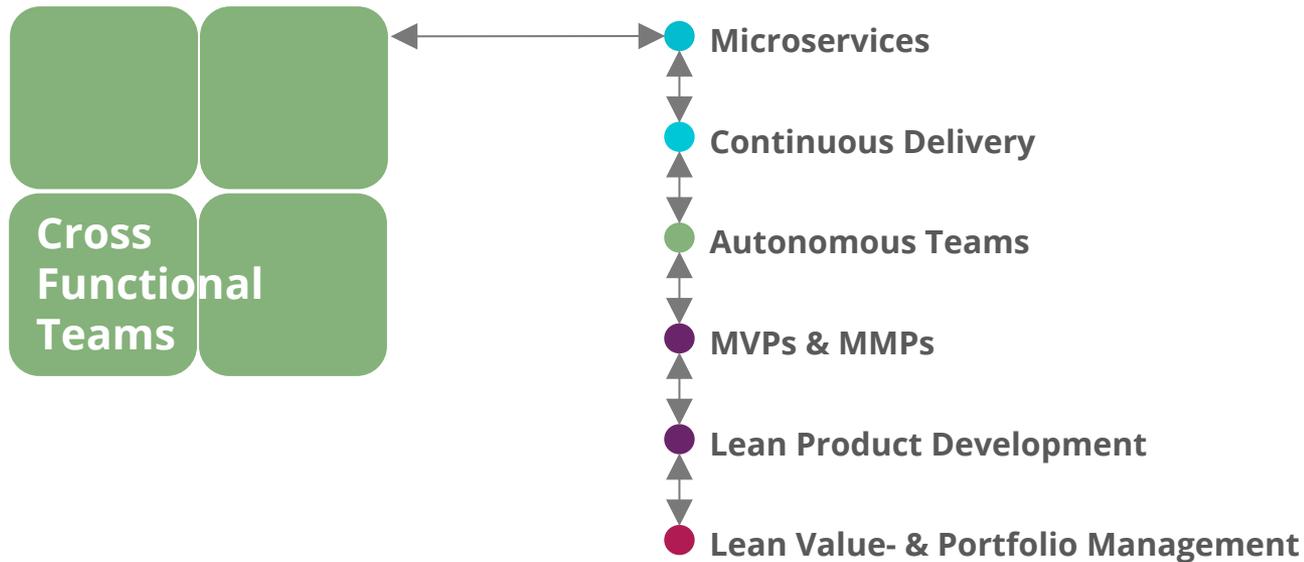
Project Tatsu
.net to Scala
Inhouse to Cloud
Agile Transformation



Digital Readiness
B2B Food Delivery
Offline First HTML5 Apps
Agile Transformation

CROSS FUNCTIONAL TEAMS AND THEIR DEPENDENCIES

Org Design



DIE 1 FÜR FAHRER.

Fahrzeugsuche

Werkstattsuche

Verkaufen

Magazin & Informieren

Mein AutoScout24

Werkstatt

Händler

< Zurück | Angebot 1 von 1.052

< vorheriges Angebot | nächstes Angebot >

Porsche 911 3.8i S 385CV FACELIFT Coupé SPORT EXHAUST GARANTIE CONDUISEZ VOS REVES CHEZ DREAM CARS!VEHICULE 100%BELGE!



€ 46.900,-

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Gebraucht
99.000 km
01/2010 EZ
283 kW (385 PS)
Benzin
nouveau CT / CGE

★ **Merken**

- Weiterempfehlen
- Drucken
- Angebot beanstanden



E-Mail senden

Verfügbarkeit anfragen

Gewerblicher Anbieter

Dream Cars

Informationen zu diesem Modell



[Porsche 911 \(2004-
heute\)](#)

Testberichte im Magazin



Erster Test: Porsche Turbo Cabrio

Warum man ihn kaufen sollte, kann nur verstehen, wer drin sitzt in dem Cabrio mit mehr als 500 PS.

[Mehr](#)
[Übersicht Porsche](#)



The whiteboard on the right wall is a central hub of information, featuring several sections:

- Financial Data:** A list of metrics including "Backend Showers \$4,72,779 +90", "Backend Slings \$2,18,07 \$2", and "Backend Slings 18,72.7".
- Product Backlog:** A section titled "backlog" with a list of tasks such as "App Admin", "Manuals", "My PROFILES", "My Reports", "Site Error", "Case Out", "Market Research", "Feed & Timeline", "Emailing", and "Full Content".
- Next Steps:** A section titled "NEXT" with various notes and diagrams.
- Sticky Notes:** Numerous colorful sticky notes (yellow, pink, blue) are attached to the board, providing additional context and updates.

Stand-up 9:00

backlog NEXT

ready for dev

in dev

ready for qa

in qa

ready for sign off

#17 Change error to a red message

#22 Delete a recipe from a list

#21 See custom recipe in a list

#18 Change recipe to hot or cold

#20 Dirty recipe list on the list

#13 Edit and Save an existing recipe

#69 Accept events on the backend

#38 Backend pipeline

Const Swift

Testing

enable machine tests

RAIDs

ON BOARDING MARIO

CFIs for stories

OPTIONS

- "ATE LABEL" CHARACTERS ✓
- "BUTTON" KEYS.
- COPY/PASTE SOLVED

IMPLEM.

- EXTENSION OF TEXTFIELD
- COMPOSITION (KEEP INTERVIEW)

ch topics

combine RecipeManager and ProfileManager

lose coupling on kitchen? create Architecture -> refactor

Stage App (Production)

Scope out fake-ima with delay

Showcase not on CI

How to test UI Cell View? (Custom UI elements?)

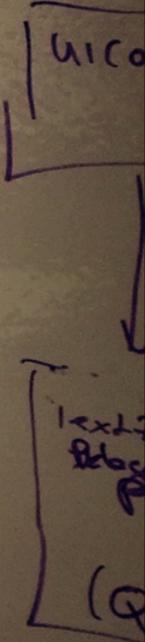
red flight

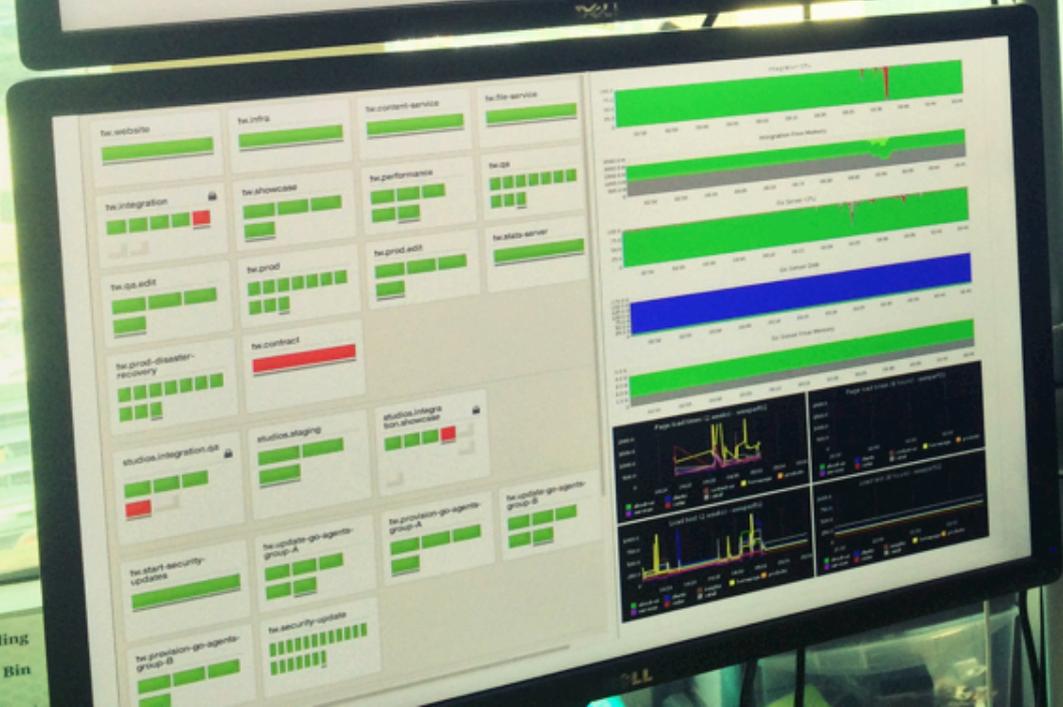
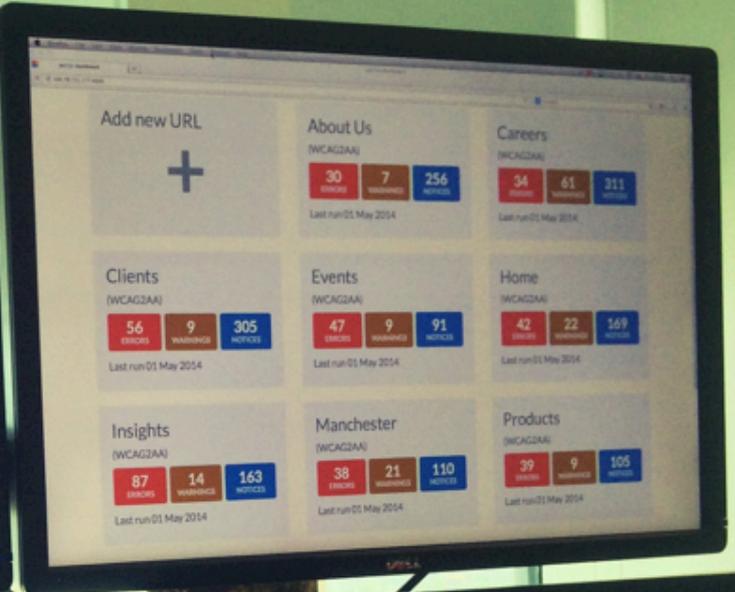
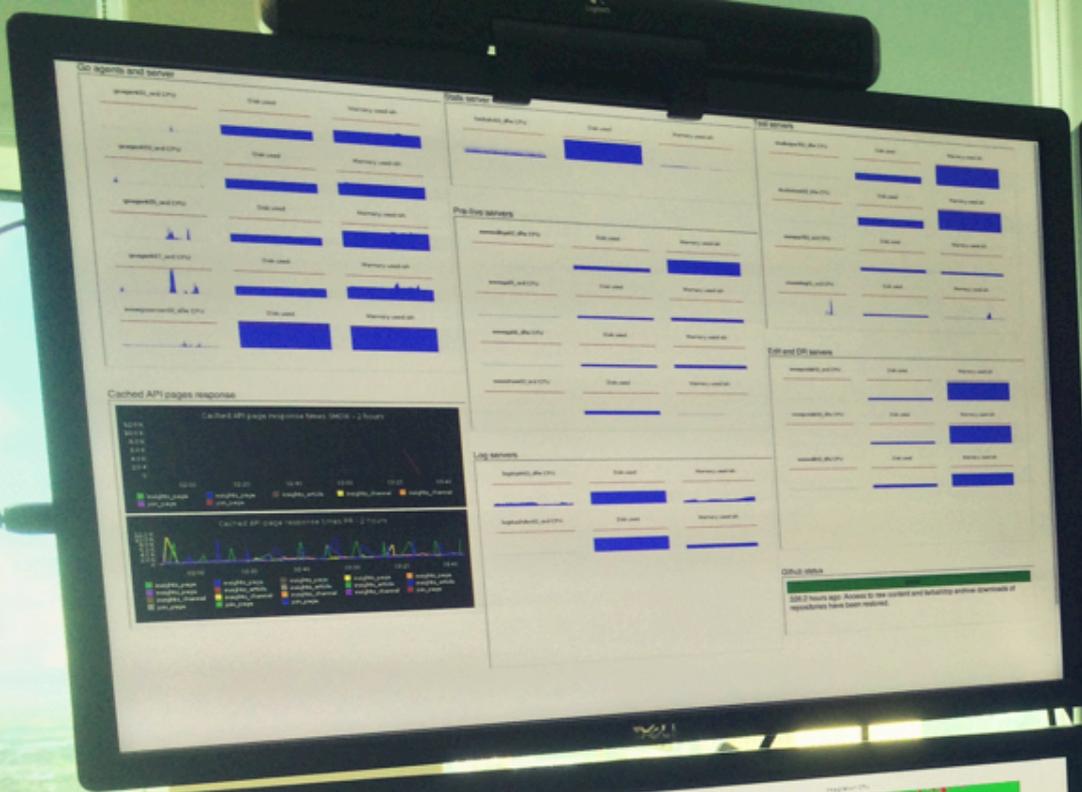
background and waypoint context

Swift

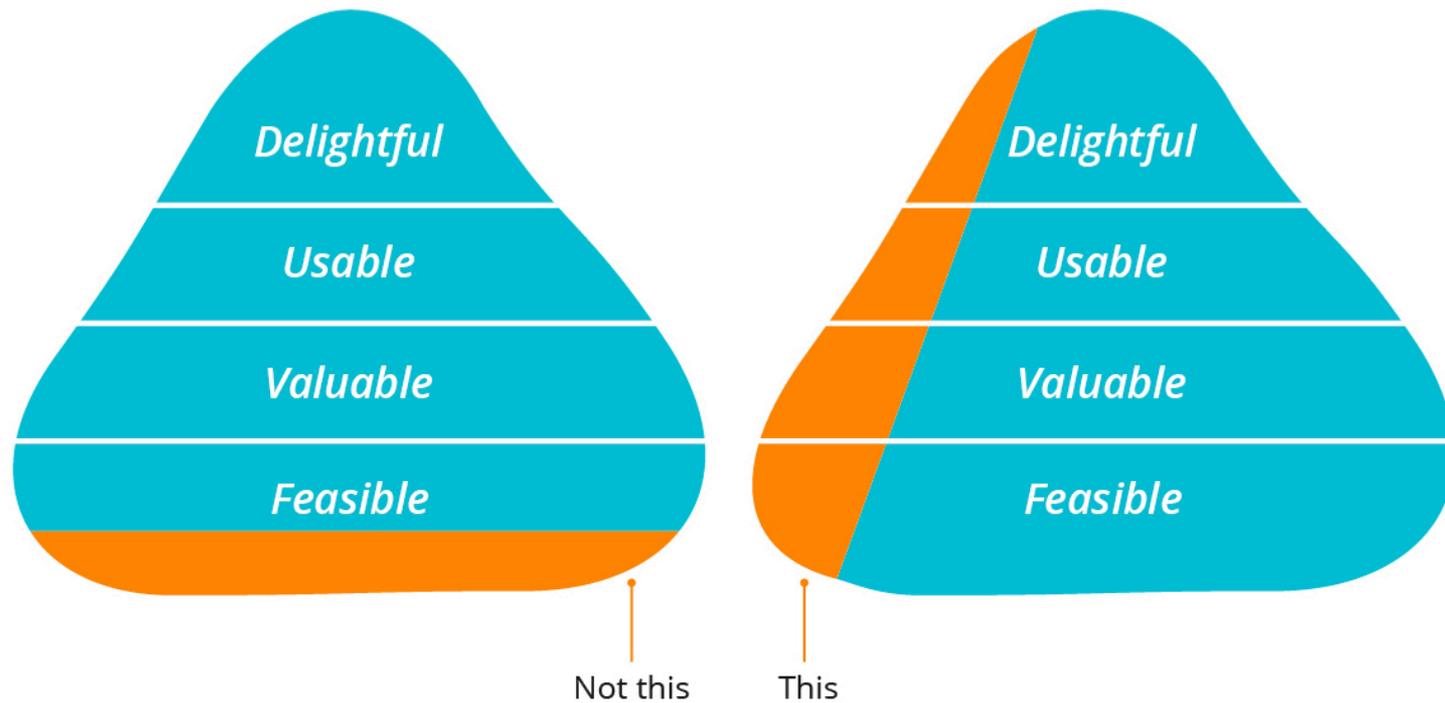
Coordinate in SWIFT

Copying Coordinates

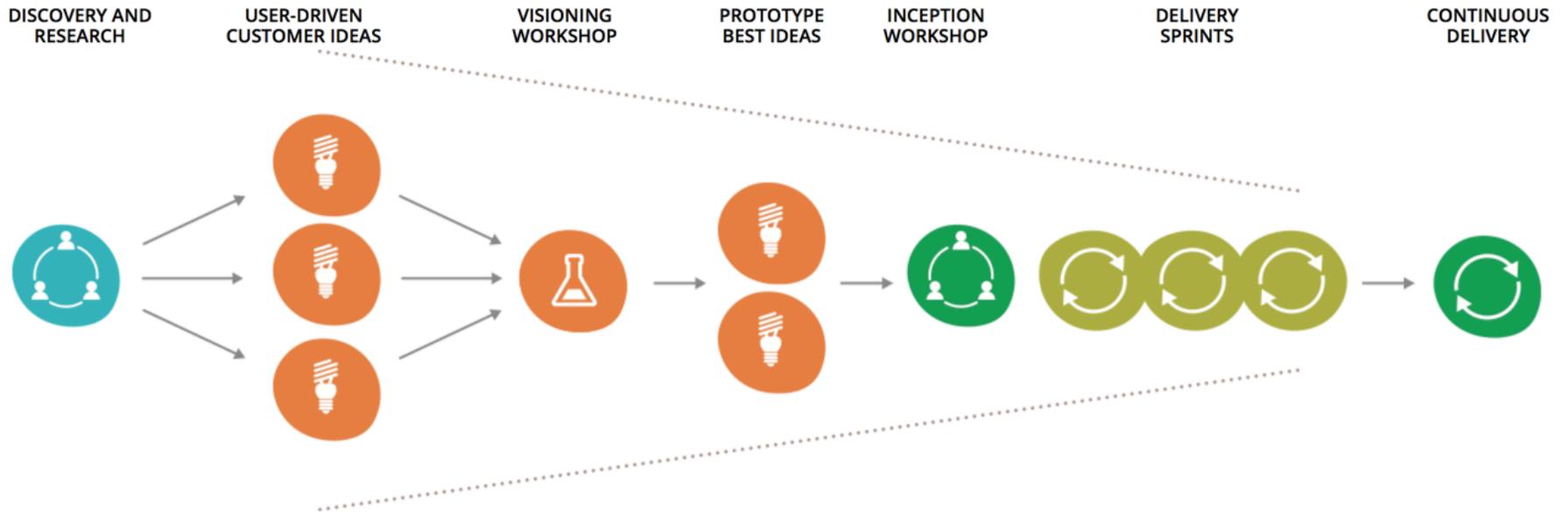




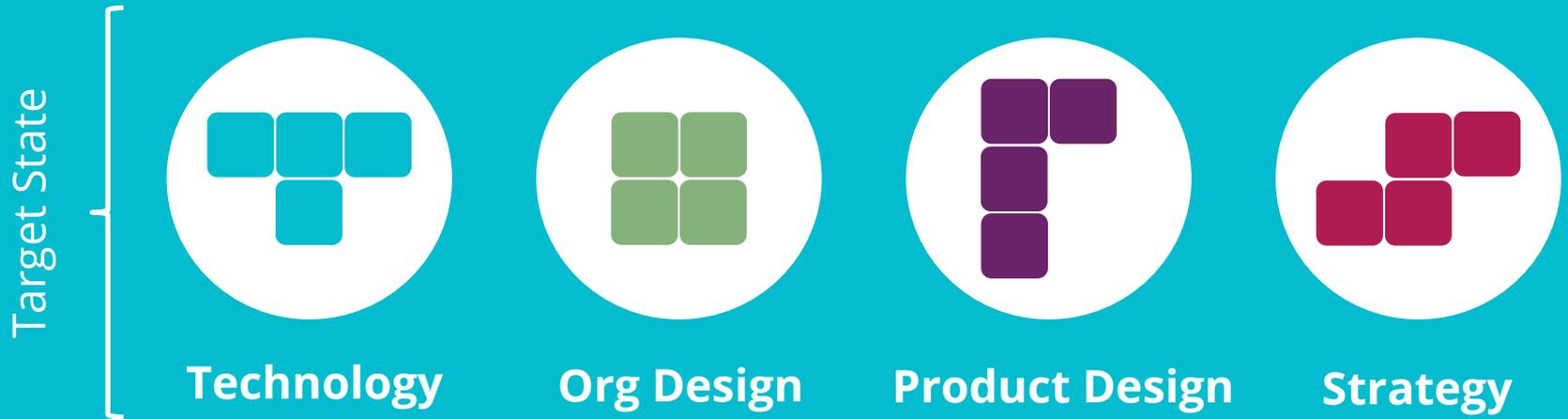
MINIMUM VIABLE PRODUCT



LEAN PRODUCT DEVELOPMENT



WITH A CLEAR UNDERSTANDING OF THE TARGET STATE



... START, SUCCEED AND SCALE THE CHANGE

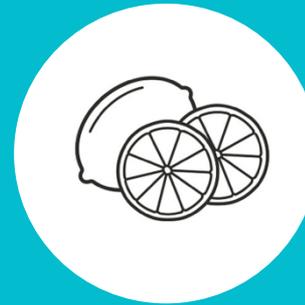
Approaches



**Lean
& Focus**



**Change as
social
Movement**



**Slice-by-Slice
End-2-End**



**Kick
Start**

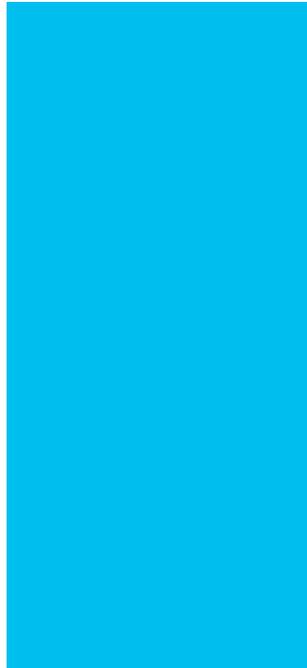
Tackle one problem

Eg. War for talent

We need green!



What if you suddenly need blue?



Tackle one problem

Eg. War for talent

We need green!



What if you suddenly need blue?



What if your people could learn blue?



THE FOUR STEPS OF THE IMPROVEMENT KATA MODEL

A systematic, scientific pattern of working

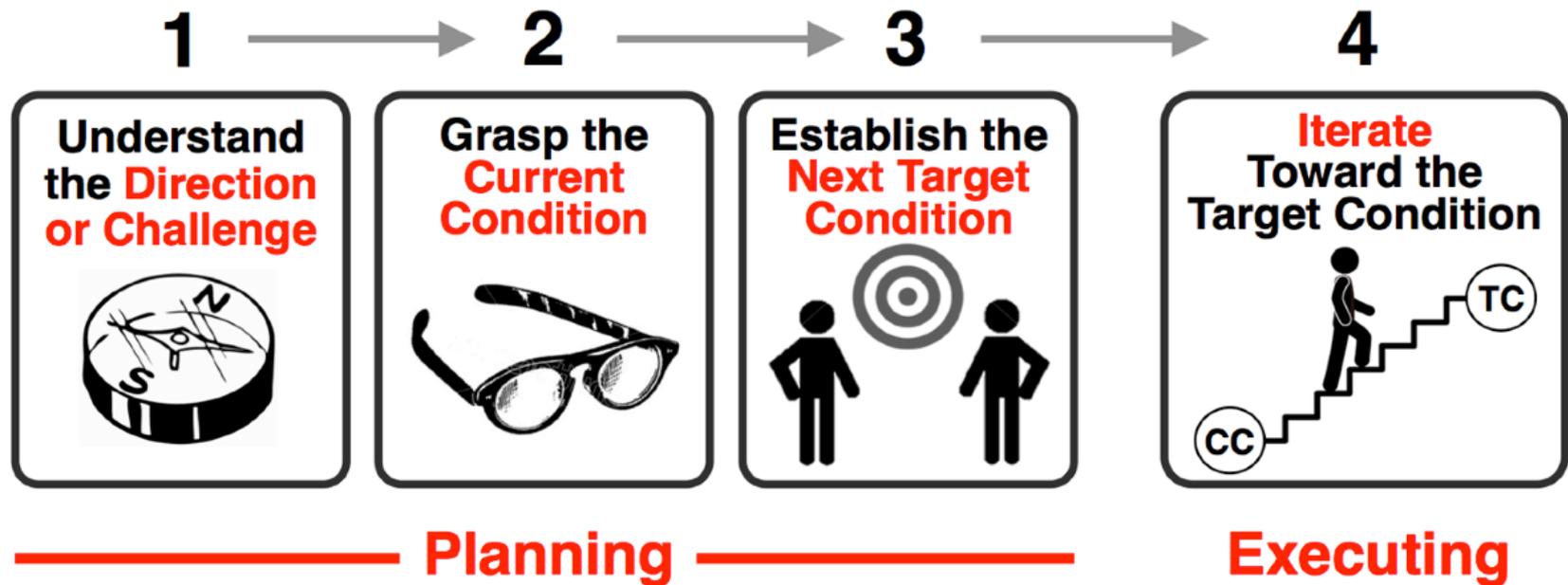
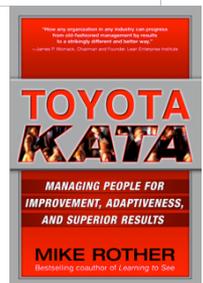


Figure 6-2. *The Improvement Kata, courtesy of Mike Rother*



Tackle one problem

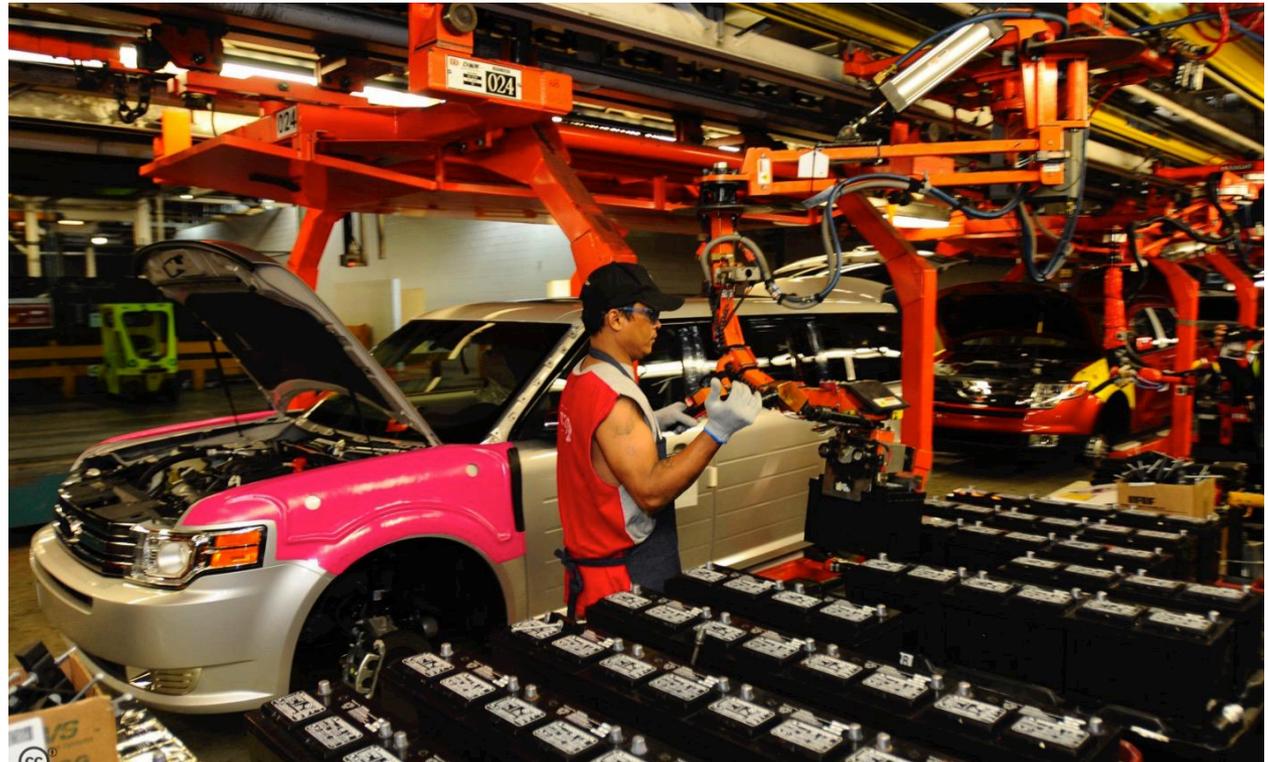
Visualization as a starting point

What's he working on?

How fast is the work moving?

When will it be finished?

How big is the queue?



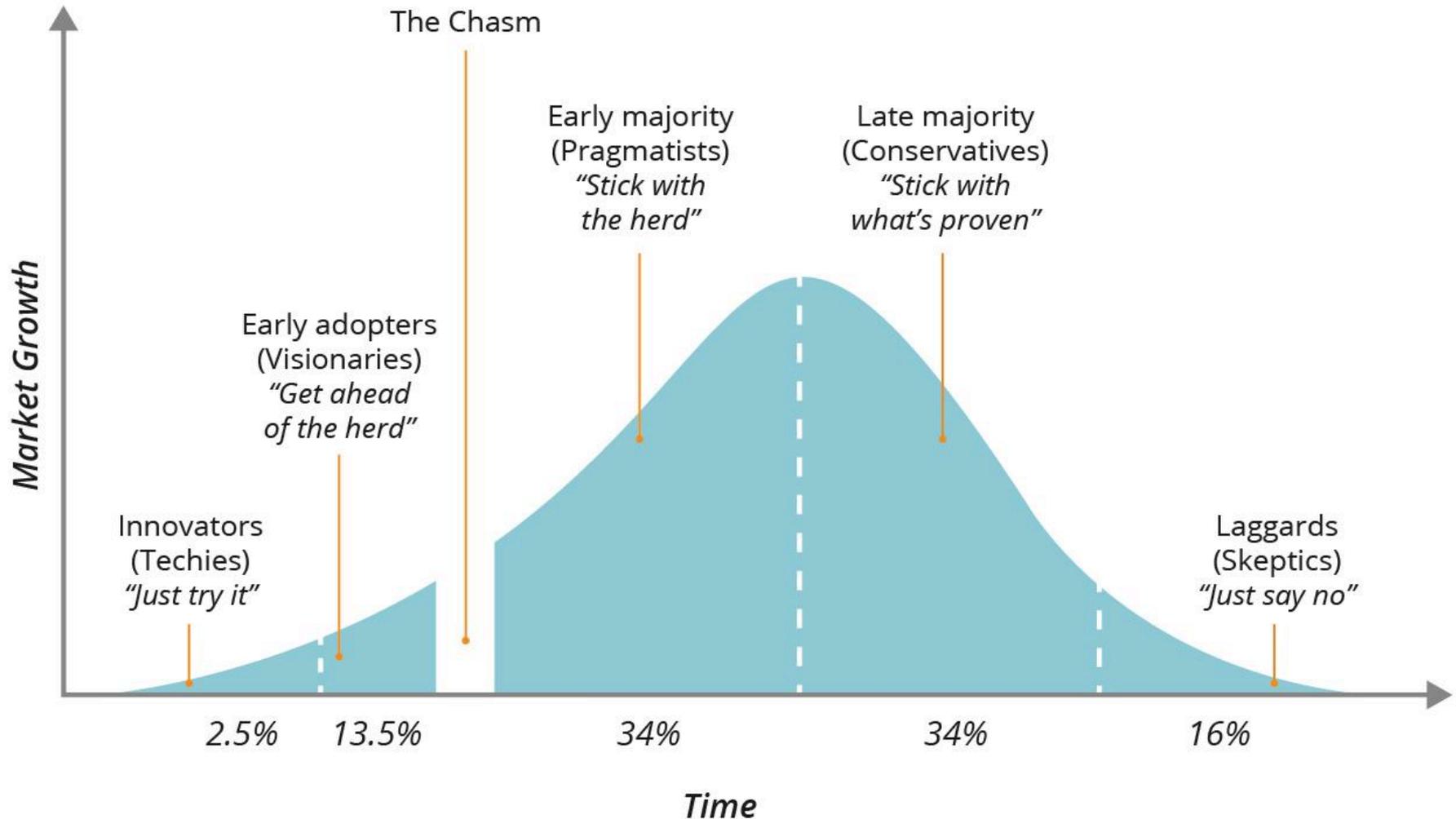
Tackle one problem

Visualization as a starting point



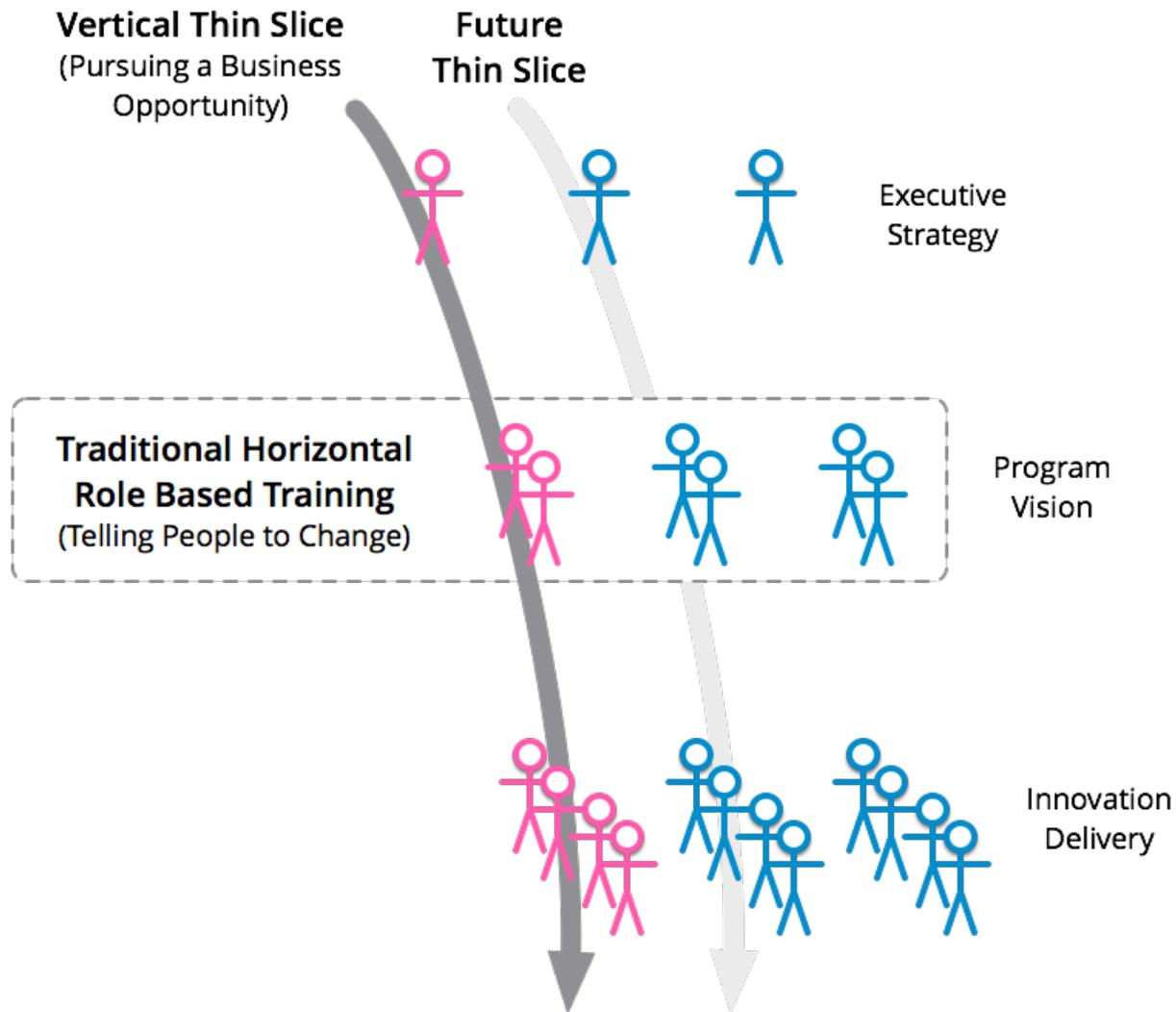
Change as social movement

The adoption curve of change

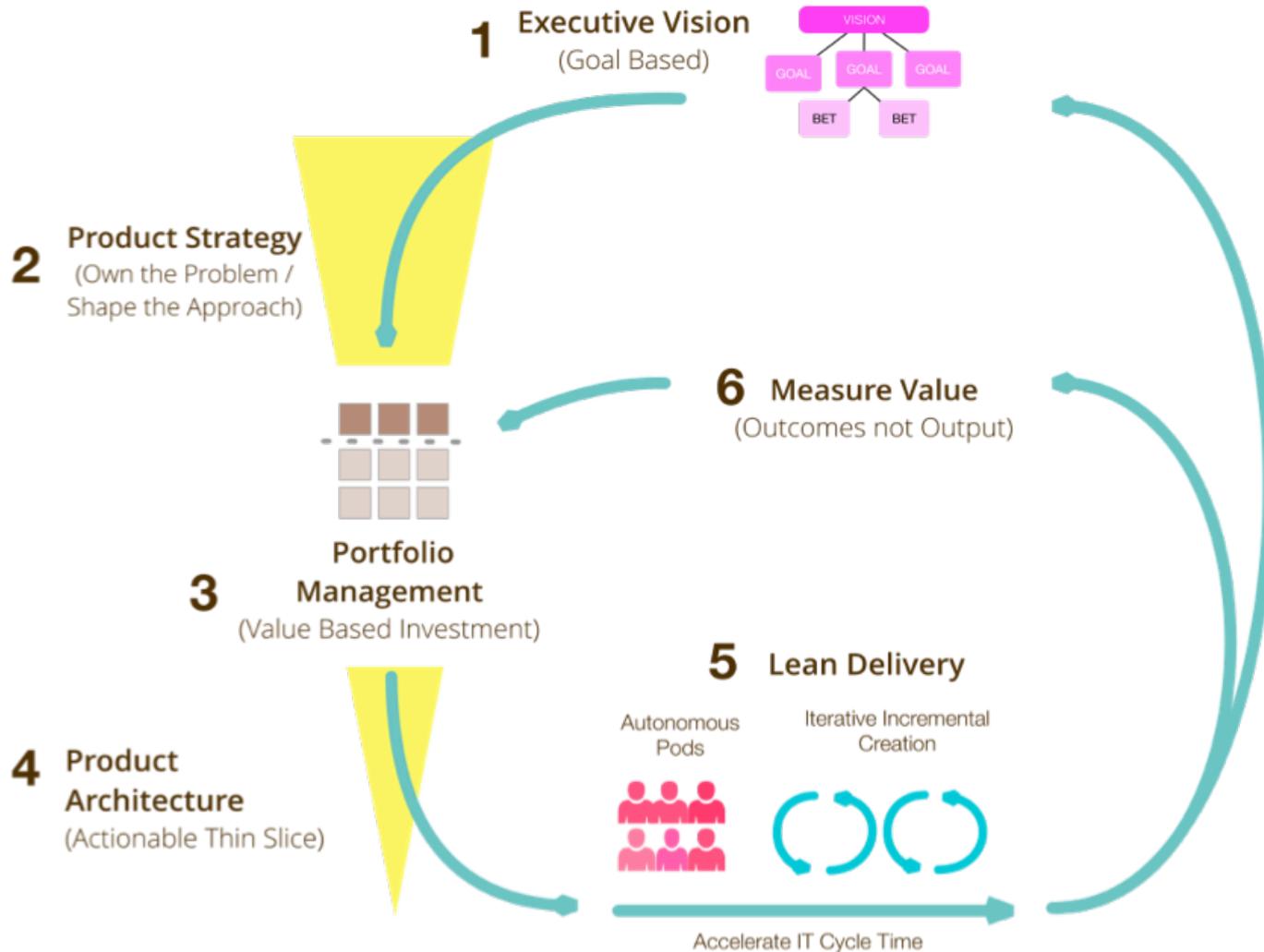


Thin slices

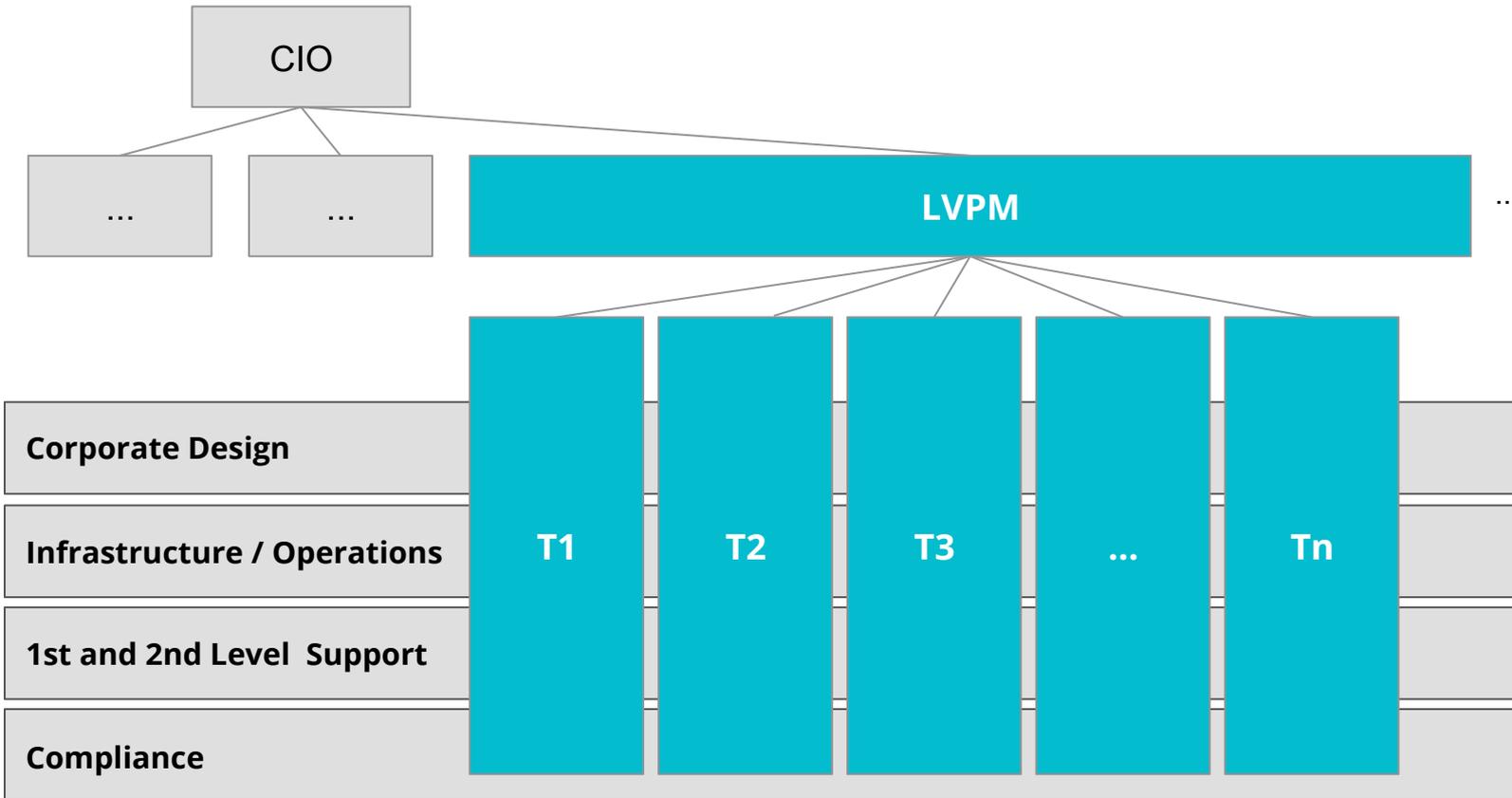
One slice - all tetris pieces



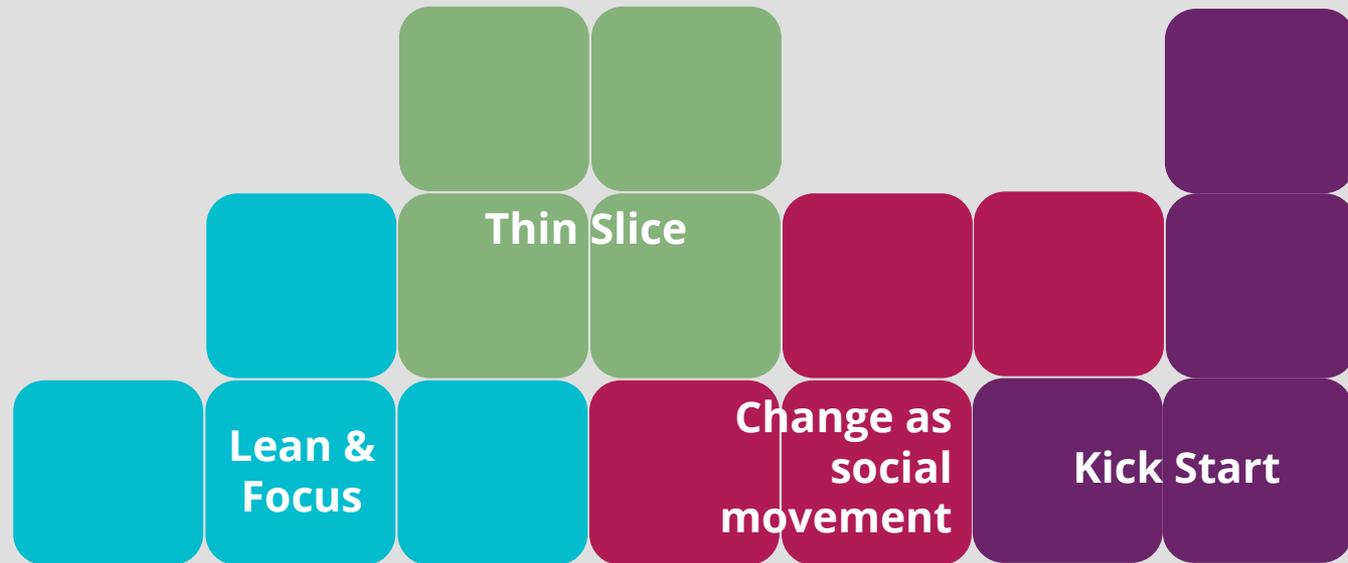
CHANGE ORGANISATIONS FROM LINEAR EXECUTION TO LOOPS



KICK START WITH EXTERNALS - BACKFILL OVER TIME



Approaches depend on where you are and how much change at a time you can take



WHAT IS YOUR EXPERIENCE?

How did you see companies and start-ups address the need for change?

What was successful?

What was a learning?

What tuples are important for you to combine and what is the benefit?

ThoughtWorks®

LEADING DIGITAL SUCCESS

Enjoy the game - enjoy IT