Get the Liars in the Same Room

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Get the Liars in the Same Room

Establishing a Consistent Understanding of Priority

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Please Provide Feedback.

Get The Liars in the Same Room - Establishing a Consistent Understanding of Priority (Kupe Kupersmith, Kent McDonald)

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10:45 - 12:00 July 29 @ Sun C

Provide Feedback

Working with Customers

The role of Product Owner is very difficult, especially when they have to satisfy varying and potentially conflicting needs of a diverse group of stakeholders. Often stakeholders have different communication styles, interaction styles and varying levels of project support ranging from champion to saboteur. This task becomes even more difficult when the person filling the Product Owner role is in a position where they can arbitrarily make decisions about what features get developed next without the support of those stakeholders.

In this interactive session Kupe and Kent describe two techniques to aid the collaboration with a wide variety of stakeholders to reach a single direction for the delivery team that the stakeholders will support. These techniques include determining and using Decision Filters to focus in on the appropriate features to deliver; and an an improvisation technique “Yes, and...” that keeps conversations with smart, experienced, strong willed, and sometime opinionated stakeholders positive and effective.

Come to “Get the Liars in the Same Room” so that you can immediately try these techniques and see if they can help you develop support among your stakeholders.
Multiple Stakeholders?
Tools to help drive a single direction

Decision Filters

Yes, and....
Decision Filters

Simple questions used to guide decision making.
“To be the low cost airline.”

- Southwest Airlines
“Will this help us be the low cost airline?”

- Southwest Airlines
Will this help us have a community based submission process?

Will this help us receive submissions and provide reviews?
What happens if you don’t nail the decision filters up front?
What if you’re in the middle of an effort without any clear decision filters?
How to Come up with Decision Filters

How will we know when we are successful?
Example Online Office Supplies
Example - Objectives

- Improve user experience scores on the website by 2 points by the 2nd quarter of next year.
- Increase order finalization rate to align to industry standard % by 3rd quarter next year.
- Increase sales on the website by 20% by 4th quarter.
- Convert 75% of retail customers to website customers within 3 months of their local store closing.
- Retain 95% of our large customers after store closing by 2nd quarter of next year.
Objectives become Decision Filters

Will this improve user experience?

Will this increase the rate of finalized orders?

Will this increase sales on the website?

Will this shift retail customers to the website?

Will this retain large customers after stores close?
Picking Decision Filters

Will this improve user experience?

Will this increase the rate of finalized orders?

Will this increase sales on the website?

Will this shift retail customers to the website?

Can all decision filters be met?

Should all decision filters be met?

Will this retain large customers after stores close?

Are some decision filters more important than others?
The most important Decision Filter

- Will this improve user experience?
- Will this increase the rate of finalized orders?
- Will this increase sales on the website?
- Will this shift retail customers to the website?
- Will this retain large customers after stores close?
If Focus on Retail Customers…

Will this improve user experience?
Will this increase the rate of finalized orders?
Will this increase sales on the website?
Will this shift retail customers to the website?
Will this retain large customers after stores close?
If Focus on Large Customers...

Will this improve user experience?
Will this increase the rate of finalized orders?
Will this increase sales on the website?
Will this shift retail customers to the website?
Will this retain large customers after stores close?
What if we can’t pick our decision filters?
And the “winner” is...

Will this improve user experience?

Will this increase the rate of finalized orders?

Will this increase sales on the website?

Will this shift retail customers to the website?

Will this retain large customers after stores close?
Exercise
Did you struggle not having a clear decision maker?
Was there any disagreement in your group?
Facilitating in a Creative & Positive Environment
What is Improvisation?

- Being in the moment
- Seeing what is present
- Responsiveness
- Spontaneity
Why Improvisation?
“Yes, and...”
Need 1 volunteer from each table
Prioritization Session
Share this technique with your team

No Judging

No Denying

Team mindset

Leads to creativity

Practice
Questions?
If you remember nothing else

Decision filters remind the team of your objectives

Use decision filters to guide decisions about what to do and not do

Yes, and... can help you facilitate discussions in a positive and effective manner
Please Provide Feedback.

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Stay Connected

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