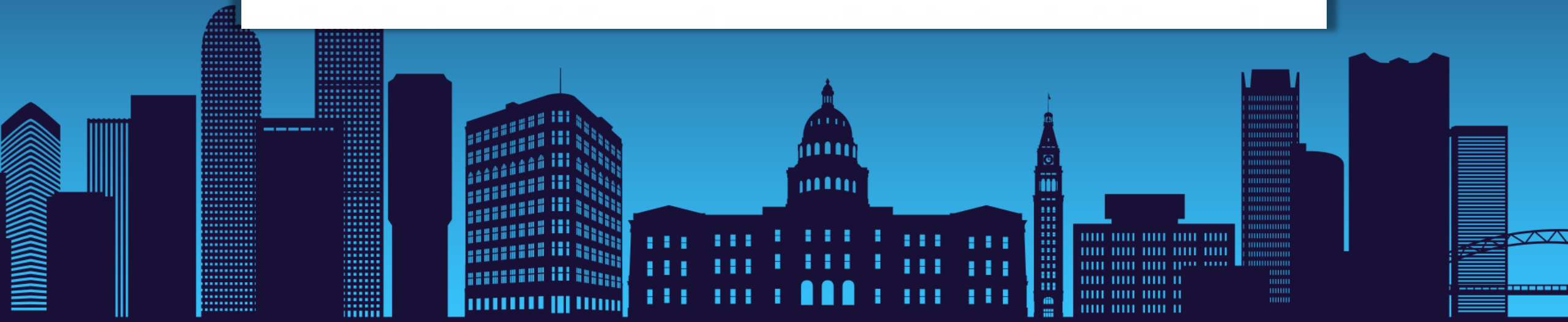
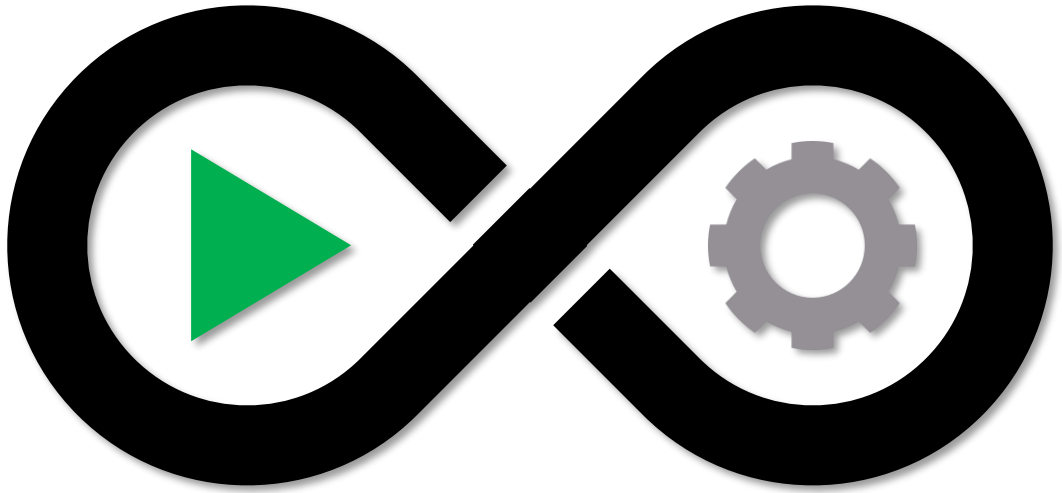
IIBA® Columbus, OH Chapter

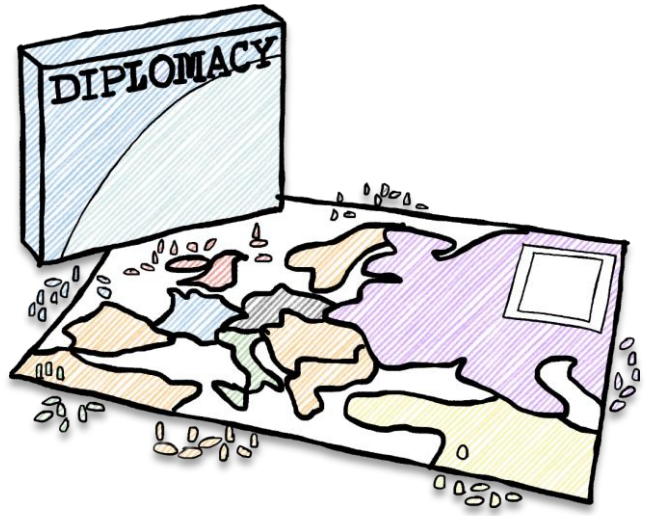


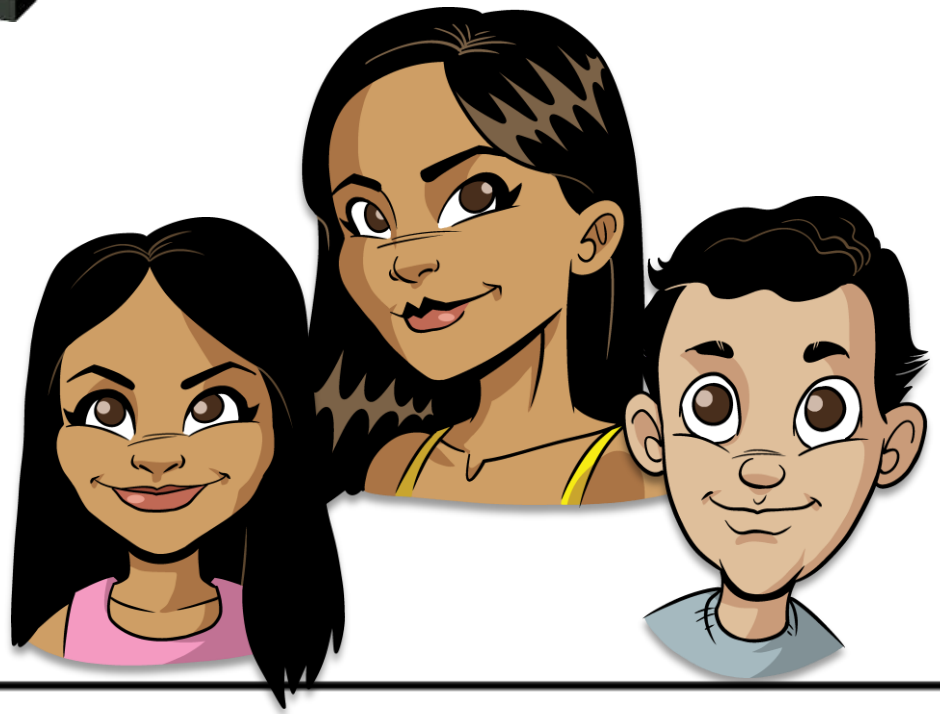
As you arrive, please take a minifigure and set of glasses (while supplies last!)

Collaborate on Your Vision (with LEGO)



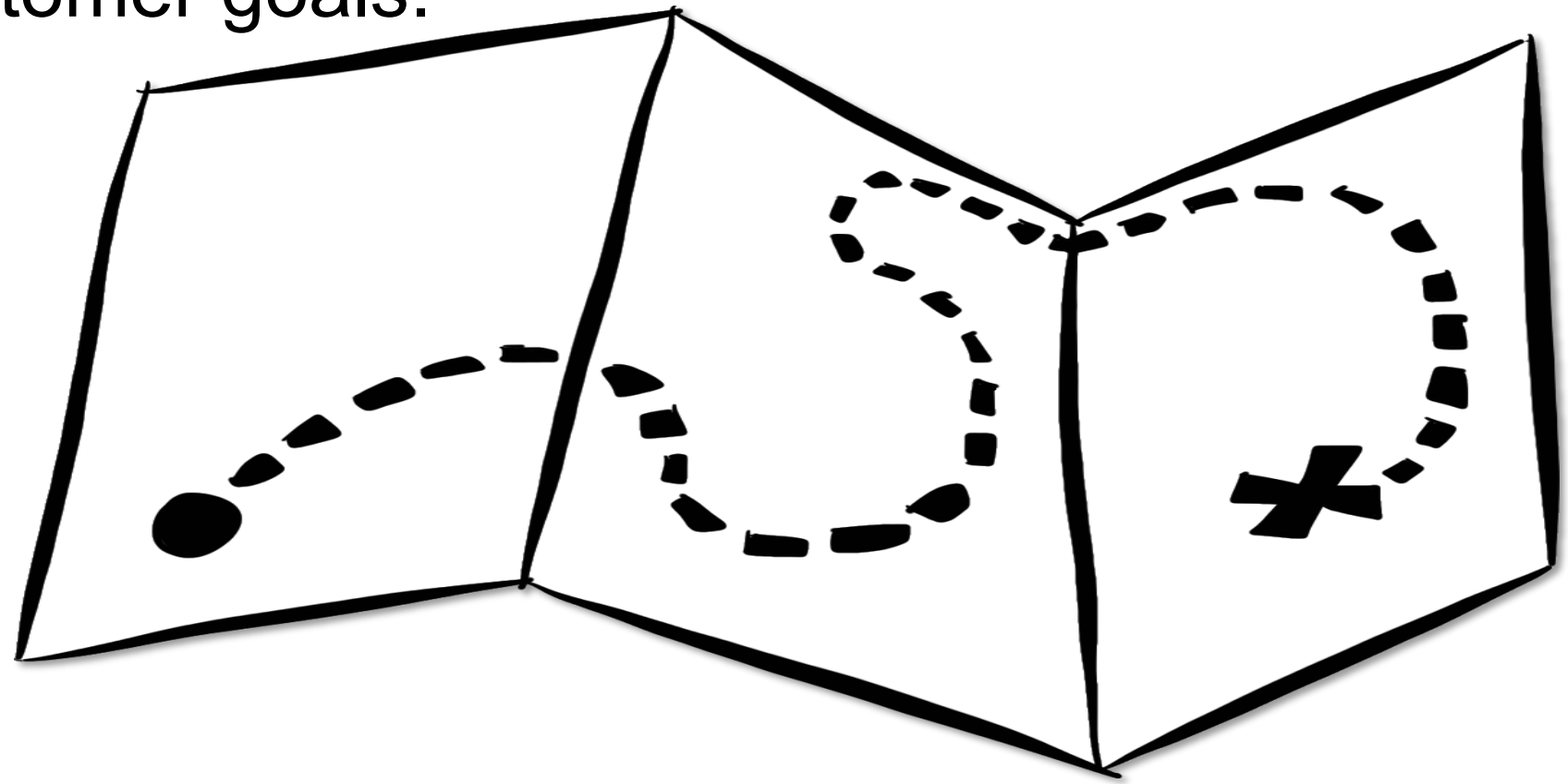
About Me



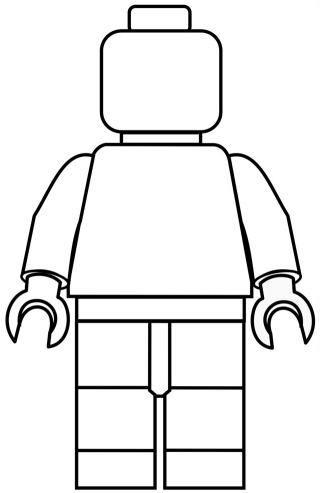


Our mission today is to collaborate as a team in different ways to build a LEGO® set without the instructions.

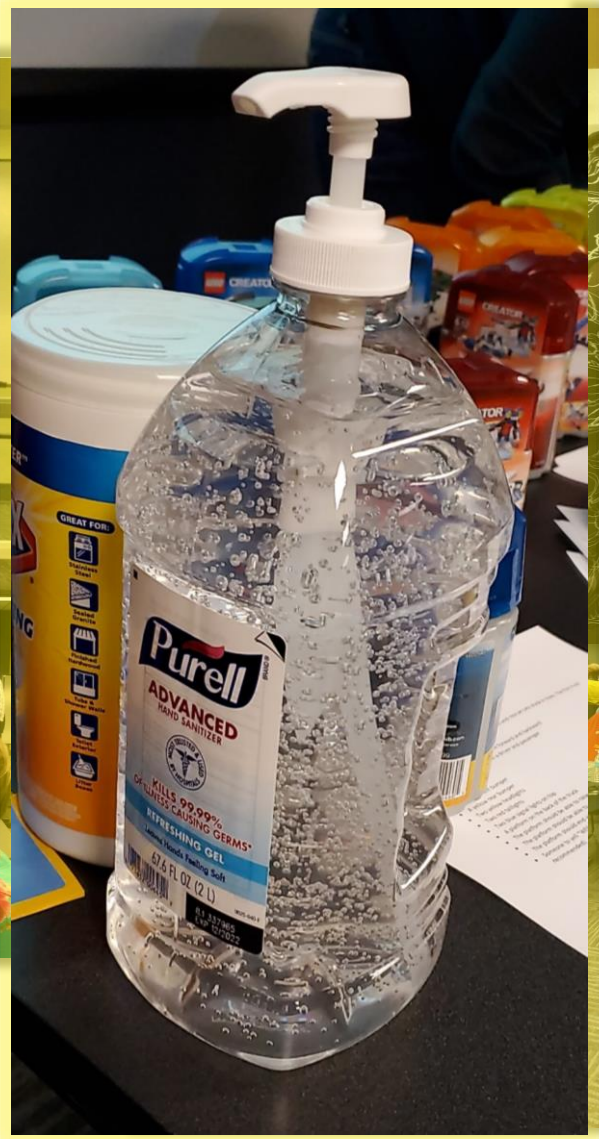
Along the journey we'll discover how to align business and customer goals.



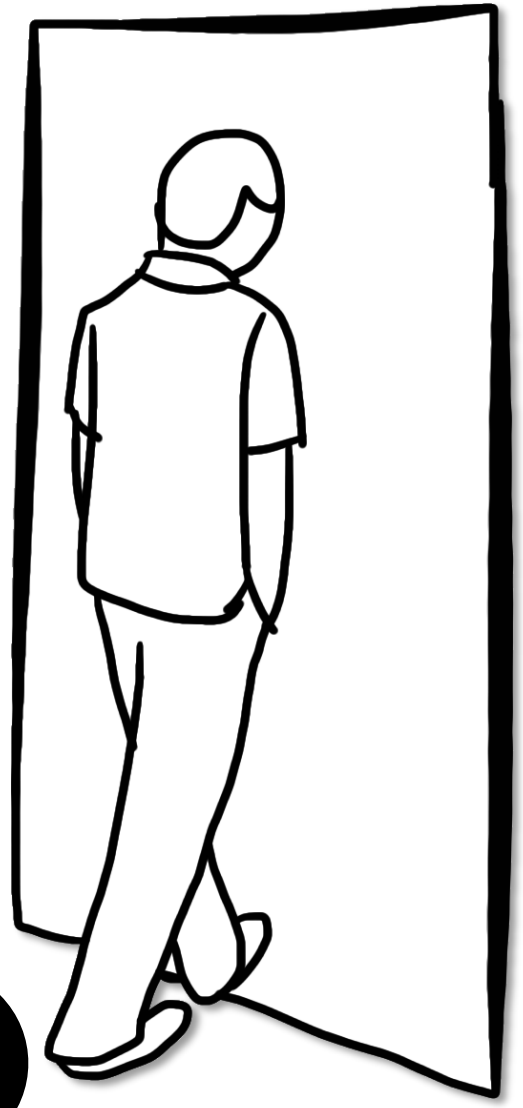
Two Formats For This Workshop. . .

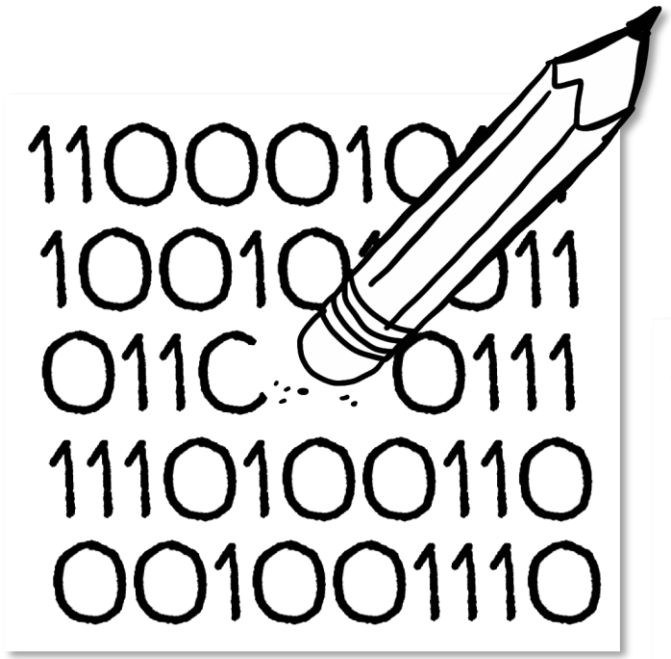


The “Professional” Version. . .



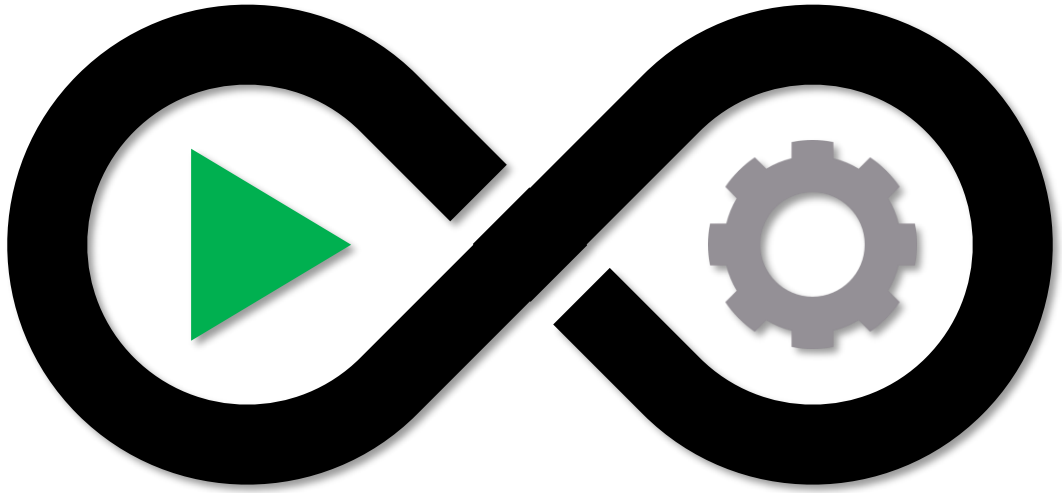
What Do Your Parents Do At Work?





What Do Your Parents Do At Work?

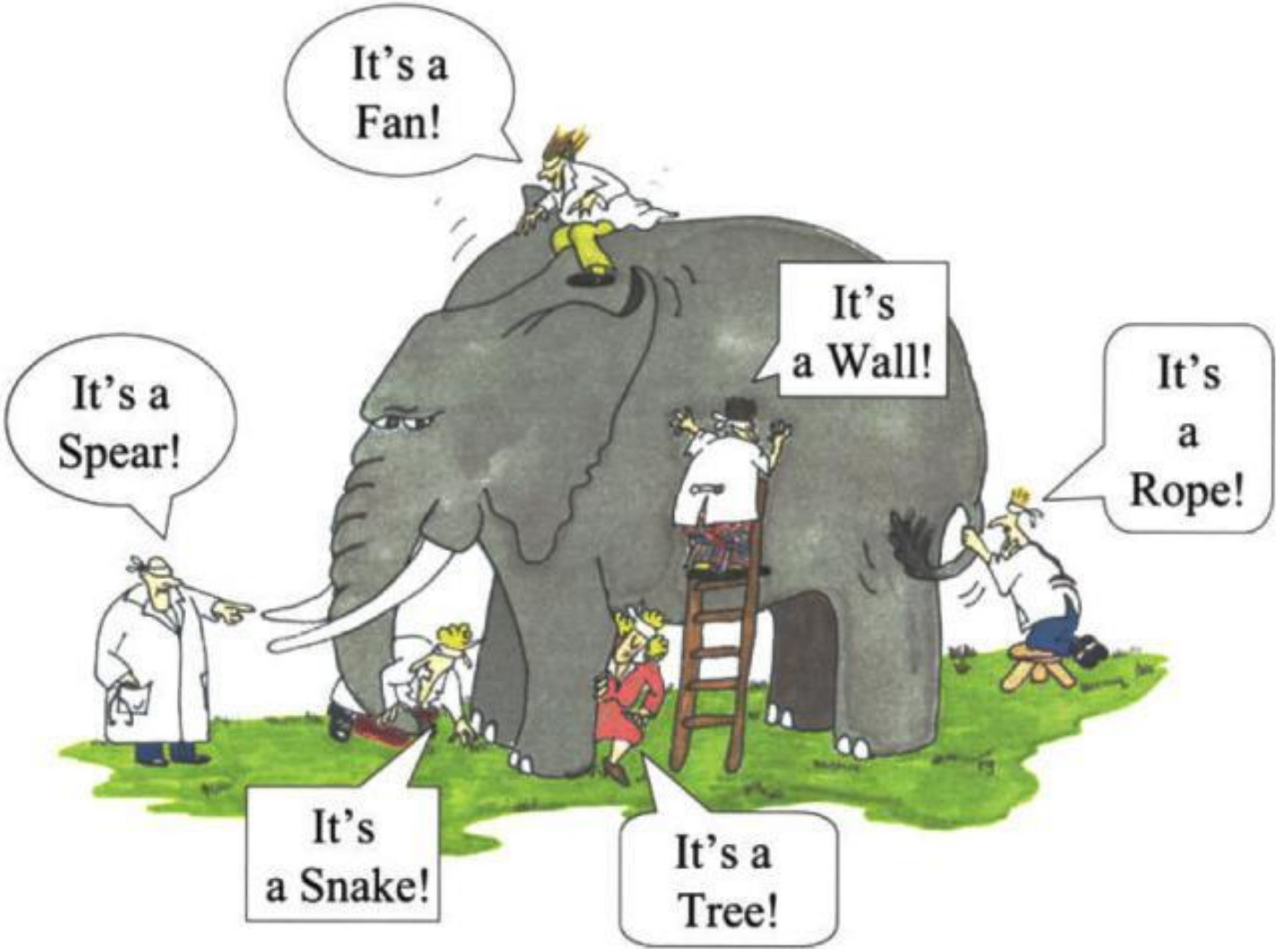
The Cost of Quality on Product Development



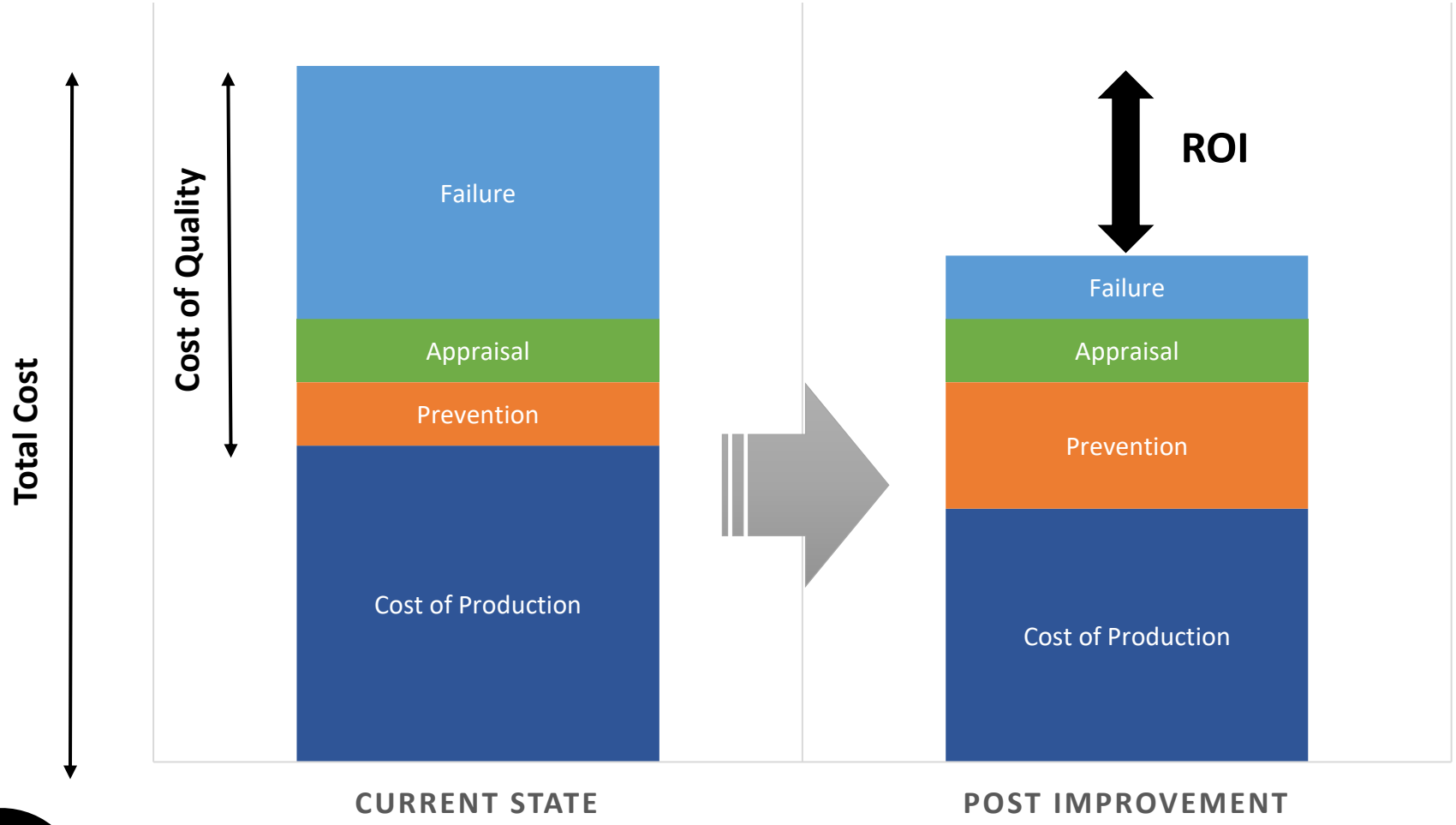
Miscommunication

- Developing Software is costly. It's made more costly by miscommunication.

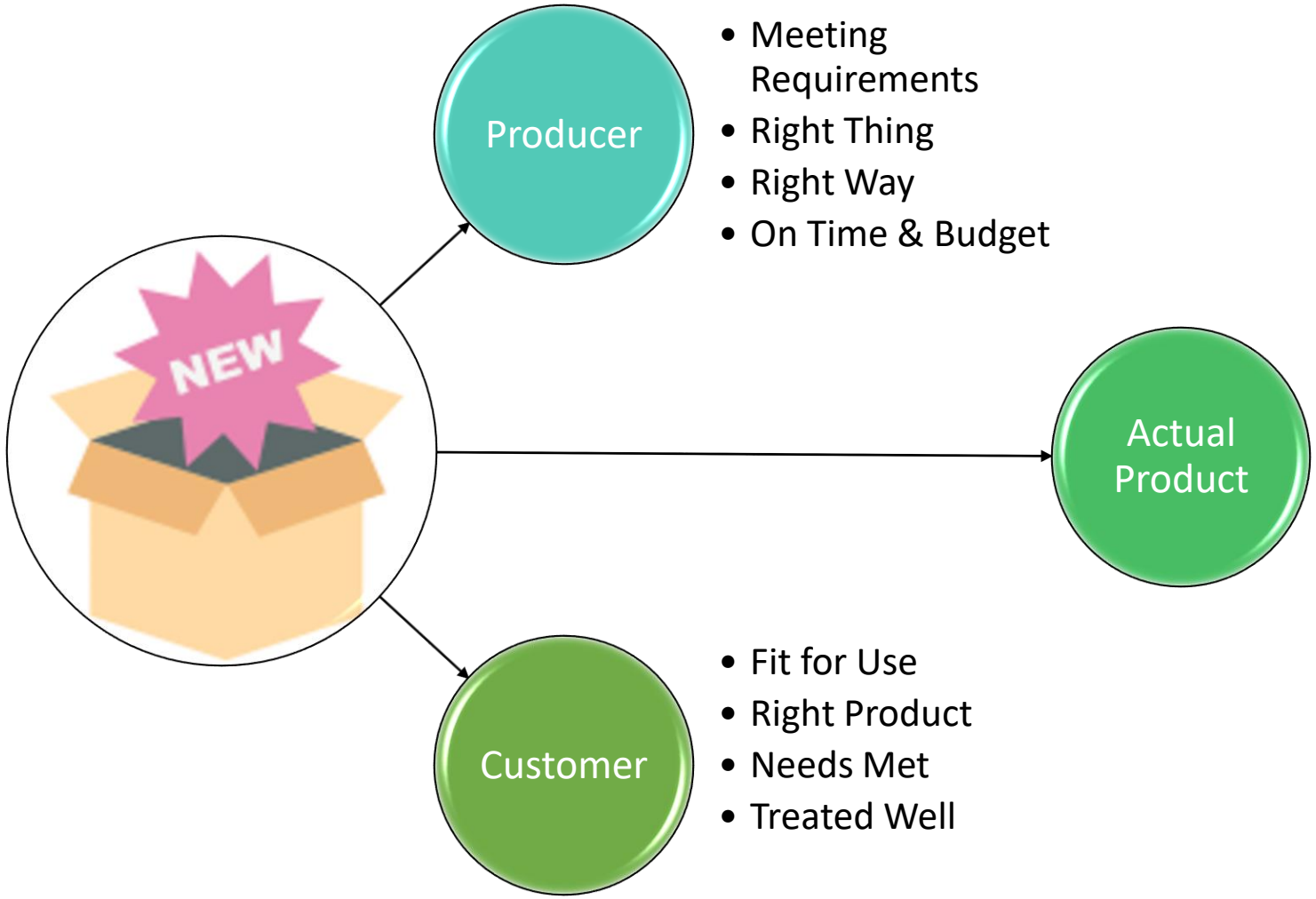
- Rework is the debt we pay as the result of miscommunication.

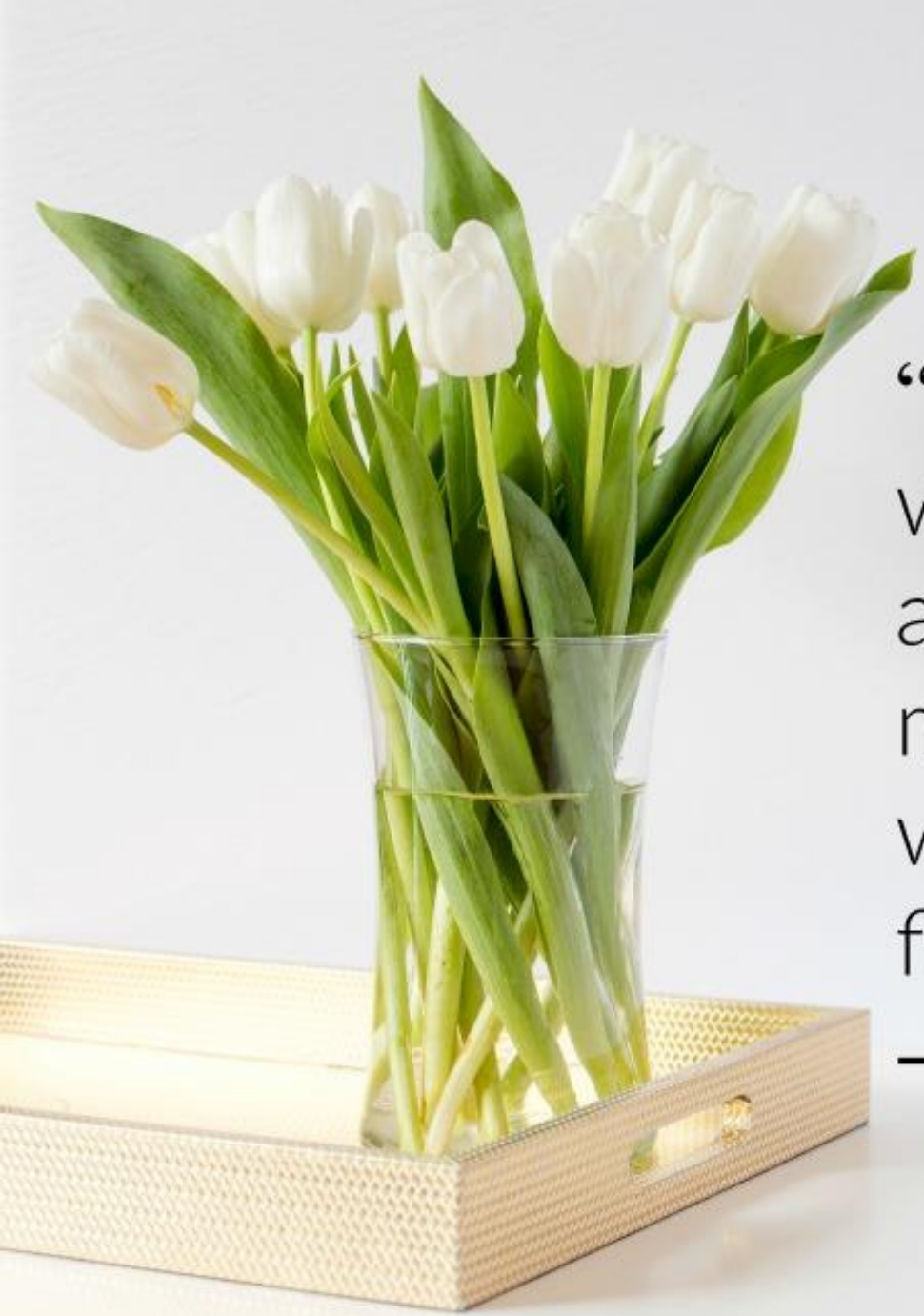

It's a Fan!
It's a Spear!
It's a Wall!
It's a Rope!
It's a Snake!
It's a Tree!

Cost of Quality



The Two Quality Gaps

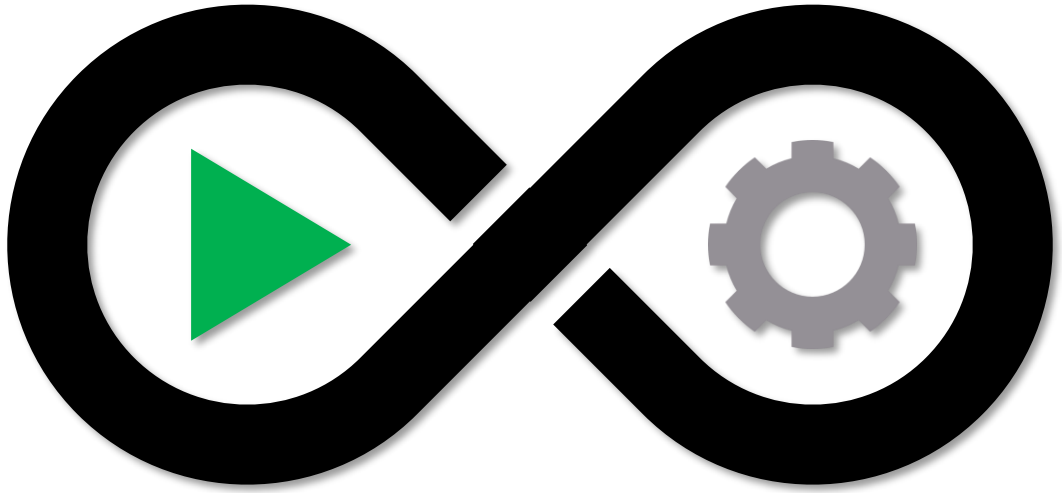




“The mind is the laboratory where products, both fake and genuine are manufactured. People grow wild weeds, others grow flourishing flowers!”

— Israelmore Ayivor, Leaders' Watchwords

Building Trust and Breaking Barriers



MASTER BUILDER

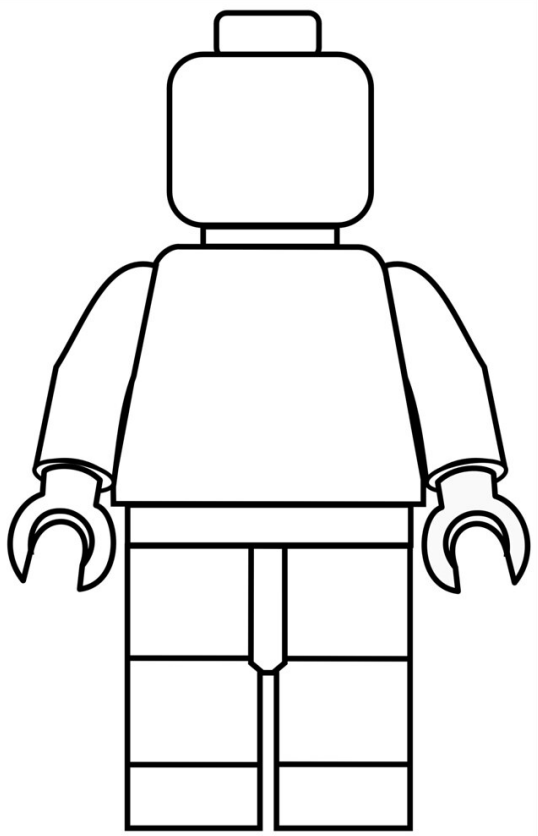
- Nominated from each team
- Will decide which set to build
- Only person to see what the LEGO set actually looks like

BUILDING TEAM

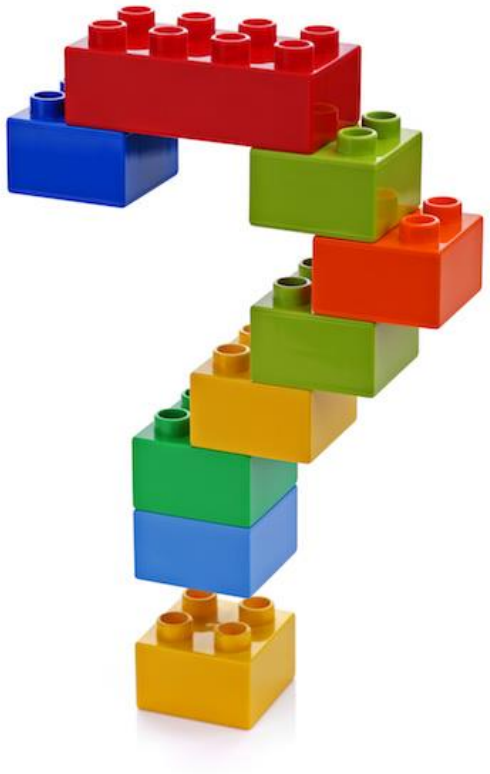
- Will build the LEGO Set
- Collaborates with the Master Builder
- Not Allowed to see the Set Pictures or Instructions

THOMAS

- That's me.
- Leads the session
- Available to answer any question, often cryptically
- Distributor of free Lego sets

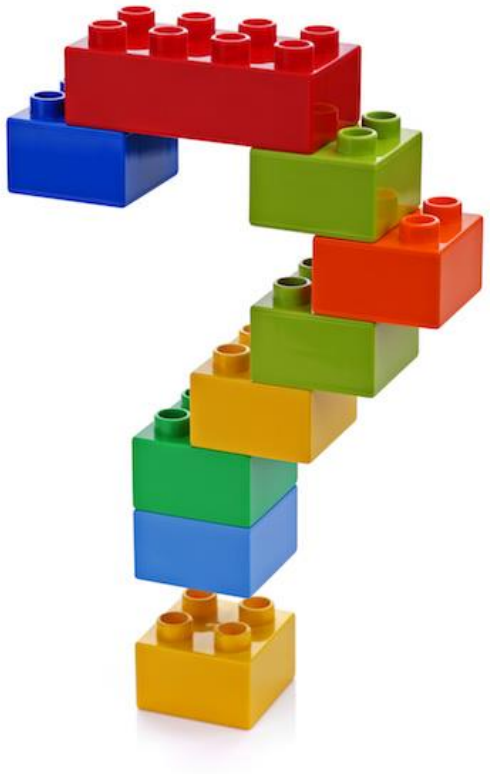


1. Divide yourselves into teams of three or four.
2. Each team will nominate a “Master Builder”.
3. The Master Builder will come to the front of the room and select a LEGO set. Each Master Builder should take the time to learn the primary image on the LEGO container. They will return to the team with only the bag of pieces. The instructions and container will remain out-of-sight to the rest of the team.
4. All teams will have a predetermined amount of time to build their set according to the description provided by the Master Builder.
5. We will all stop to view each other’s work and learn what happened.



Master Builder

- How easy or difficult was your task on a scale of 1 (easy) to 10 (impossible)?
- What made your task easy or difficult?
- How was your communication with the team?



Building Team

- How easy or difficult was your task on a scale of 1 (easy) to 10 (impossible)?
- What made your task easy or difficult?
- How could the Master Builder improve their instructions?
- If you could start over, what should the team do differently?

Stakeholder Feedback

All ideas are nothing but hypotheses until customers validate them by paying for and using the resulting products or services.

- This is **validated learning**

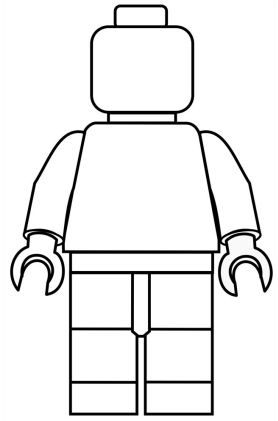
1. *Engaging stakeholders*. Implementing stakeholder feedback helps them feel listened to and will have them communicate more frequently.

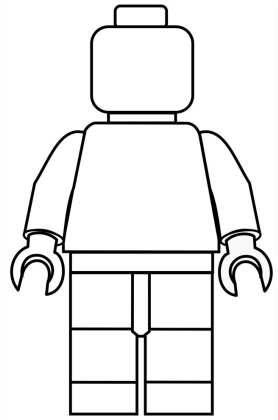
2. *Correcting course*. The more often stakeholders see the product, the less risk of going in the wrong direction for too long.

3. *Creating accountability*. The more transparency is created, the harder it is for stakeholders to hide behind ignorance.

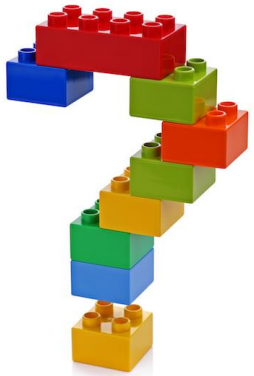
Stakeholder Feedback | Example

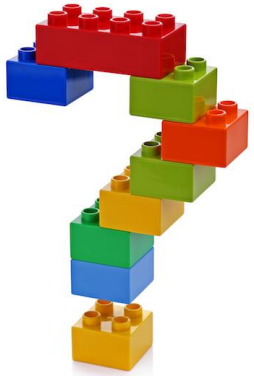
1. Engaging Stakeholders
2. Correcting Course
3. Creating Accountability





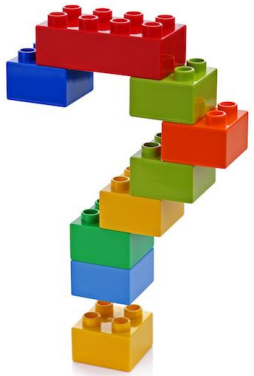
6. Keeping the same teams, the Master Builder will now obtain written instructions on how to build the set.
7. The Master Builder is the only person allowed to view the written instructions.
8. Each team will have a predetermined amount of time to build the set based on the written instructions.
9. We will all stop to view each other's work and learn what happened.

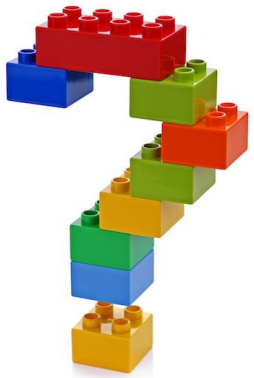




Master Builder

- How easy or difficult was your task on a scale of 1 (easy) to 10 (impossible)?
- What made your task easy or difficult?
- If you could start over, what should the team do differently?





Building Team

- How easy or difficult was your task on a scale of 1 (easy) to 10 (impossible)?
- What made your task easy or difficult?
- What could be improved with the written instructions given to your Master Builder?

Planning

"Everyone has a plan until they get punched in the face."

- Mike Tyson

To be successful, a company must validate the business assumption as quickly as possible. In Lean Startup, Eric Ries calls this the **value hypothesis**.

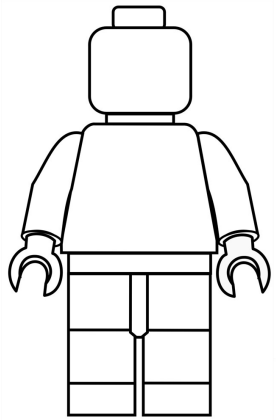
Value Defined:
Redux of the Two Quality Gaps

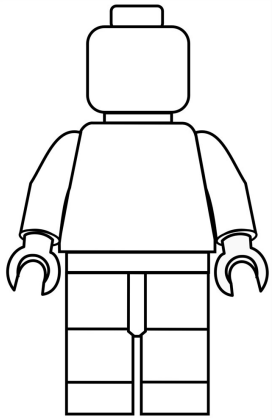
For companies, anything of value ultimately comes down to money.

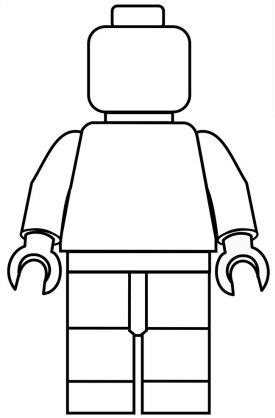
Are happy customers valuable? Only if they pay for your product.

Generating money is the producer benefit, whereas happiness is what the customers care about.

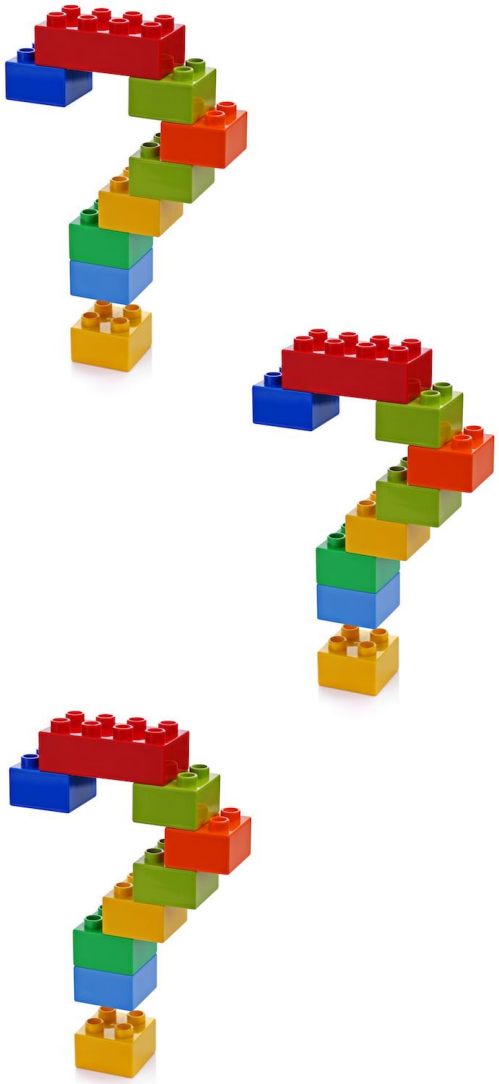
Both definitions of value are relevant and connected. You cannot make money without having a customer who appreciates your product or service.





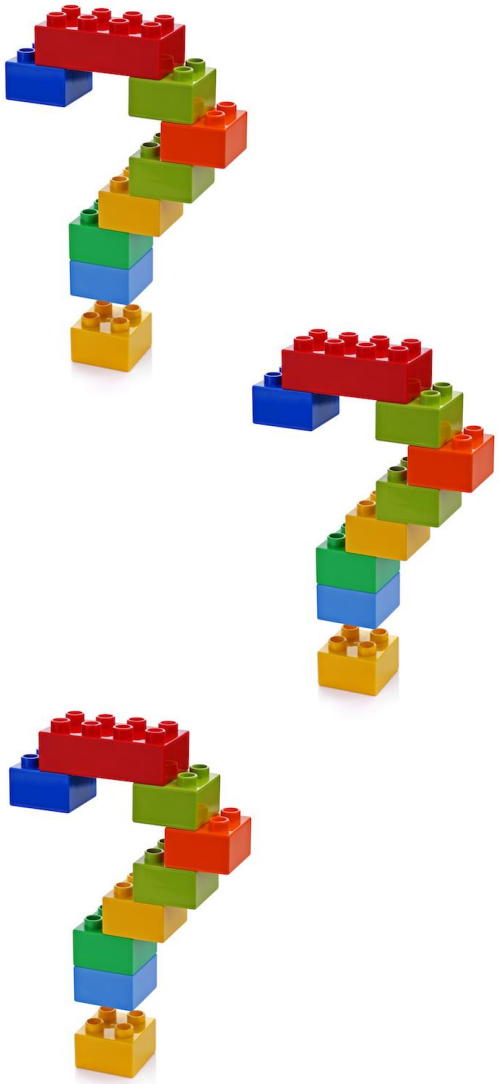


10. Keeping the same teams, the Master Builder is now allowed to consult the building instructions at the front of the room **but cannot show the visual instructions to the team**.
11. Each team will have a predetermined amount of time to build their set based on official instructions.
12. We will all stop to view each other's work and learn what happened.



Master Builder

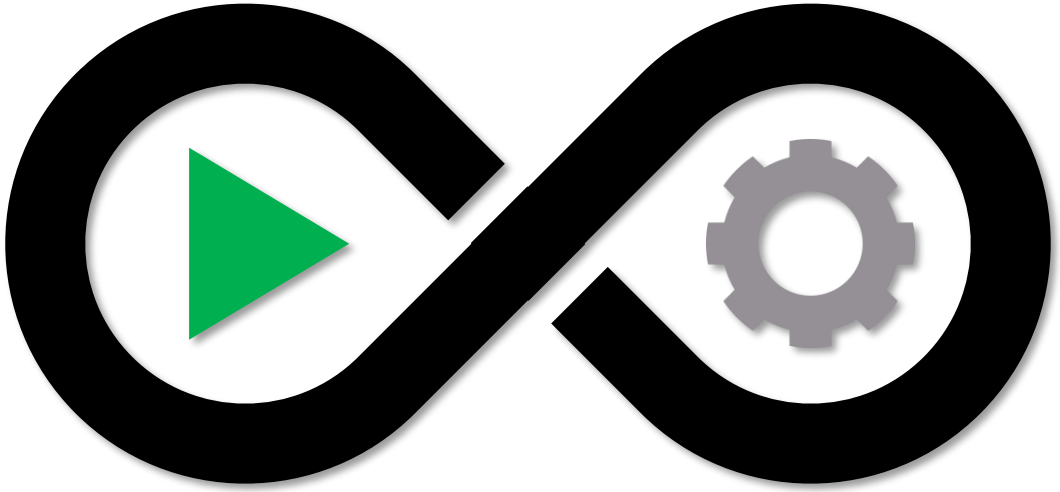
- How easy or difficult was your task on a scale of 1 (easy) to 10 (impossible)?
- What made your task easy or difficult?
- How often did you return to view the instructions?

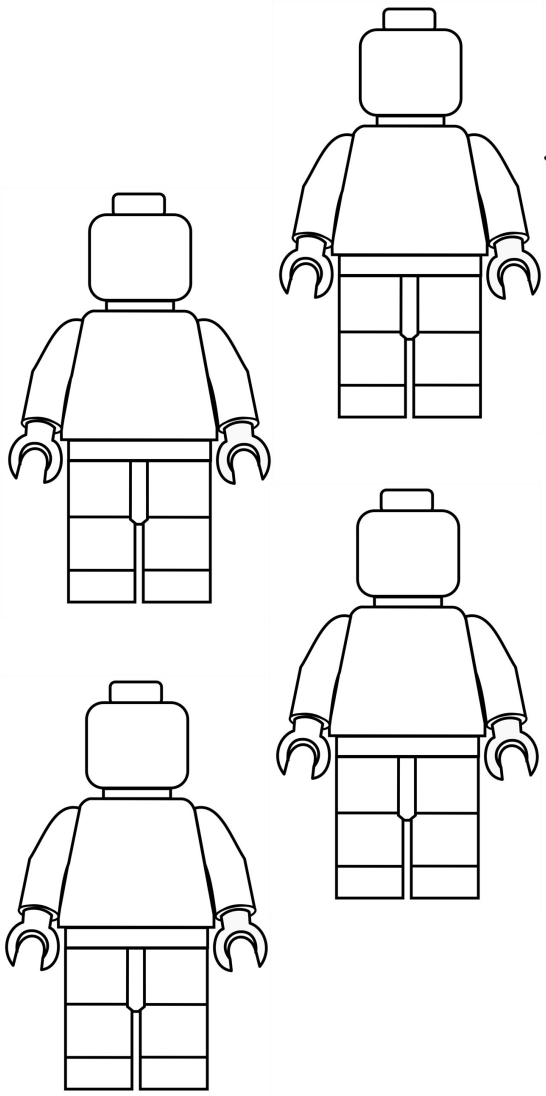


Building Team

- How easy or difficult was your task on a scale of 1 (easy) to 10 (impossible)?
- What made your task easy or difficult?
- From the three ways you attempted to build the set, which was the most useful and why?

THE REVEAL





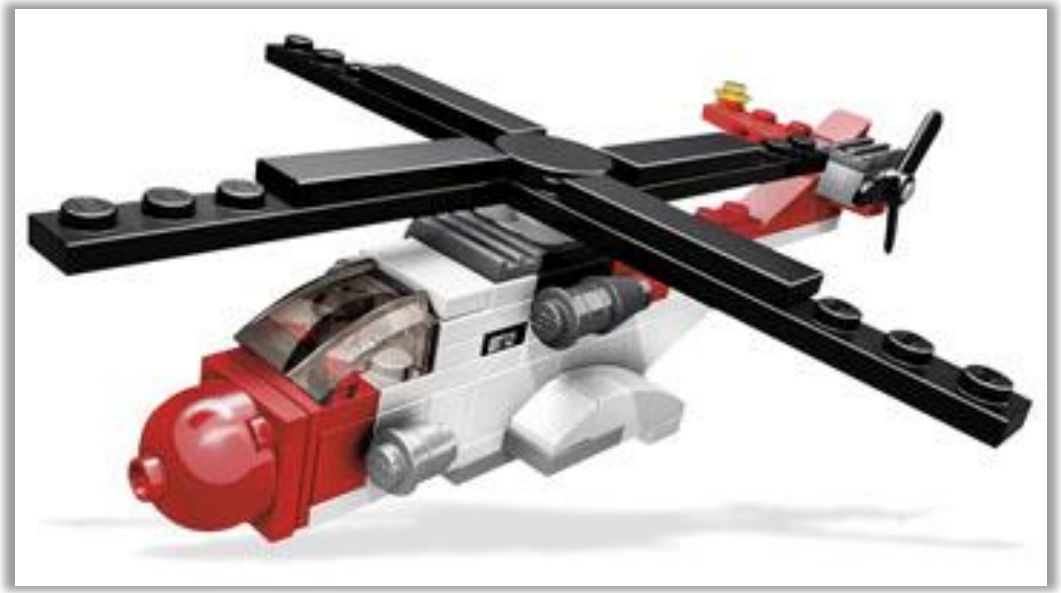
Once your set number is called, the Master Builder of each team should come to the front of the room.

The other teams will rate the creation on a scale of 1-10 based on how closely it matches the ideal state.

1- Mini Fire Rescue (6911)

2- Mini Plane (5762)

3- Mini Flyers (4918)



4- Mini Jet (6741)

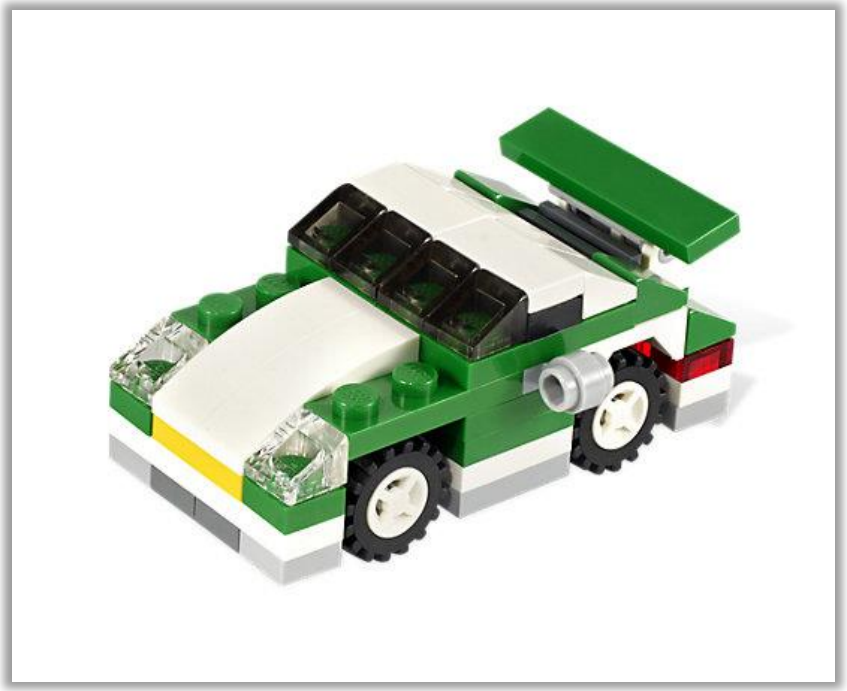
5- Mini Off-Roader (6742)

6- Mini Digger (5761)

7- Mini Construction (4915)

8- Mini Speeder (31000)

9- Mini Sports Car (6910)



10- Mini Dumper (5865)

11- Mini Vehicles (4838)

12- Mini Skyflyers (31001)

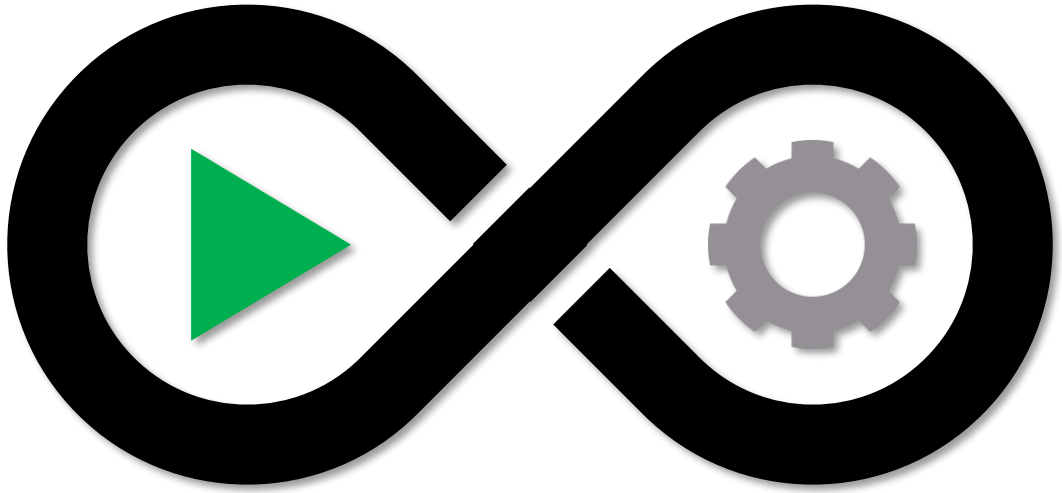
13- Mini Helicopter (5864)

14- Mini Robots (4917)

15- Mini Trains (4837)

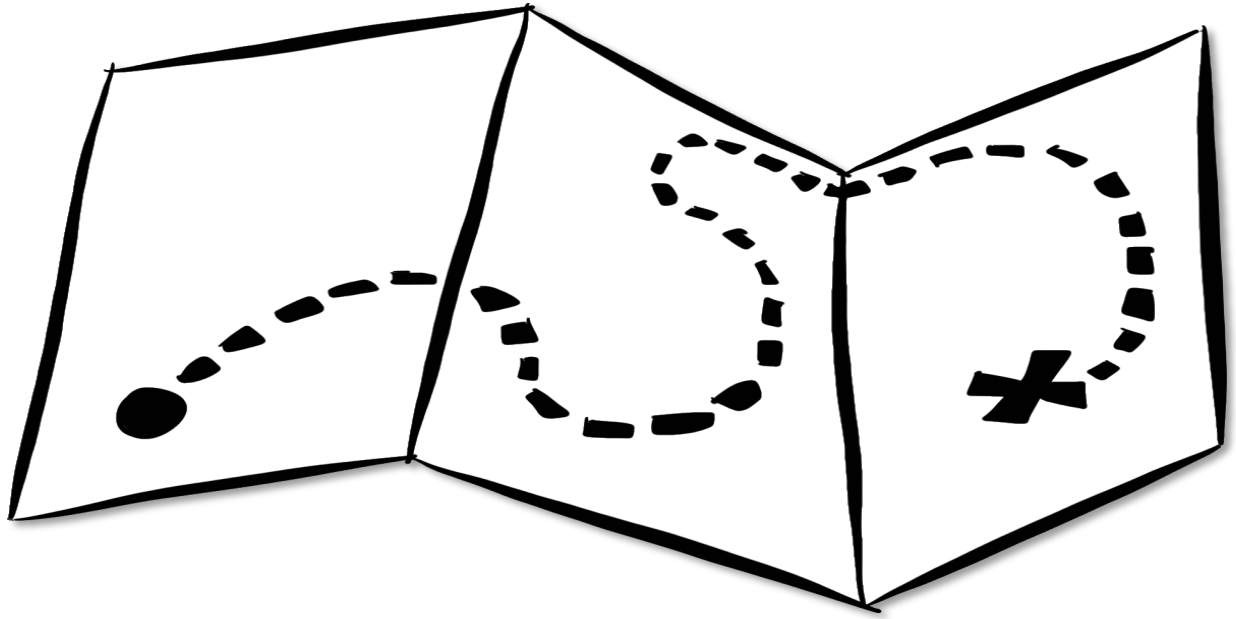
16- Mini Animals (4916)

THE REWARD

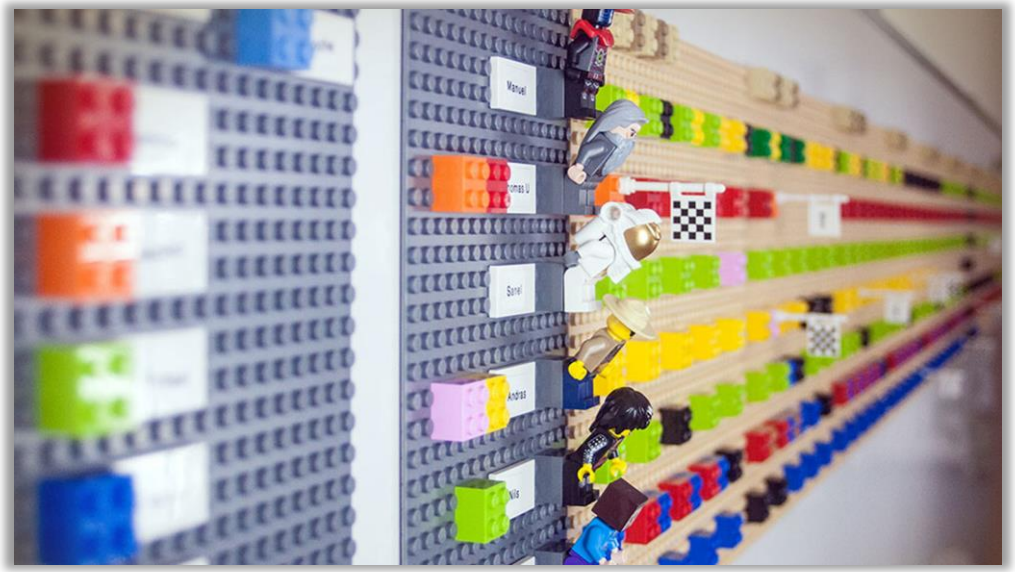


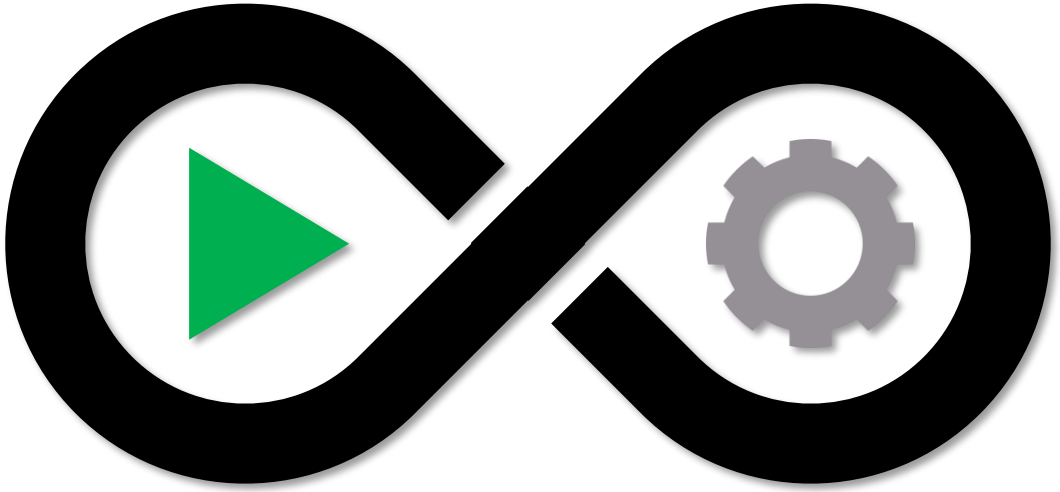
The Reward

- To the team with the best implementation. . .
- Please break down your sets and return them to the front
- Everyone come collect your new LEGO building set before you leave!

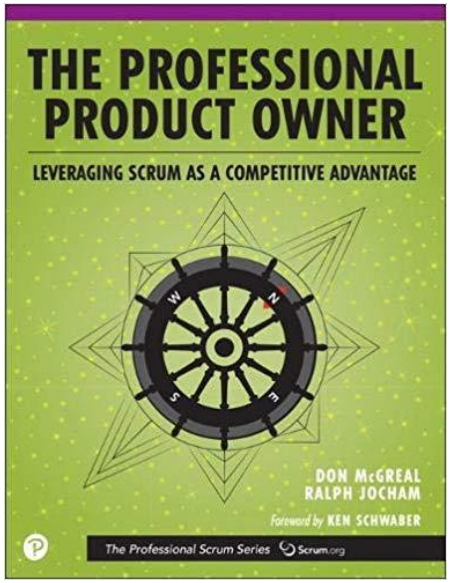


Appendix





References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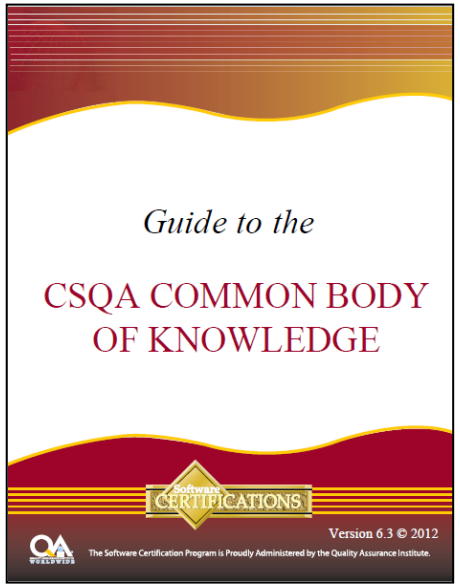
RALPH JOCHAM
Foreword by KEN SCHWABER
The Professional Scrum Series
Scrum.org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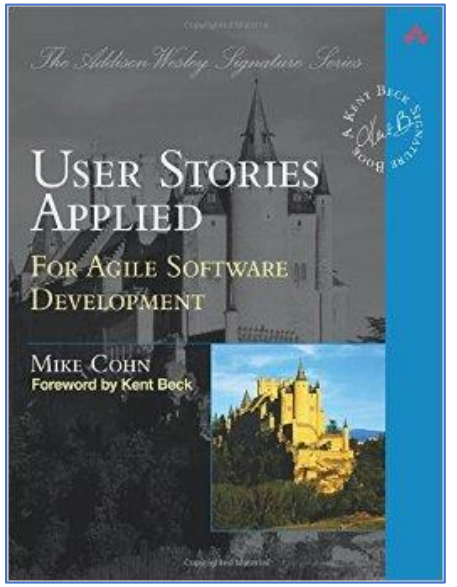
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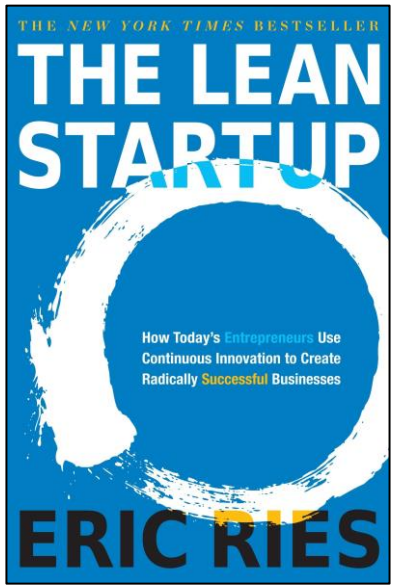
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How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
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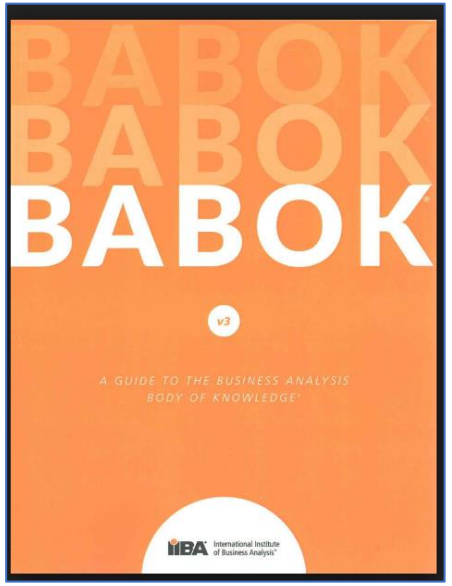
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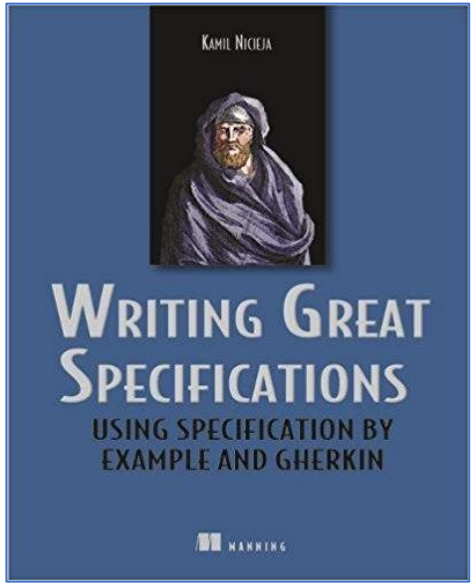
IIBA International Institute of Business Analysis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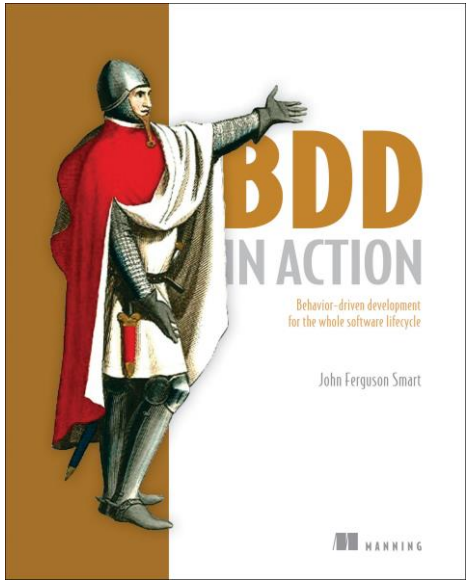
USING SPECIFICATION BY EXAMPLE AND GHERKIN
MANNING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