



With Scrum through the Crisis

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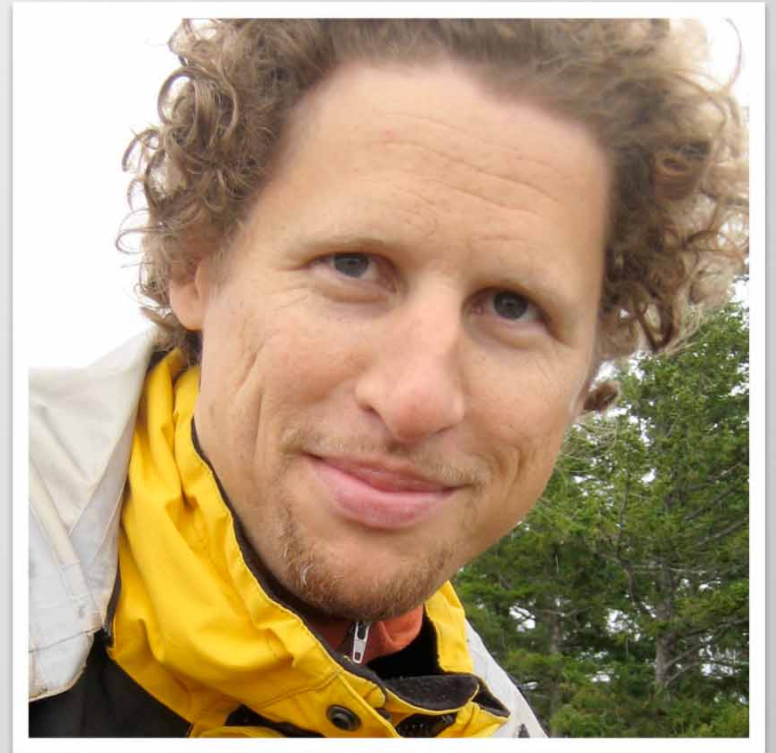
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Germany **Austria** Poland **Vienna**

Sportsman, **2 Kids**, Rock Climbing





#1 Scrum is Lean


#2 Scrum is Continuous Crisis Management

#3 Scrum is Agile Organisation Development



The New New Product Development Game

Hiroataka Takeuchi and Ikujiro Nonaka



“ The traditional sequential or **“relay race” approach** to product development (...) may conflict with the goals of maximum speed and flexibility. Instead, a holistic or **“rugby” approach**— where a team tries to go the distance as a unit, passing the ball back and forth—may better serve today’s competitive requirements. ”

Hiroataka Takeuchi and Ikujiro Nonaka



Scrum

1 Lean



Taiichi Ohno



The 7 Wastes of Manufacturing



The 7 Wastes of Software Development

Manufacturing



1 Extra Features

1 Overproduction



2 Requirements

2 Inventory



3 Extra Processes

3 Extra Processing Steps



4 Getting Information

4 Motion



5 Defects

5 Defects



6 Waiting

6 Waiting



7 Handoffs

7 Transportation



#2 Continuous Crisis Management



The New New Product Development Game

Hiroataka Takeuchi and Ikujiro Nonaka



Broad goal or a general strategic direction

Wide measure of freedom

Extremely challenging goals

Tension

**Built-in
instability**



Subtle Control

Checkpoints prevent chaos

Selecting the **right people**

Teams **listen** what the customer has to say

Tolerating and anticipating **mistakes**

Involving suppliers



#3 Agile Organisation Development



Scrum delivers ...



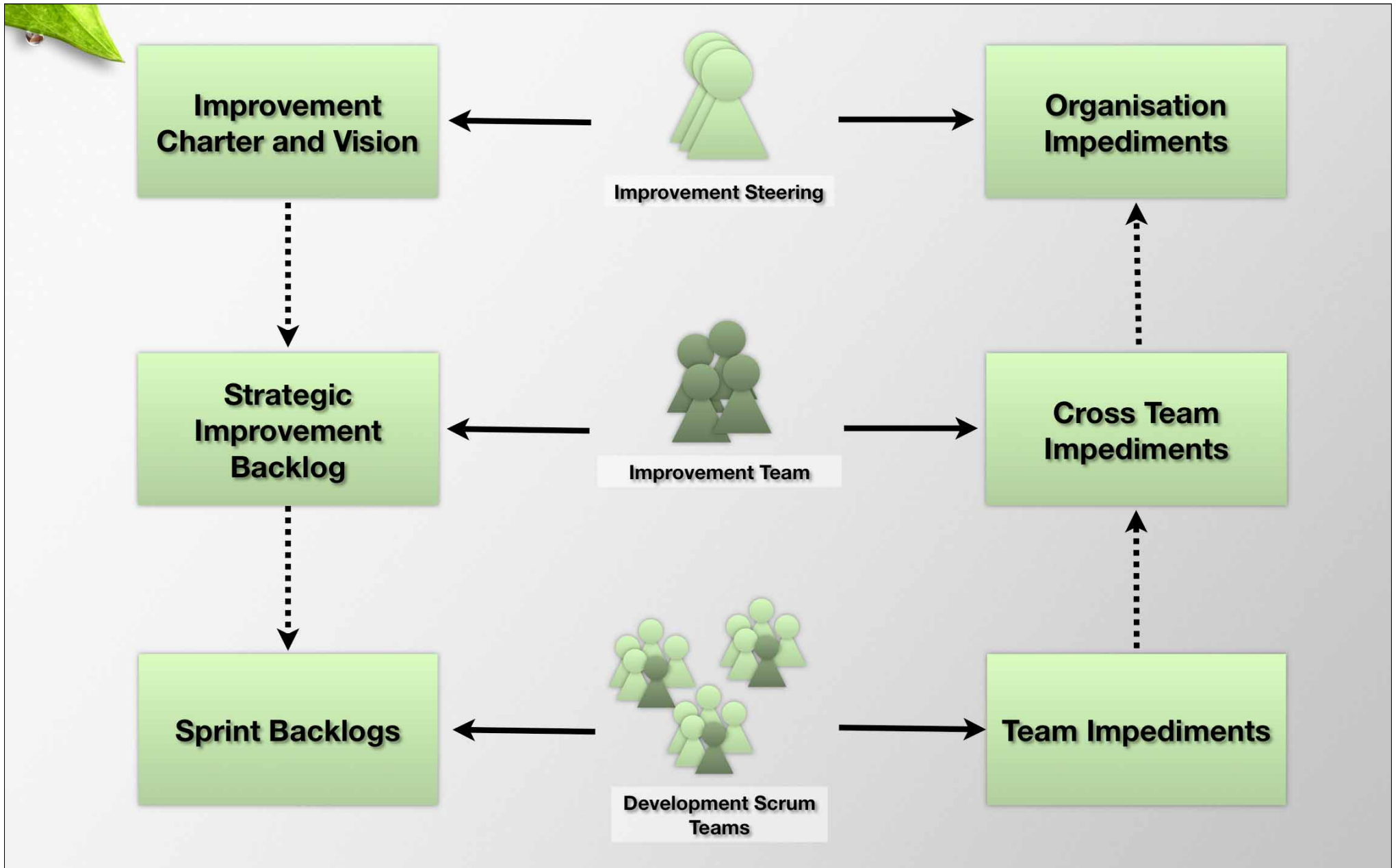


Scrum **needs** Agile

Organisation Development



Scrum **is** Agile Organisation
Development





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