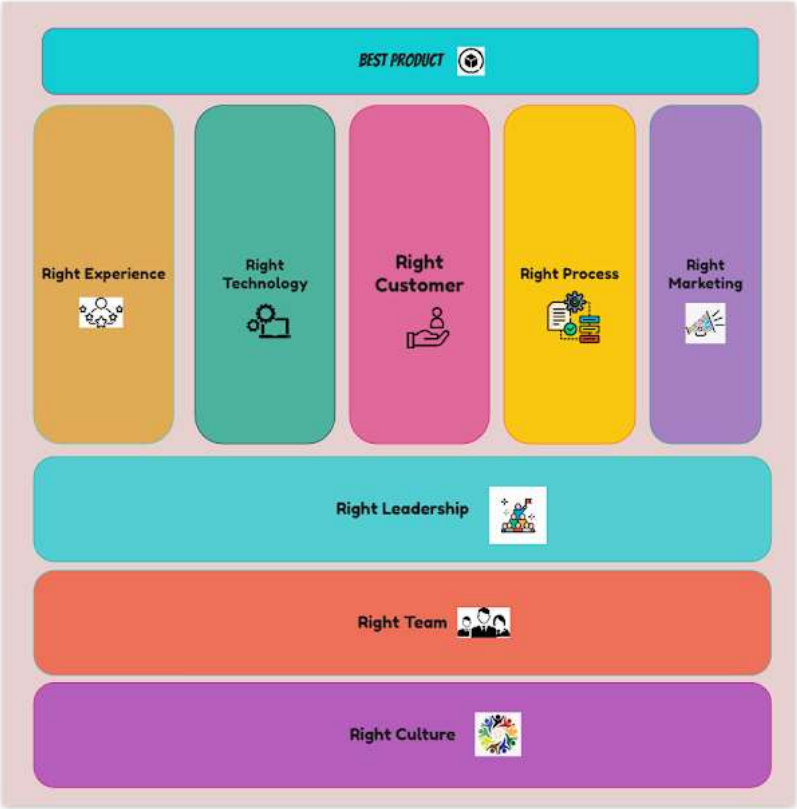
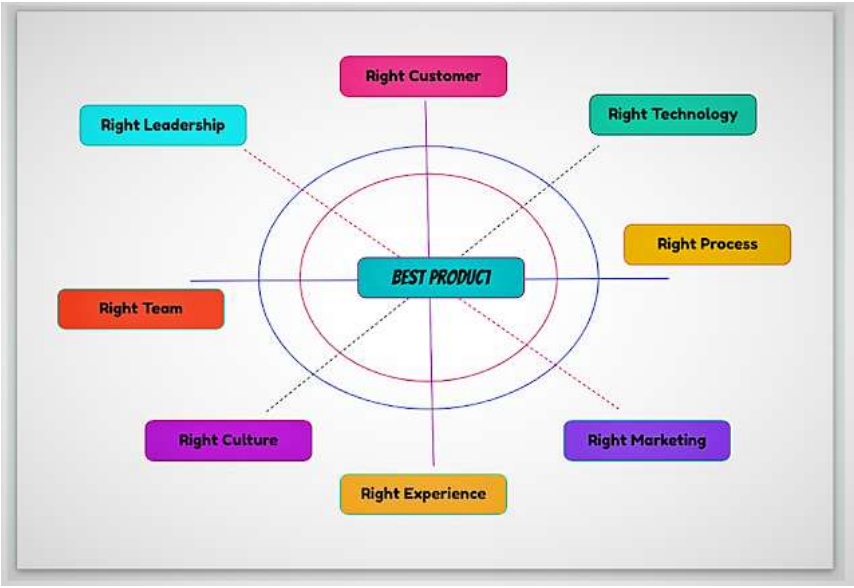
HighPerformance Team Coaching Guidebook

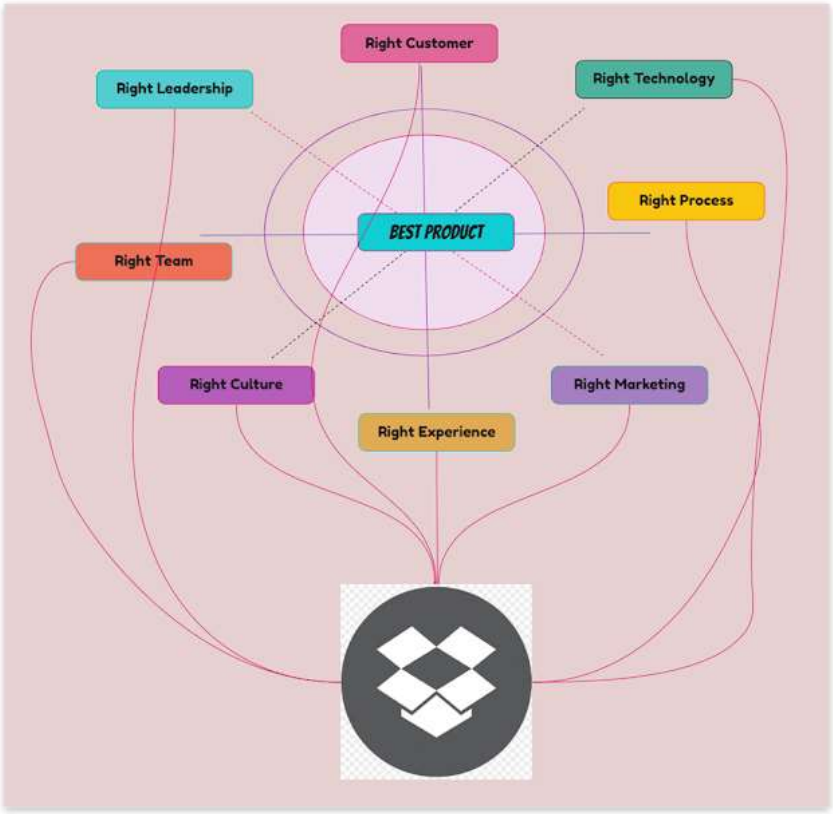
PURPOSE: Share the research I am carrying out with all so that they can reuse a few of my conclusions and workout the Cha body of knowledge (BoK), KNOWLEDGE TREE - GUIDEBOOKS, For all Agilist's. MISSION: Pursue building all the discoveries on the Business Transformation challenges and disseminate knowledge with Agilist's.

SATURDAY, DECEMBER 31, 2022

The Product Owner Guidebook - All Images




Right Customer
Right Technology
Right Leadership
Right Process
BEST PRODUCT
Right Team
Right Culture
Right Marketing
Right Experience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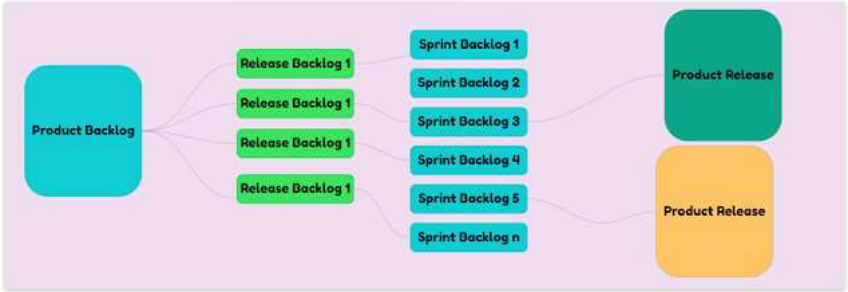
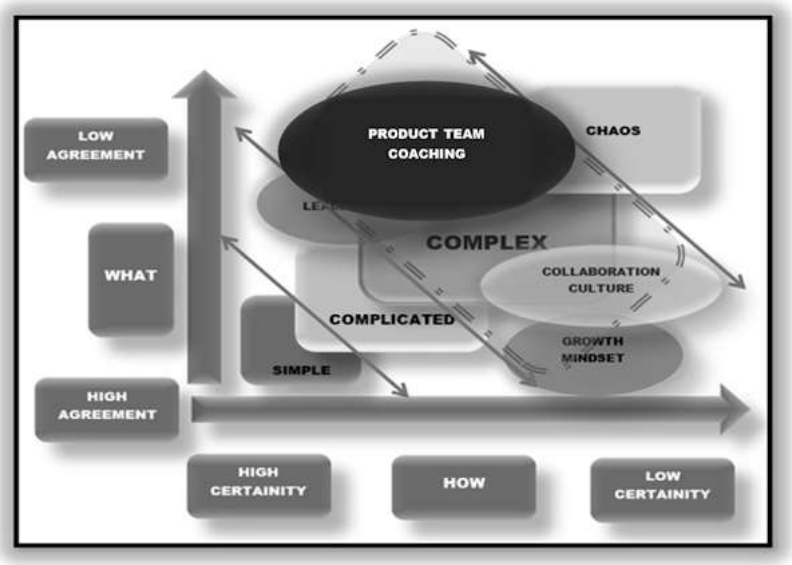
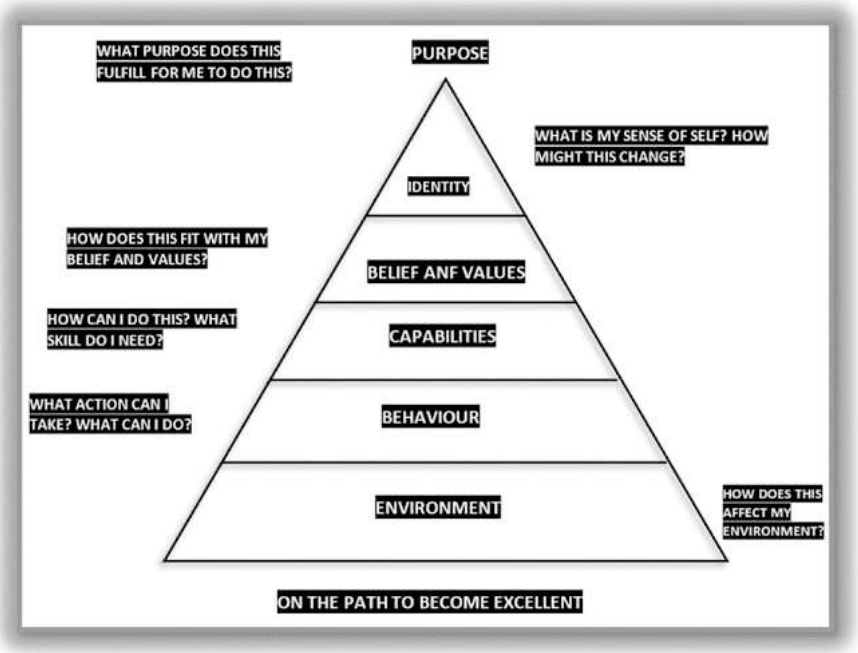
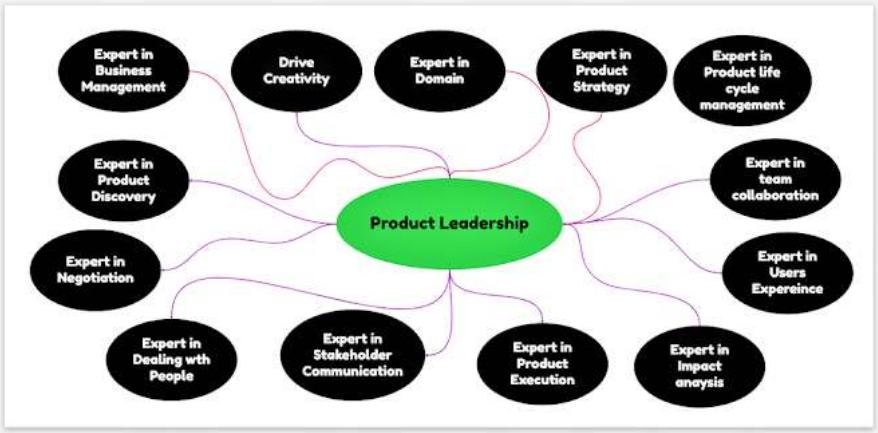
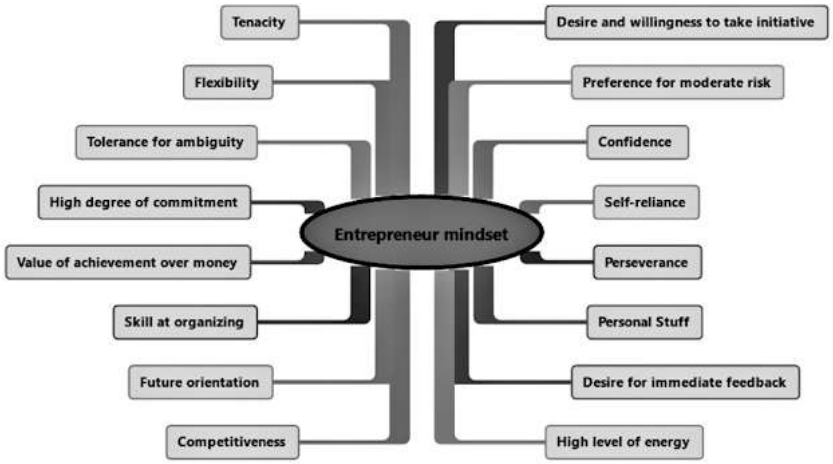
Right Technology
Right Leadership
Right Process
BEST PRODUCT
Right Team
Right Culture
Right Marketing
Right Experience

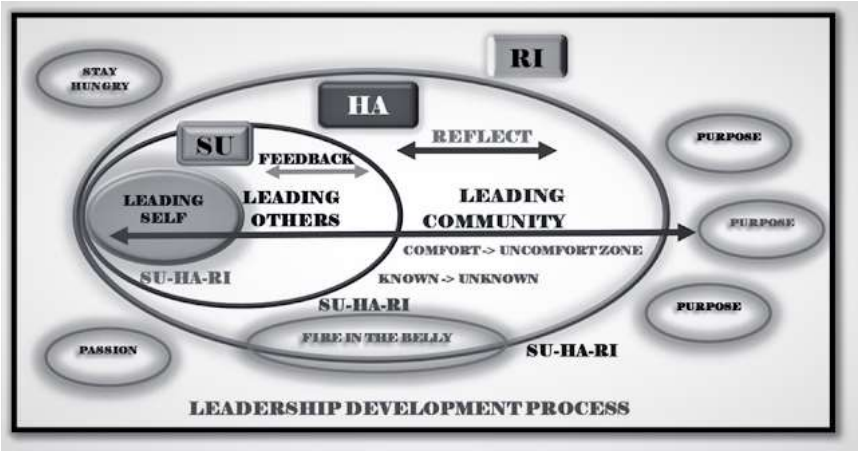

Product Backlog
Release Backlog 1
Release Backlog 1
Release Backlog 1
Release Backlog 1
Sprint Backlog 1
Sprint Backlog 2
Sprint Backlog 3
Sprint Backlog 4
Sprint Backlog 5
Sprint Backlog n
Product Release
Product Release

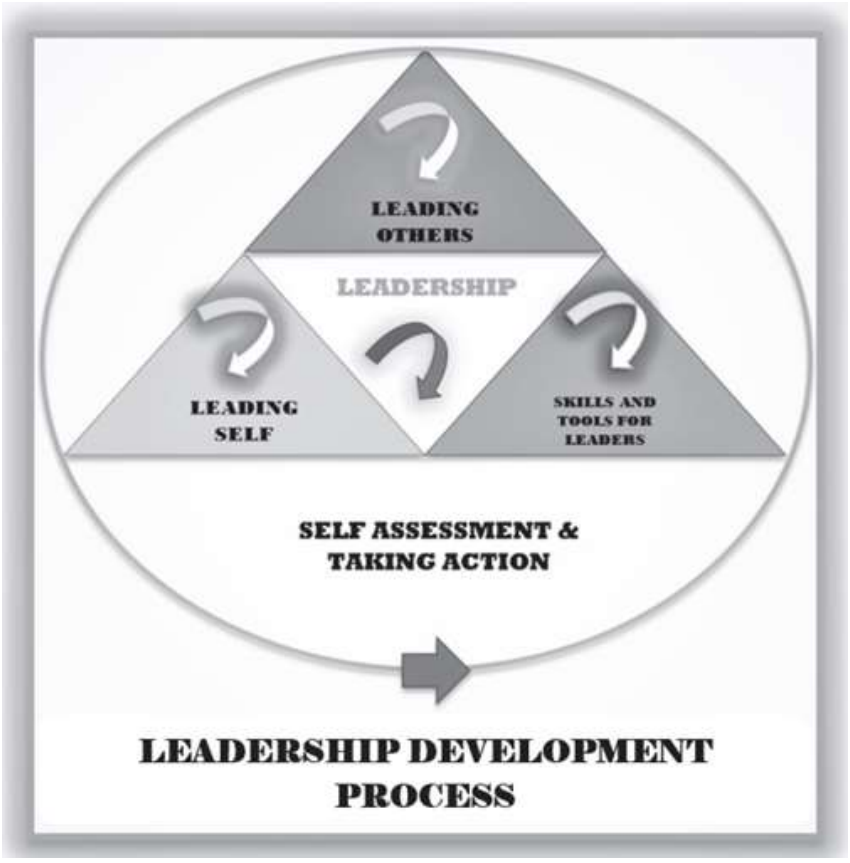

LOW AGREEMENT
PRODUCT TEAM COACHING
CHAOS
COMPLEX
WHAT
COLLABORATION CULTURE
COMPLICATED
GROWTH MINDSET
SIMPLE
HIGH AGREEMENT
HIGH CERTAINITY
HOW
LOW CERTAINITY


WHAT PURPOSE DOES THIS FULFILL FOR ME TO DO THIS?
PURPOSE
WHAT IS MY SENSE OF SELF? HOW MIGHT THIS CHANGE?
IDENTITY
HOW DOES THIS FIT WITH MY BELIEF AND VALUES?
BELIEF ANF VALUES
HOW CAN I DO THIS? WHAT SKILL DO I NEED?
CAPABILITIES
WHAT ACTION CAN I TAKE? WHAT CAN I DO?
BEHAVIOUR
ENVIRONMENT
HOW DOES THIS AFFECT MY ENVIRONMENT?
ON THE PATH TO BECOME EXCELLENT

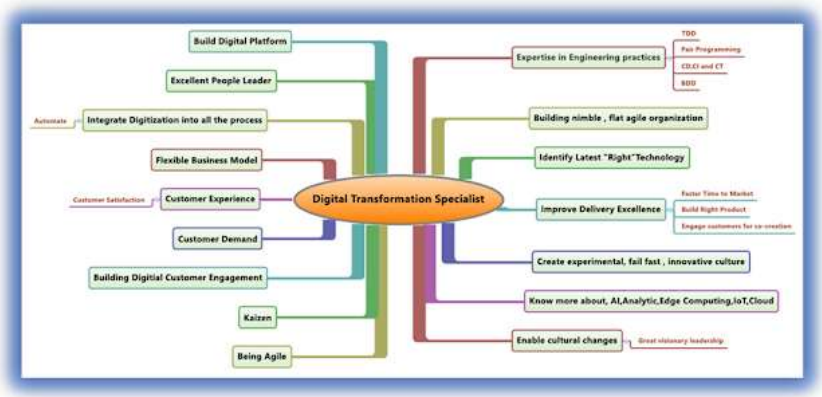

Expert in Business Management
Drive Creativity
Expert in Domain
Expert in Product Strategy
Expert in Product life cycle management
Expert in Product Discovery
Expert in team collaboration
Product Leadership
Expert in Negotiation
Expert in Users Expereince
Expert in Dealing wth People
Expert in Stakeholder Communication
Expert in Product Execution
Expert in Impact anaysis


Tenacity
Flexibility
Tolerance for ambiguity
High degree of commitment
Value of achievement over money
Skill at organizing
Future orientation
Competitiveness
Entrepreneur mindset
Desire and willingness to take initiative
Preference for moderate risk
Confidence
Self-reliance
Perseverance
Personal Stuff
Desire for immediate feedback
High level of energy

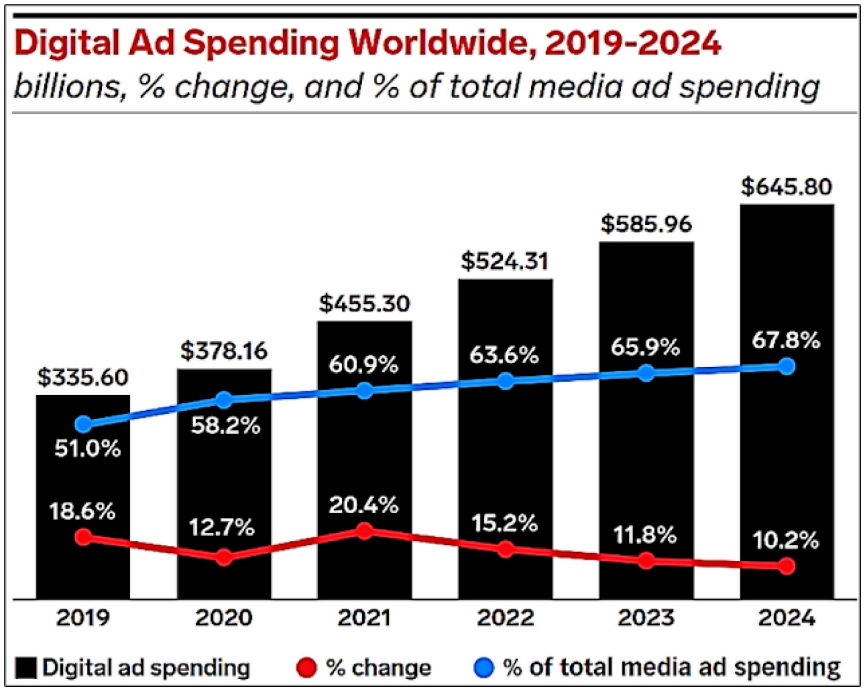

STAY HUNGRY
RI
HA
SU
FEEDBACK
REFLECT
PURPOSE
LEADING SELF
LEADING OTHERS
LEADING COMMUNITY
PURPOSE
COMFORT-> UNCOMFORT ZONE
SU-HA-RI
KNOWN -> UNKNOWN
SU-HA-RI
PURPOSE
PASSION
FIRE IN THE BELLY
SU-HA-RI
LEADERSHIP DEVELOPMENT PROCESS

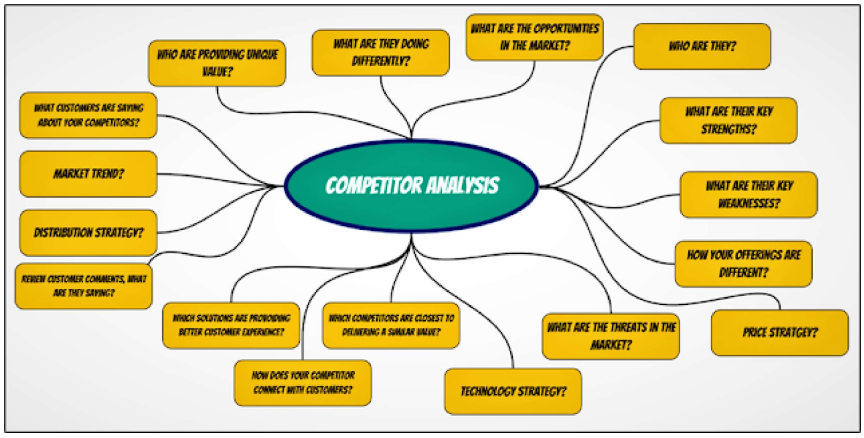

LEADING OTHERS
LEADERSHIP
LEADING SELF
SKILLS AND TOOLS FOR LEADERS
SELF ASSESSMENT & TAKING ACTION
LEADERSHIP DEVELOPMENT PROCESS

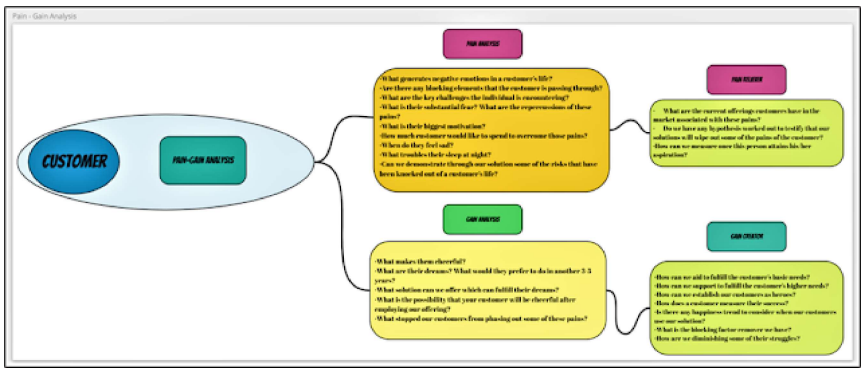
Learning
What we know? Keep doing those
Give lectures
Keep Reading
Listen audio
Discuss with team members
Case study
Do project
We don't know and We need to find, Improve
Give lectures
Keep Reading
Listen audio
Discuss with team members
Case study
Do project
New Discovery?
Keep Reading
Listen audio
Discuss with team members
Do project
Record the learnings
Hypothesis & Exploration topics
Keep Reading
Listen audio
Discuss with team members
Do project
Record the learnings

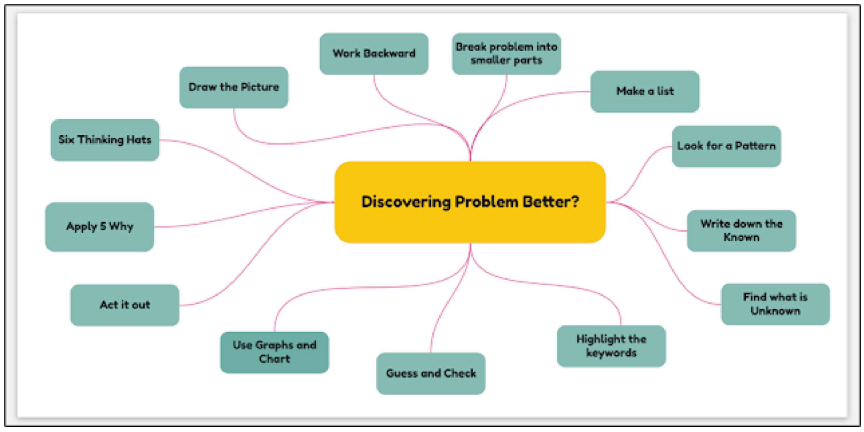

Digital Transformation Specialist
Build Digital Platform
Excellent People Leader
Integrate Digitization into all the process
Automate
Flexible Business Model
Customer Experience
Customer Satisfaction
Customer Demand
Building Digitial Customer Engagement
Kaizen
Being Agile
Expertise in Engineering practices
TDD
Pair Programming
CD,CI and CT
BDD
Building nimble , flat agile organization
Identify Latest "Right" Technology
Improve Delivery Excellence
Factor Time to Market
Build Right Product
Engage customers for co-creation
Create experimental, fail fast , innovative culture
Know more about, AI,Analytic,Edge Computing,IoT,Cloud
Enable cultural changes
Great visionary leadership

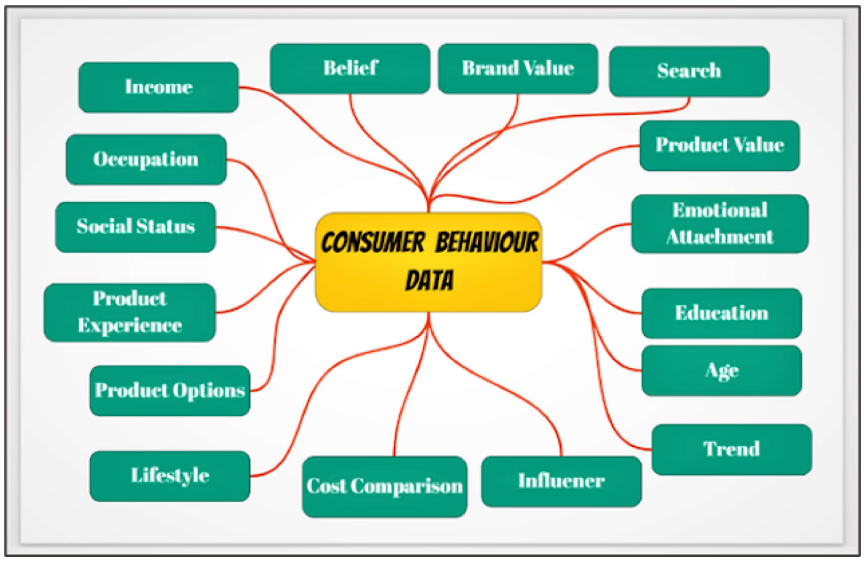
UNCOMFORT ZONE
CAPTIVATING OTHERS
EXAMINE LEADERSHIP
LEADING OTHERS
CHANGE ENABLEMENT
COACHING OTHERS
COMFORT ZONE
EXPANDING SELF EVOLUTION
EXPANDING INDIVIDUALITY
LEADING SELF
EXPANDING LEARNING ABILITY
EXPANDING MENTAL STRENGTH
LEADERSHIP DEVELOPMENT PLAN
0
20
40
60
80
100

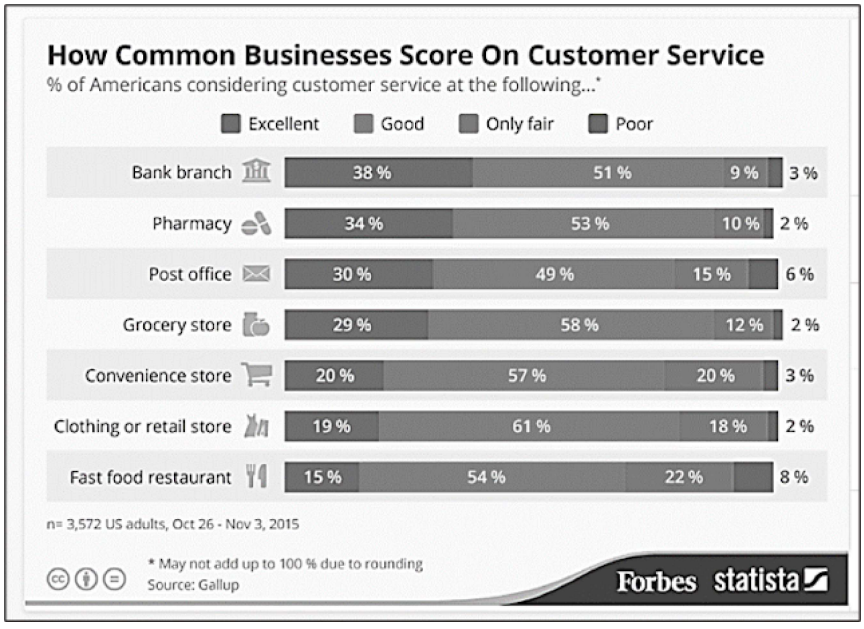

Digital Ad Spending Worldwide, 2019-2024
billions, % change, and % of total media ad spending
$335.60
$378.16
$455.30
$524.31
$585.96
$645.80
51.0%
58.2%
60.9%
63.6%
65.9%
67.8%
18.6%
12.7%
20.4%
15.2%
11.8%
10.2%
2019
2020
2021
2022
2023
2024
Digital ad spending
% change
% of total media ad spending

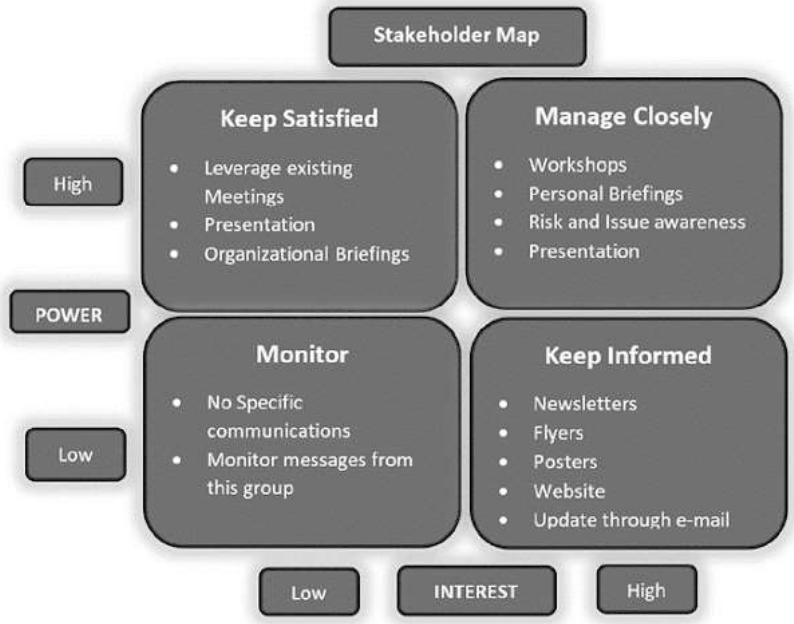

COMPETITOR ANALYSIS
WHO ARE PROVIDING UNIQUE VALUE?
WHAT ARE THEY DOING DIFFERENTLY?
WHAT ARE THE OPPORTUNITIES IN THE MARKET?
WHO ARE THEY?
WHAT CUSTOMERS ARE SAYING ABOUT YOUR COMPETITORS?
WHAT ARE THEIR KEY STRENGTHS?
MARKET TREND?
WHAT ARE THEIR KEY WEAKNESSES?
DISTRIBUTION STRATEGY?
HOW YOUR OFFERINGS ARE DIFFERENT?
REVIEW CUSTOMER COMMENTS, WHAT ARE THEY SAYING?
WHICH SOLUTIONS ARE PROVIDING BETTER CUSTOMER EXPERIENCE?
WHICH COMPETITORS ARE CLOSEST TO DELIVERING A SIMILAR VALUE?
WHAT ARE THE THREATS IN THE MARKET?
PRICE STRATGEY?
HOW DOES YOUR COMPETITOR CONNECT WITH CUSTOMERS?
TECHNOLOGY STRATEGY?

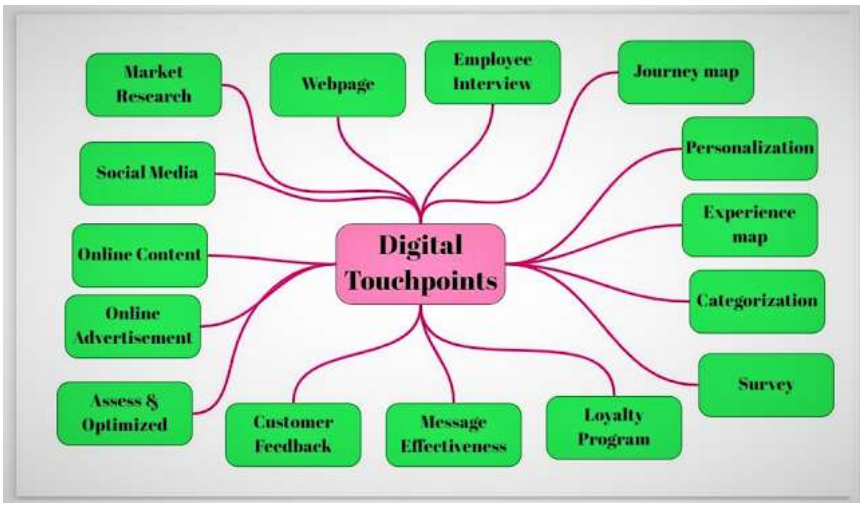

Pain - Gain Analysis
CUSTOMER
PAIN-GAIN ANALYSIS
PAIN ANALYSIS
PAIN REVIEW
GAIN ANALYSIS
GAIN CREATION

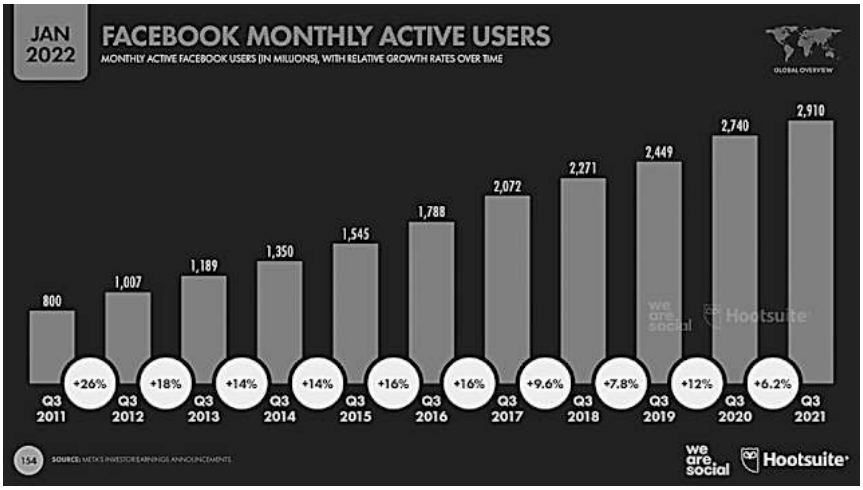

Discovering Problem Better?
Work Backward
Break problem into smaller parts
Make a list
Look for a Pattern
Write down the Known
Find what is Unknown
Highlight the keywords
Guess and Check
Use Graphs and Chart
Act it out
Apply 5 Why
Six Thinking Hats
Draw the Picture

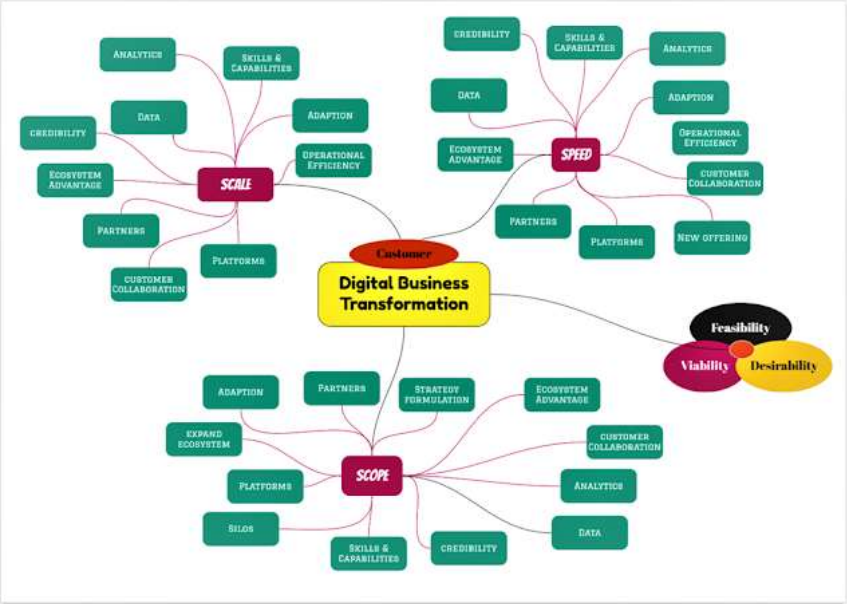

CONSUMER BEHAVIOUR DATA
Income
Occupation
Social Status
Product Experience
Product Options
Lifestyle
Belief
Brand Value
Search
Product Value
Emotional Attachment
Education
Age
Trend
Influener
Cost Comparison

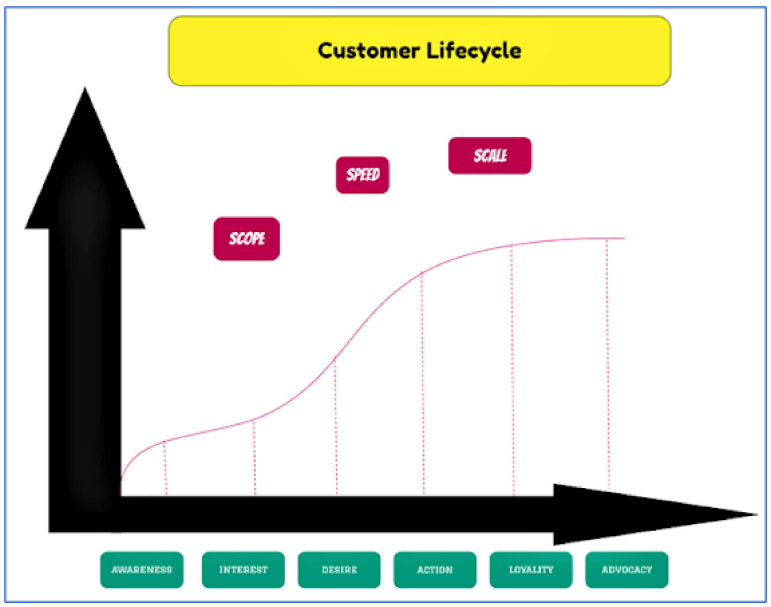

How Common Businesses Score On Customer Service
% of Americans considering customer service at the following...*
Excellent
Good
Only fair
Poor
Bank branch 38 % 51 % 9 % 3 %
Pharmacy 34 % 53 % 10 % 2 %
Post office 30 % 49 % 15 % 6 %
Grocery store 29 % 58 % 12 % 2 %
Convenience store 20 % 57 % 20 % 3 %
Clothing or retail store 19 % 61 % 18 % 2 %
Fast food restaurant 15 % 54 % 22 % 8 %
n= 3,572 US adults, Oct 26 - Nov 3, 2015
* May not add up to 100 % due to rounding
Source: Gallup
Forbes statista

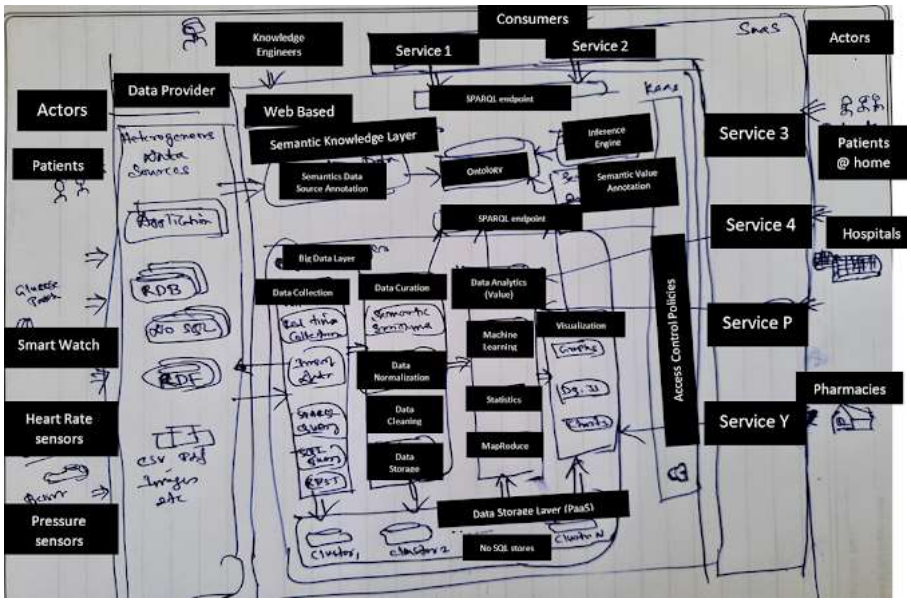

Stakeholder Map
Keep Satisfied
Leverage existing Meetings
Presentation
Organizational Briefings
Manage Closely
Workshops
Personal Briefings
Risk and Issue awareness
Presentation
High
POWER
Low
Monitor
No Specific communications
Monitor messages from this group
Keep Informed
Newsletters
Flyers
Posters
Website
Update through e-mail
Low
INTEREST
High

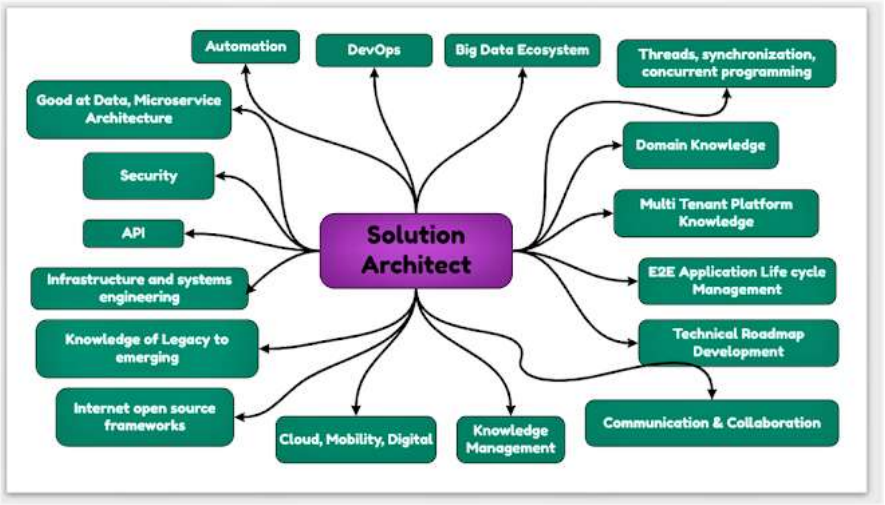

Market Research
Webpage
Employee Interview
Journey map
Social Media
Personalization
Experience map
Online Content
Digital Touchpoints
Categorization
Online Advertisement
Survey
Assess & Optimized
Customer Feedback
Message Effectiveness
Loyalty Program

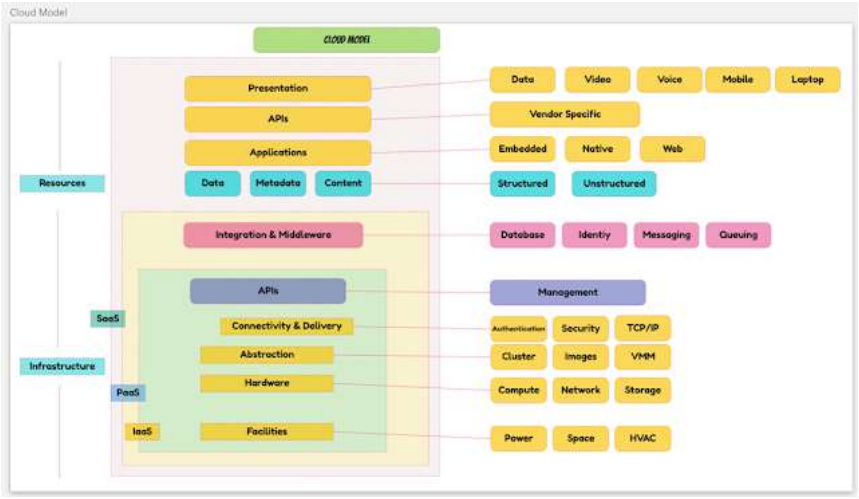

JAN 2022
FACEBOOK MONTHLY ACTIVE USERS
MONTHLY ACTIVE FACEBOOK USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME
800
1,007
1,189
1,350
1,545
1,788
2,072
2,271
2,449
2,740
2,910
+26%
+18%
+14%
+14%
+16%
+16%
+9.6%
+7.8%
+12%
+6.2%
Q3 2011
Q3 2012
Q3 2013
Q3 2014
Q3 2015
Q3 2016
Q3 2017
Q3 2018
Q3 2019
Q3 2020
Q3 2021
we are social
Hootsuite

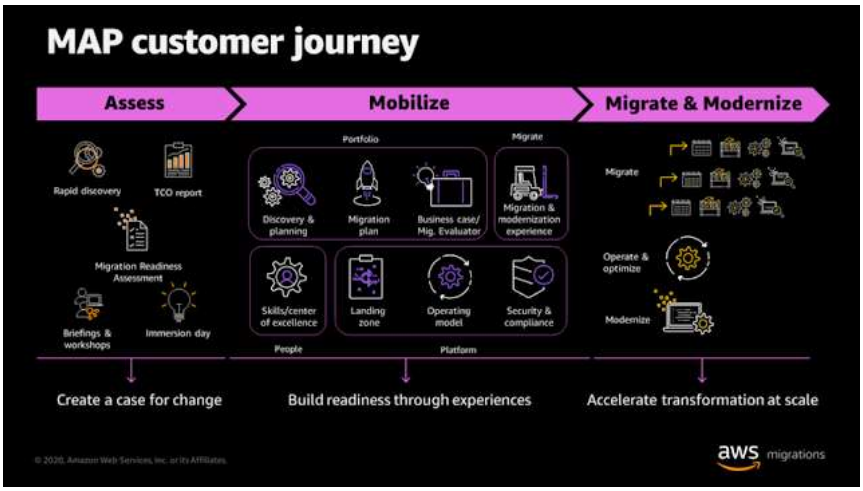

Digital Business Transformation
Customer
SCALE
SPEED
SCOPE
ANALYTICS
SKILLS & CAPABILITIES
DATA
ADAPTION
CREDIBILITY
ECOSYSTEM ADVANTAGE
OPERATIONAL EFFICIENCY
PARTNERS
PLATFORMS
CUSTOMER COLLABORATION
NEW OFFERING
STRATEGY FORMULATION
EXPAND ECOSYSTEM
SILOS
Feasibility
Viability
Desirability

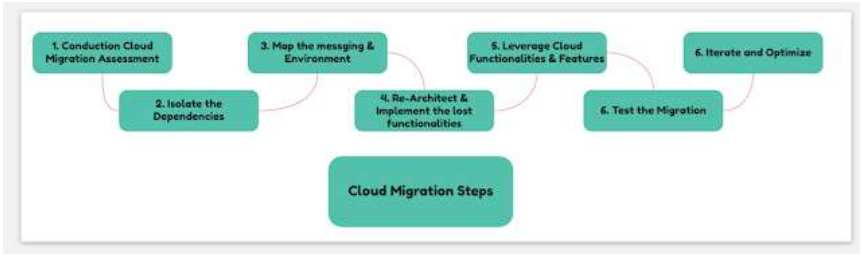

Customer Lifecycle
SCALE
SPEED
SCOPE
AWARENESS
INTEREST
DESIRE
ACTION
LOYALITY
ADVOCACY

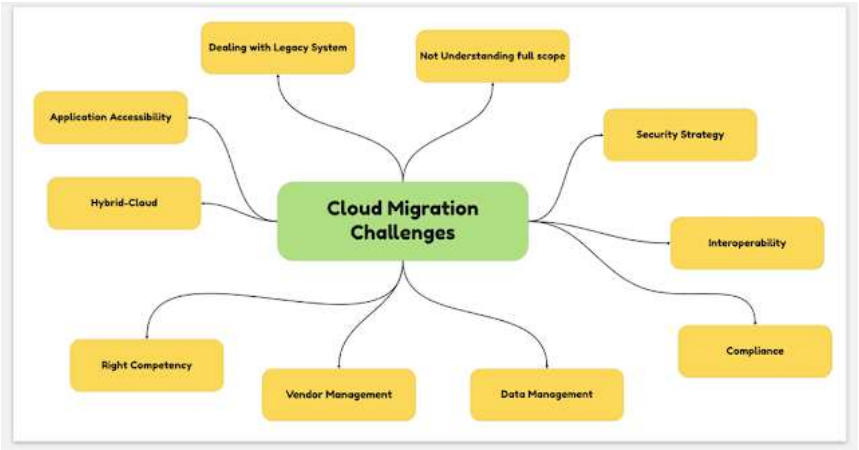

Consumers
Knowledge Engineers
Service 1
Service 2
Actors
Data Provider
Web Based
SPARQL endpoint
Semantic Knowledge Layer
Inference Engine
Ontology
Semantics Data Source Annotation
Semantic Value Annotation
Patients
Service 3
Patients @ home
Service 4
Hospitals
Big Data Layer
Data Collection
Data Curation
Data Analytics (Value)
Visualization
Machine Learning
Data Normalization
Statistics
Data Cleaning
MapReduce
Data Storage
Access Control Policies
Service P
Smart Watch
Heart Rate sensors
Pressure sensors
Service Y
Pharmacies
Data Storage Layer (PaaS)
No SQL stores
SaaS
PaaS
IaaS

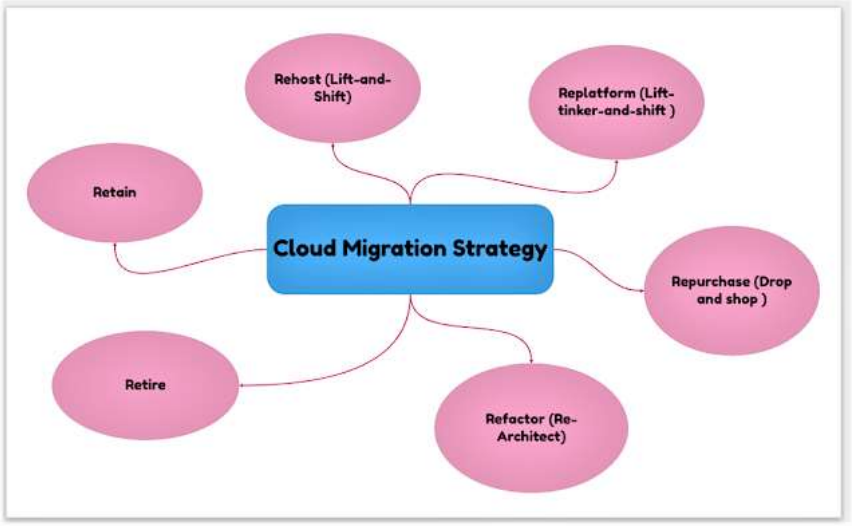

Automation
DevOps
Big Data Ecosystem
Threads, synchronization, concurrent programming
Good at Data, Microservice Architecture
Domain Knowledge
Security
Multi Tenant Platform Knowledge
API
Solution Architect
Infrastructure and systems engineering
E2E Application Life cycle Management
Knowledge of Legacy to emerging
Technical Roadmap Development
Internet open source frameworks
Cloud, Mobility, Digital
Knowledge Management
Communication & Collaboration

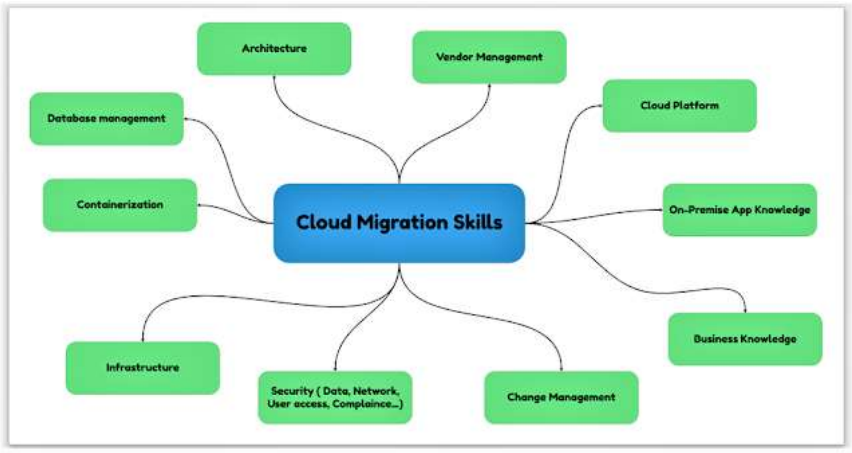

Cloud Model
CLOUD MODEL
Presentation
APIs
Applications
Data
Metadata
Content
Resources
Integration & Middleware
APIs
Connectivity & Delivery
Abstraction
Hardware
Facilities
SaaS
PaaS
IaaS
Infrastructure
Data
Video
Voice
Mobile
Laptop
Vendor Specific
Embedded
Native
Web
Structured
Unstructured
Database
Identity
Messaging
Queuing
Management
Authentication
Security
TCP/IP
Cluster
Images
VMM
Compute
Network
Storage
Power
Space
HVAC

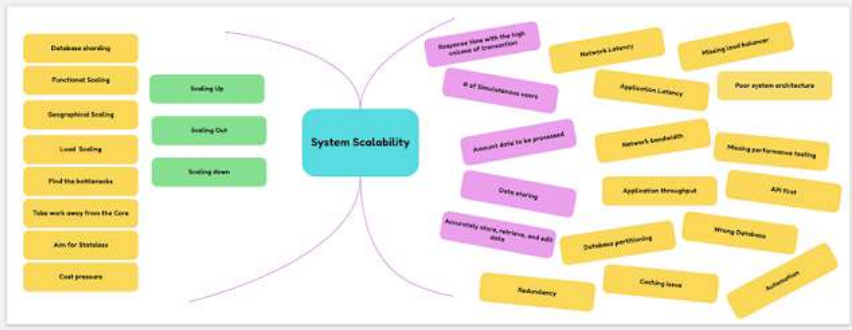

MAP customer journey
Assess
Mobilize
Migrate & Modernize
Rapid discovery
TCO report
Migration Readiness Assessment
Briefings & workshops
Immersion day
Portfolio
Discovery & planning
Migration plan
Business case/ Mig. Evaluator
Migrate
Migration & modernization experience
Skills/center of excellence
Landing zone
Operating model
Security & compliance
People
Platform
Migrate
Operate & optimize
Modernize
Create a case for change
Build readiness through experiences
Accelerate transformation at scale
aws migrations

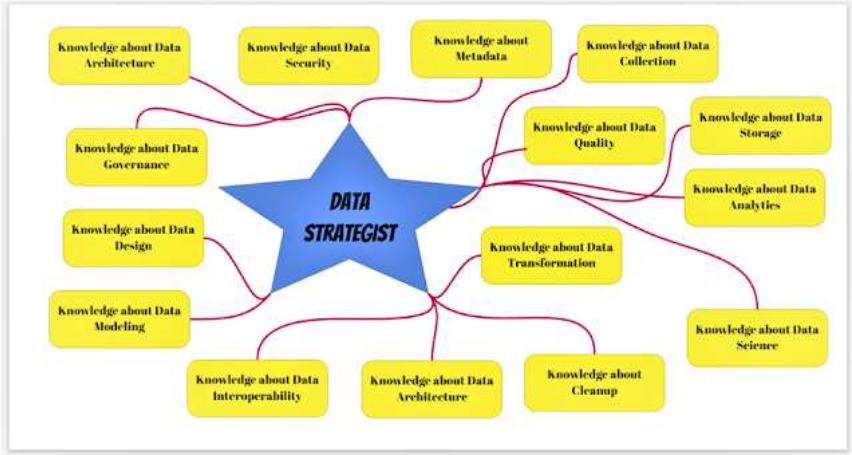

1. Conduction Cloud Migration Assessment
2. Isolate the Dependencies
3. Map the messging & Environment
4. Re-Architect & Implement the lost functionalities
5. Leverage Cloud Functionalities & Features
6. Test the Migration
6. Iterate and Optimize
Cloud Migration Steps

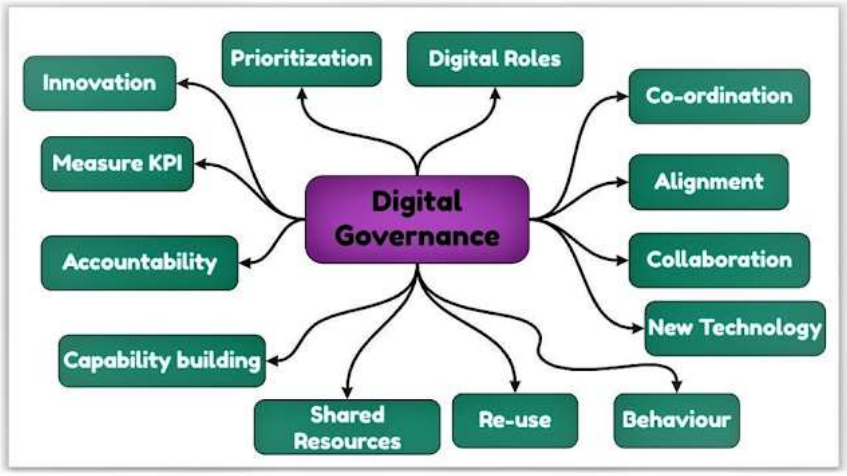

Dealing with Legacy System
Not Understanding full scope
Application Accessibility
Security Strategy
Hybrid-Cloud
Cloud Migration Challenges
Interoperability
Compliance
Right Competency
Vendor Management
Data Management

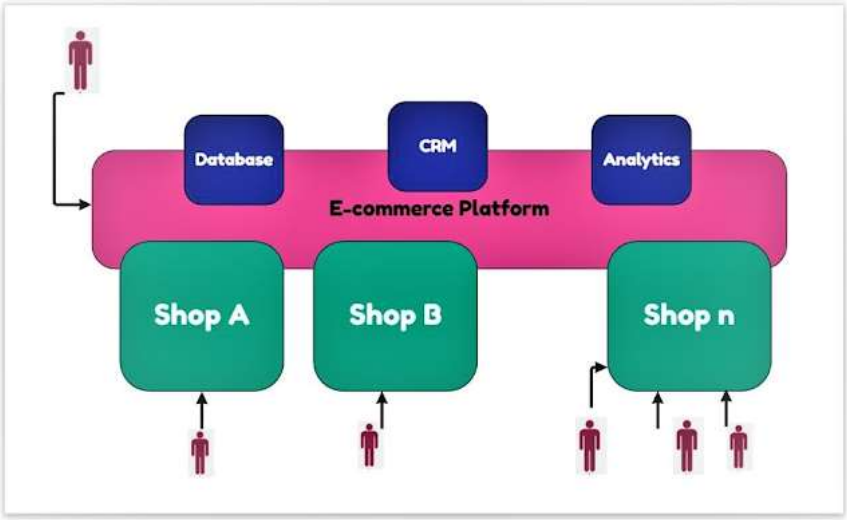

Rehost (Lift-and-Shift)
Replatform (Lift-tinker-and-shift)
Retain
Cloud Migration Strategy
Repurchase (Drop and shop)
Retire
Refactor (Re-Architect)

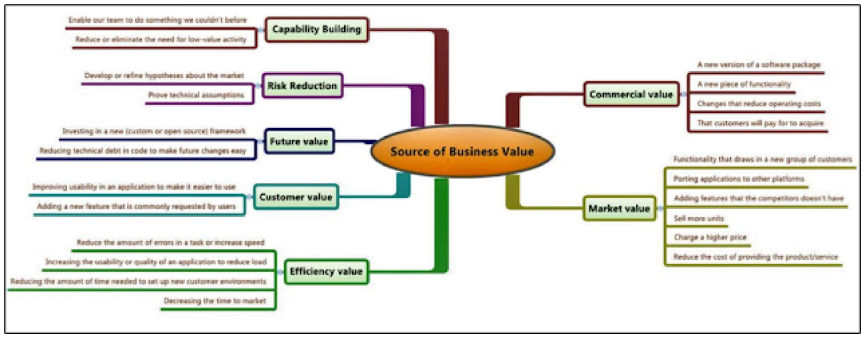

Architecture
Vendor Management
Database management
Cloud Platform
Containerization
Cloud Migration Skills
On-Premise App Knowledge
Business Knowledge
Infrastructure
Security (Data, Network, User access, Complaince...)
Change Management

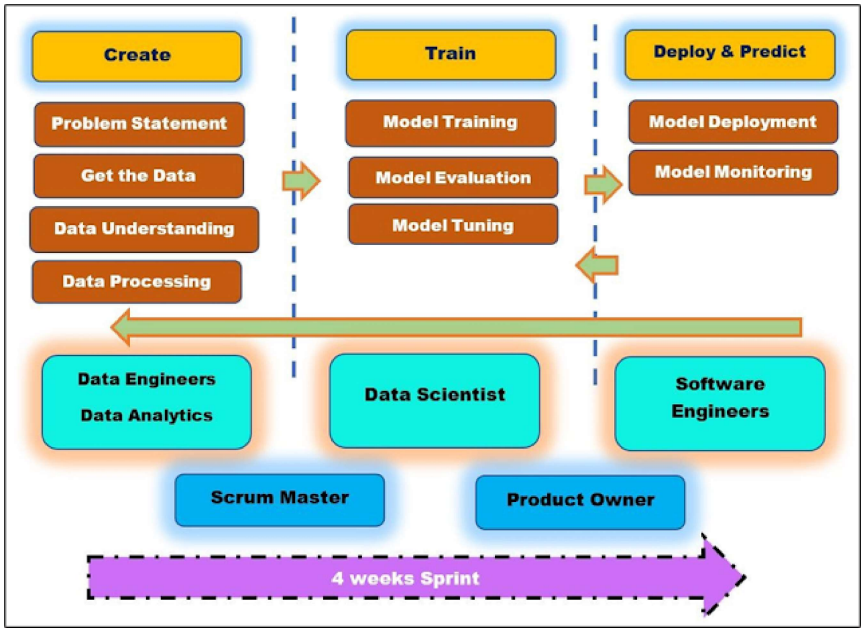

Database sharding
Functional Scaling
Geographical Scaling
Load Scaling
Find the bottlenecks
Take work away from the Core
Aim for Stateless
Cost pressure
Scaling Up
Scaling Out
Scaling down
System Scalability
Network Latency
Missing Load balancer
Application Latency
Poor system architecture
Network bandwidth
Missing performance testing
Application throughput
API First
Database partitioning
Wrong Database
Redundancy
Caching issue
Automation

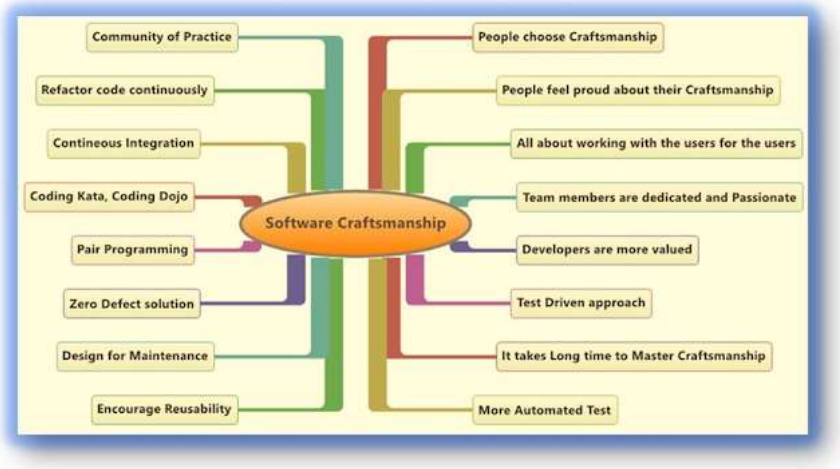

Knowledge about Data Architecture
Knowledge about Data Security
Knowledge about Metadata
Knowledge about Data Collection
Knowledge about Data Governance
Knowledge about Data Quality
Knowledge about Data Storage
DATA STRATEGIST
Knowledge about Data Analytics
Knowledge about Data Design
Knowledge about Data Transformation
Knowledge about Data Modeling
Knowledge about Data Science
Knowledge about Data Interoperability
Knowledge about Data Architecture
Knowledge about Cleanup

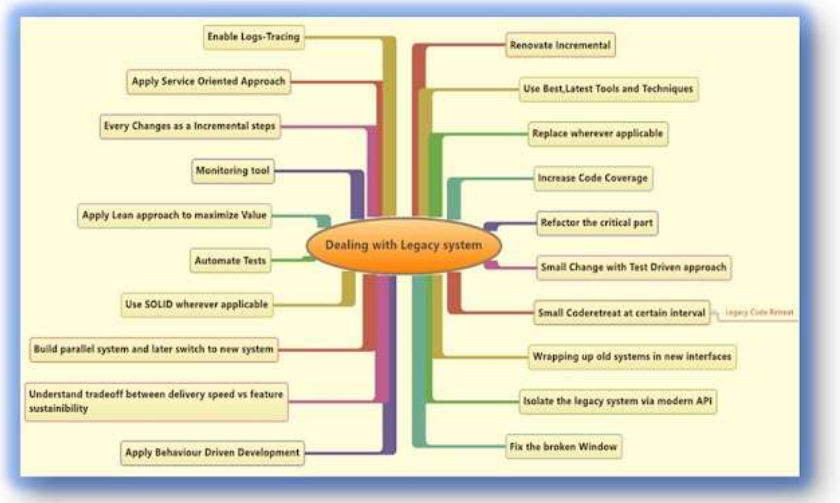

Innovation
Prioritization
Digital Roles
Co-ordination
Measure KPI
Digital Governance
Alignment
Accountability
Collaboration
New Technology
Capability building
Shared Resources
Re-use
Behaviour

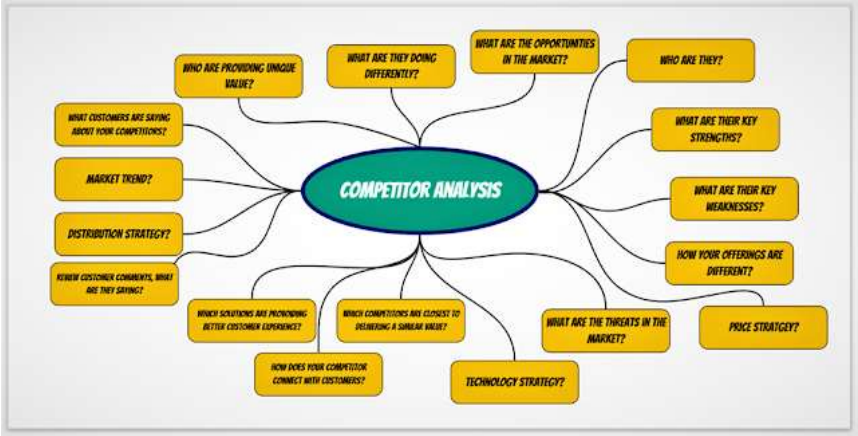

Database
CRM
Analytics
E-commerce Platform
Shop A
Shop B
Shop n

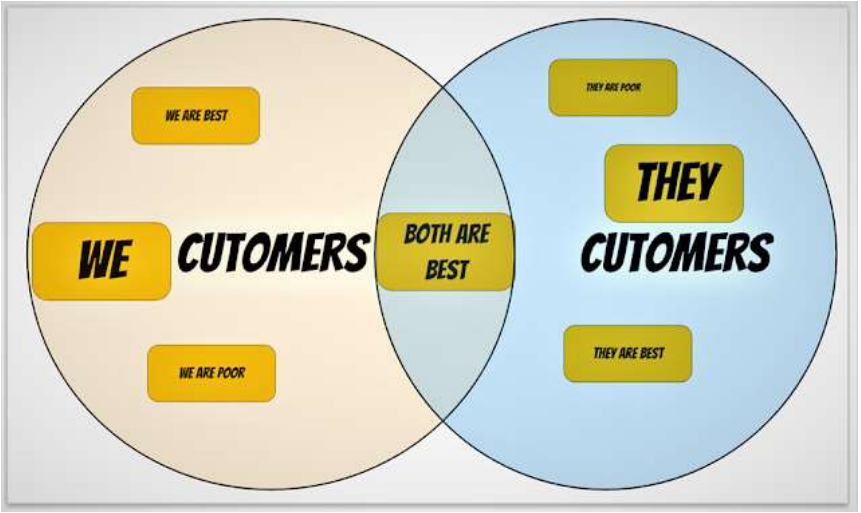

Enable our team to do something we couldn't before
Reduce or eliminate the need for low-value activity
Capability Building
Develop or refine hypotheses about the market
Prove technical assumptions
Risk Reduction
Investing in a new (custom or open source) framework
Reducing technical debt in code to make future changes easy
Future value
Improving usability in an application to make it easier to use
Adding a new feature that is commonly requested by users
Customer value
Reduce the amount of errors in a task or increase speed
Increasing the usability or quality of an application to reduce load
Reducing the amount of time needed to set up new customer environments
Decreasing the time to market
Efficiency value
Source of Business Value
Commercial value
A new version of a software package
A new piece of functionality
Changes that reduce operating costs
That customers will pay for to acquire
Market value
Functionality that draws in a new group of customers
Porting applications to other platforms
Adding features that the competitors doesn't have
Sell more units
Charge a higher price
Reduce the cost of providing the product/service

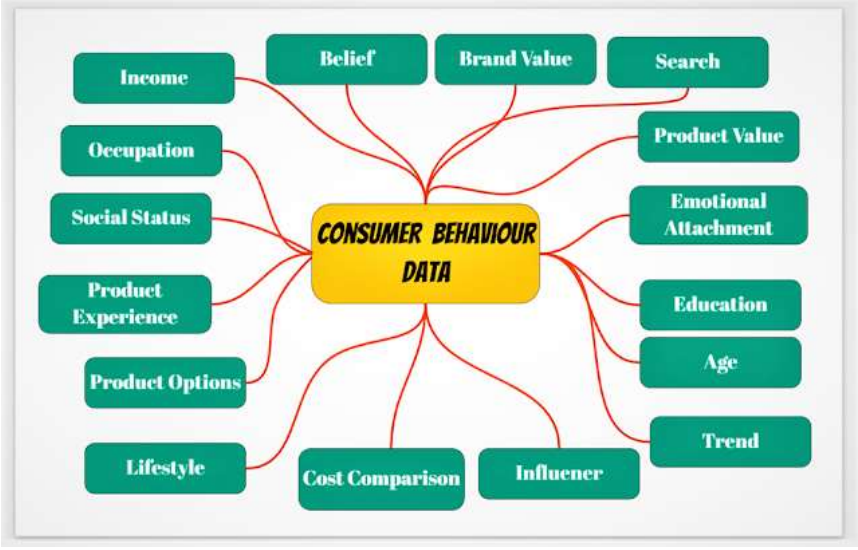

Create
Train
Deploy & Predict
Problem Statement
Get the Data
Data Understanding
Data Processing
Model Training
Model Evaluation
Model Tuning
Model Deployment
Model Monitoring
Data Engineers
Data Analytics
Data Scientist
Software Engineers
Scrum Master
Product Owner
4 weeks Sprint

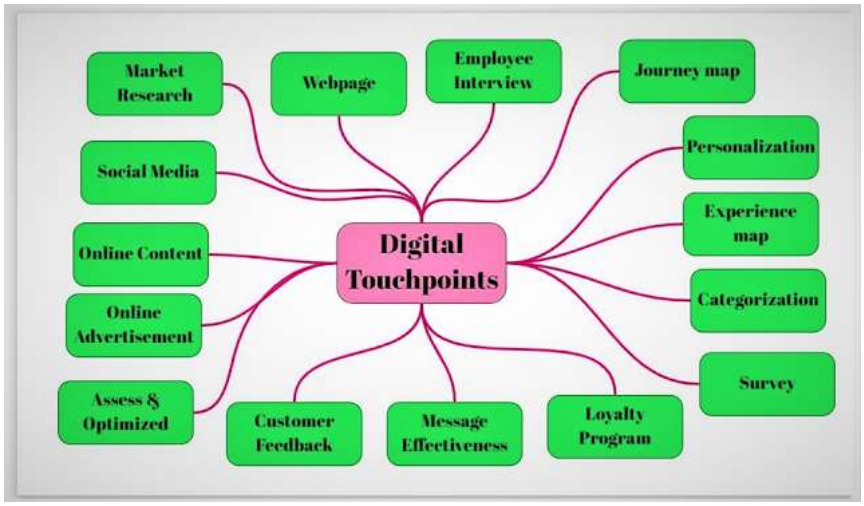

Community of Practice
Refactor code continuously
Contineous Integration
Coding Kata, Coding Dojo
Pair Programming
Zero Defect solution
Design for Maintenance
Encourage Reusability
Software Craftsmanship
People choose Craftsmanship
People feel proud about their Craftsmanship
All about working with the users for the users
Team members are dedicated and Passionate
Developers are more valued
Test Driven approach
It takes Long time to Master Craftsmanship
More Automated Test

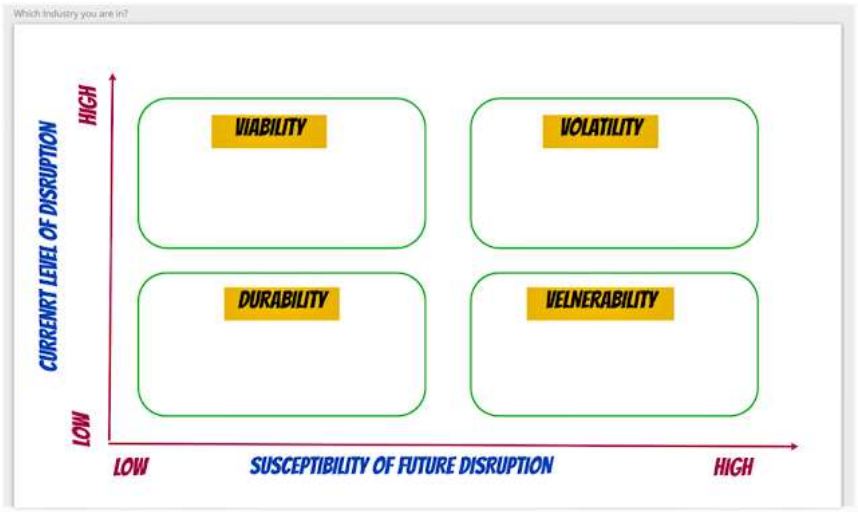

Enable Logs-Tracing
Apply Service Oriented Approach
Every Changes as a Incremental steps
Monitoring tool
Apply Lean approach to maximize Value
Automate Tests
Use SOLID wherever applicable
Build parallel system and later switch to new system
Understand tradeoff between delivery speed vs feature sustainibility
Apply Behaviour Driven Development
Dealing with Legacy system
Renovate Incremental
Use Best,Latest Tools and Techniques
Replace wherever applicable
Increase Code Coverage
Refactor the critical part
Small Change with Test Driven approach
Small Coderetreat at certain interval
Wrapping up old systems in new interfaces
Isolate the legacy system via modern API
Fix the broken Window

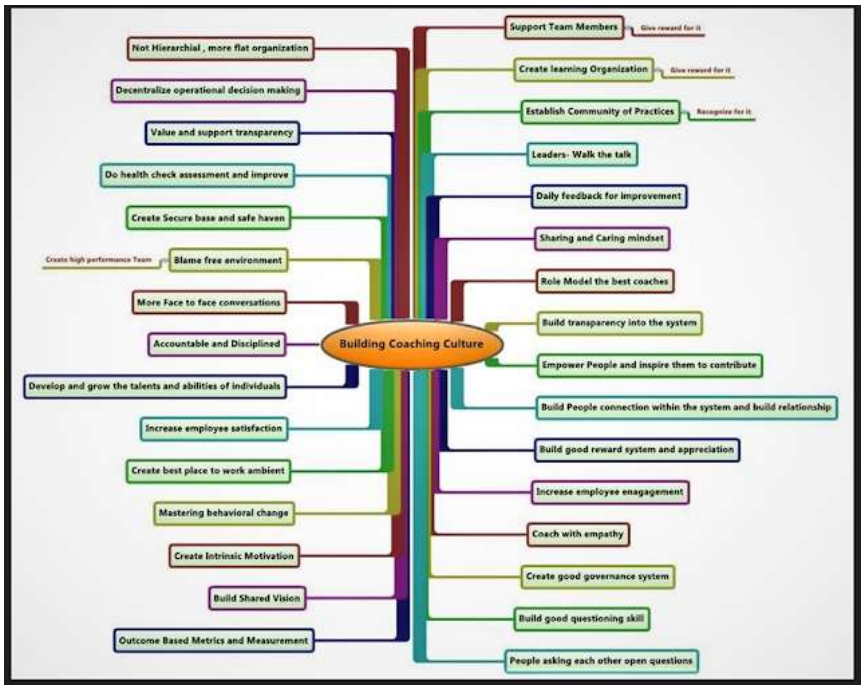

COMPETITOR ANALYSIS
WHO ARE PROVIDING UNIQUE VALUE?
WHAT ARE THEY DOING DIFFERENTLY?
WHAT ARE THE OPPORTUNITIES IN THE MARKET?
WHO ARE THEY?
WHAT CUSTOMERS ARE SAYING ABOUT YOUR COMPETITORS?
MARKET TREND?
DISTRIBUTION STRATEGY?
REVIEW CUSTOMER COMMENTS, WHAT ARE THEY SAYING?
WHAT ARE THEIR KEY STRENGTHS?
WHAT ARE THEIR KEY WEAKNESSES?
HOW YOUR OFFERINGS ARE DIFFERENT?
PRICE STRATGEY?
WHAT ARE THE THREATS IN THE MARKET?
TECHNOLOGY STRATEGY?
WHICH SOLUTIONS ARE PROVIDING BETTER CUSTOMER EXPERIENCE?
WHICH COMPETITORS ARE CLOSEST TO DESIVERING A SIMILAR VALUE?
HOW DOES YOUR COMPETITOR CONNECT WITH CUSTOMERS?

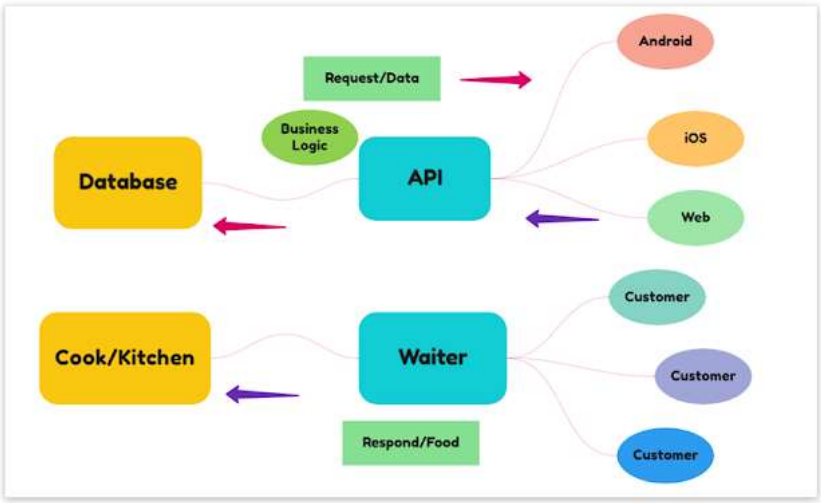

WE ARE BEST
WE
CUTOMERS
WE ARE POOR
BOTH ARE BEST
THEY ARE POOR
THEY
CUTOMERS
THEY ARE BEST

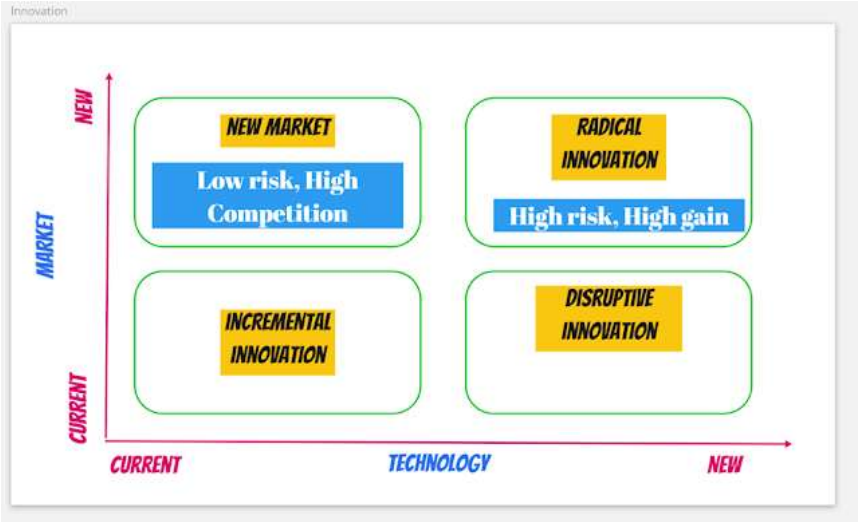

CONSUMER BEHAVIOUR DATA
Income
Belief
Brand Value
Search
Occupation
Product Value
Social Status
Emotional Attachment
Product Experience
Education
Product Options
Age
Lifestyle
Cost Comparison
Influencer
Trend

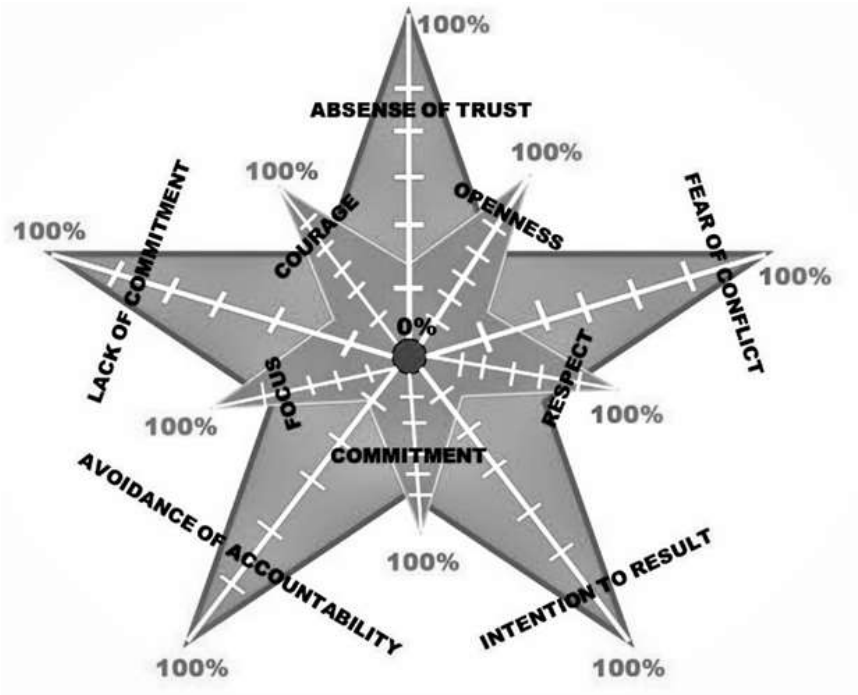

Digital Touchpoints
Market Research
Webpage
Employee Interview
Journey map
Social Media
Personalization
Experience map
Online Content
Online Advertisement
Categorization
Survey
Assess & Optimized
Customer Feedback
Message Effectiveness
Loyalty Program

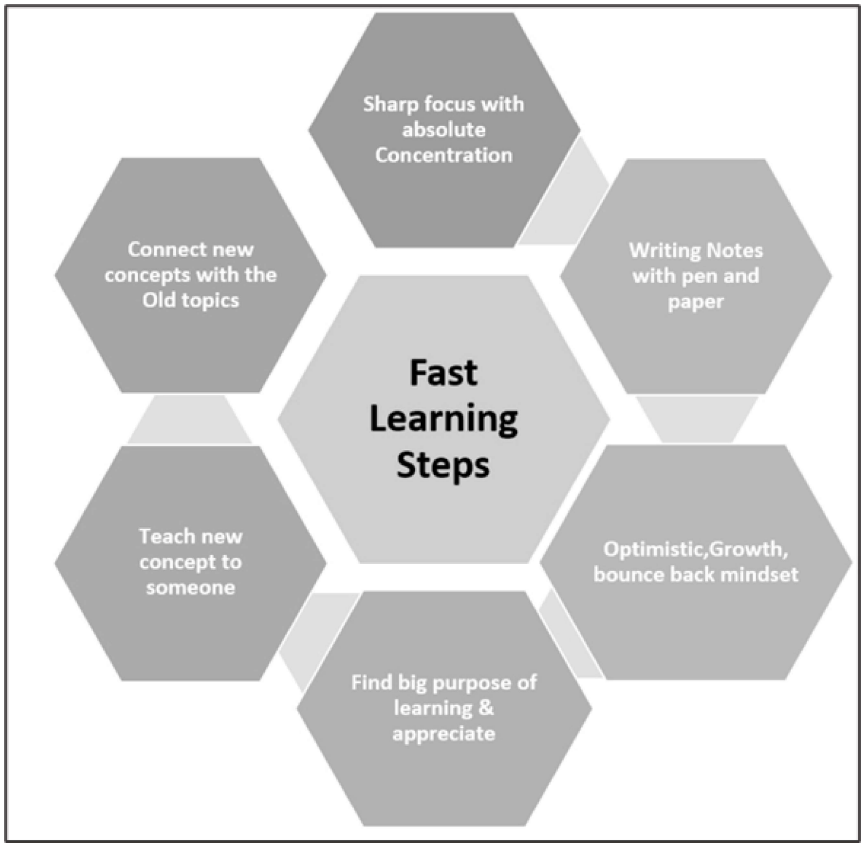

Which Industry you are in?
CURRENRT LEVEL OF DISRUPTION
HIGH
LOW
VIABILITY
VOLATILITY
DURABILITY
VELNERABILITY
LOW
SUSCEPTIBILITY OF FUTURE DISRUPTION
HIGH

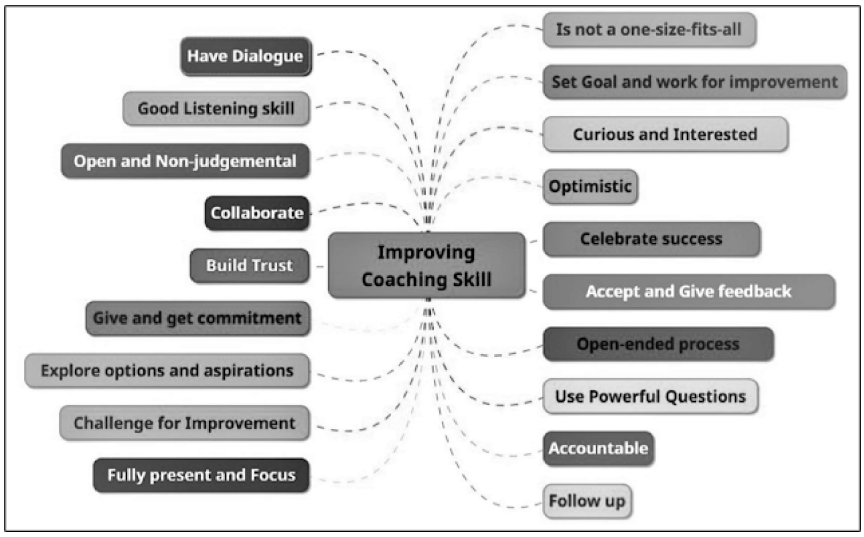

Building Coaching Culture
Not Hierarchial , more flat organization
Decentralize operational decision making
Value and support transparency
Do health check assessment and improve
Create Secure base and safe haven
Blame free environment
More Face to face conversations
Accountable and Disciplined
Develop and grow the talents and abilities of individuals
Increase employee satisfaction
Create best place to work ambient
Mastering behavioral change
Create Intrinsic Motivation
Build Shared Vision
Outcome Based Metrics and Measurement
Support Team Members
Create learning Organization
Establish Community of Practices
Leaders- Walk the talk
Daily feedback for improvement
Sharing and Caring mindset
Role Model the best coaches
Build transparency into the system
Empower People and inspire them to contribute
Build People connection within the system and build relationship
Build good reward system and appreciation
Increase employee enagagement
Coach with empathy
Create good governance system
Build good questioning skill
People asking each other open questions

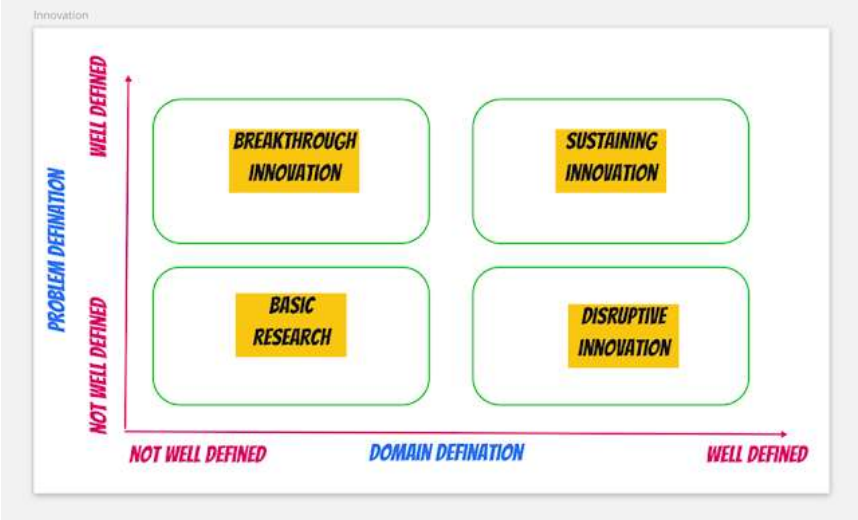

Android
Request/Data
Business Logic
iOS
Database
API
Web
Customer
Cook/Kitchen
Waiter
Customer
Respond/Food
Customer


Innovation
NEW
NEW MARKET
Low risk, High Competition
RADICAL INNOVATION
High risk, High gain
MARKET
INCREMENTAL INNOVATION
DISRUPTIVE INNOVATION
CURRENT
CURRENT
TECHNOLOGY
NEW

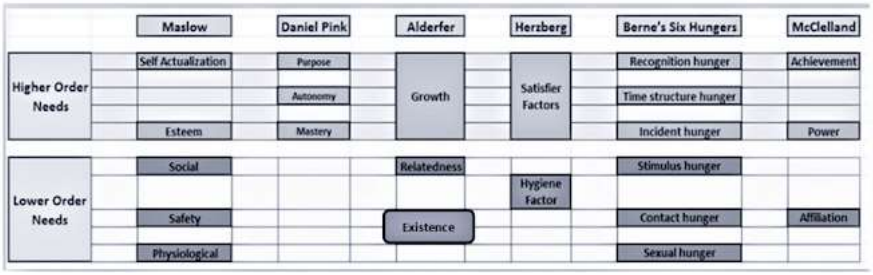

100%
ABSENSE OF TRUST
100%
100%
OPENNESS
COURAGE
100%
FEAR OF CONFLICT
100%
LACK OF COMMITMENT
0%
FOCUS
RESPECT
100%
100%
COMMITMENT
AVOIDANCE OF ACCOUNTABILITY
100%
INTENTION TO RESULT
100%
100%

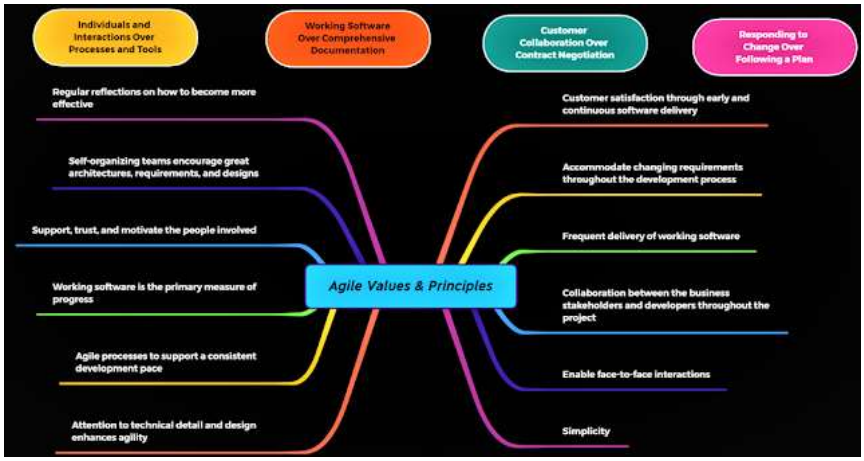

Sharp focus with absolute Concentration
Connect new concepts with the Old topics
Writing Notes with pen and paper
Fast Learning Steps
Teach new concept to someone
Optimistic,Growth, bounce back mindset
Find big purpose of learning & appreciate

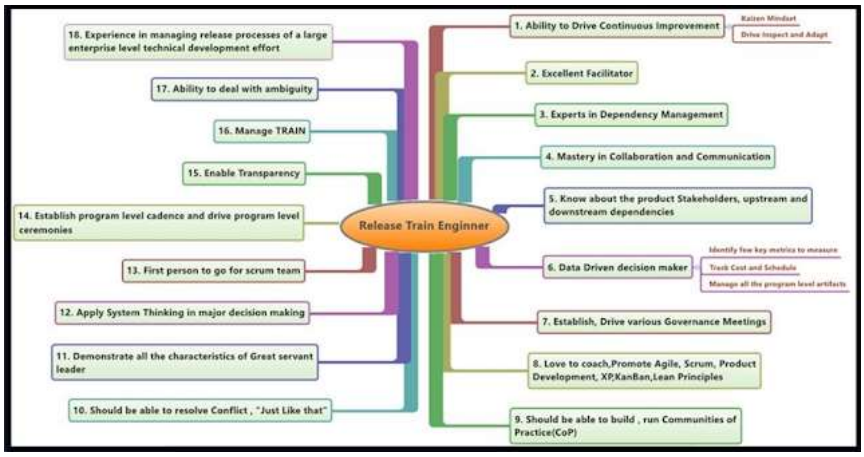

Have Dialogue
Good Listening skill
Open and Non-judgemental
Collaborate
Build Trust
Give and get commitment
Explore options and aspirations
Challenge for Improvement
Fully present and Focus
Improving Coaching Skill
Is not a one-size-fits-all
Set Goal and work for improvement
Curious and Interested
Optimistic
Celebrate success
Accept and Give feedback
Open-ended process
Use Powerful Questions
Accountable
Follow up


Innovation
WELL DEFINED
PROBLEM DEFINATION
NOT WELL DEFINED
BREAKTHROUGH INNOVATION
SUSTAINING INNOVATION
BASIC RESEARCH
DISRUPTIVE INNOVATION
NOT WELL DEFINED
DOMAIN DEFINATION
WELL DEFINED

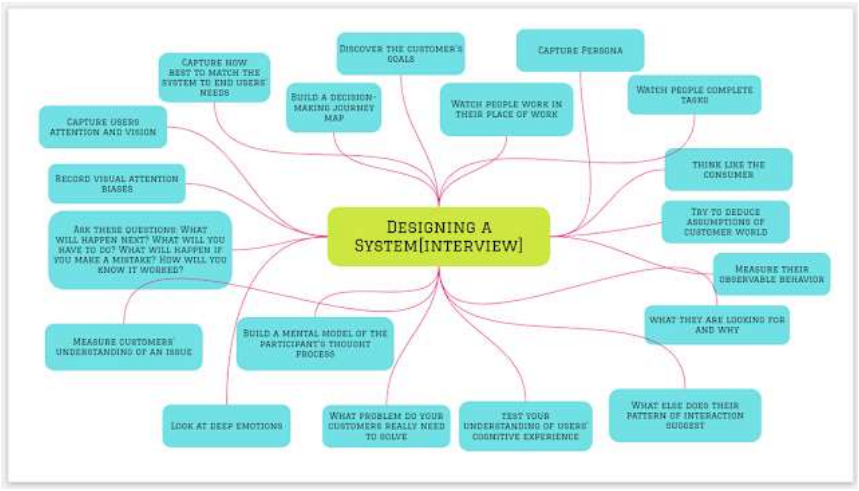
Improved Quality
Improved Customer Satisfaction
Minimized Operating Cost
Improved Time to Market
Better Risk Management
High Performance Team Output & Outcome
Improved Productivity
More Innovation
Better Employee Satisfaction
Better Decision Making
Motivated Team Members
Better Transparency & Flexibility

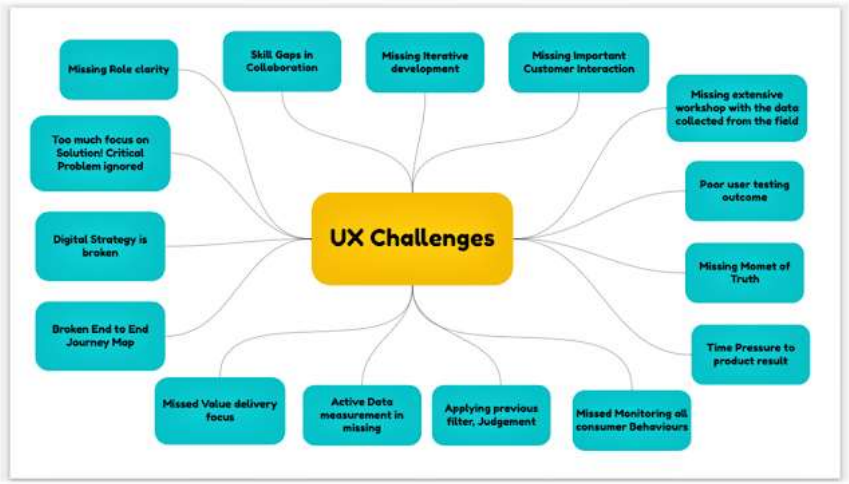

Maslow
Daniel Pink
Alderfer
Herzberg
Berne's Six Hungers
McClelland
Higher Order Needs
Self Actualization
Purpose
Autonomy
Mastery
Esteem
Growth
Satisfier Factors
Recognition hunger
Time structure hunger
Incident hunger
Achievement
Power
Lower Order Needs
Social
Relatedness
Safety
Existence
Physiological
Hygiene Factor
Stimulus hunger
Contact hunger
Sexual hunger
Affiliation

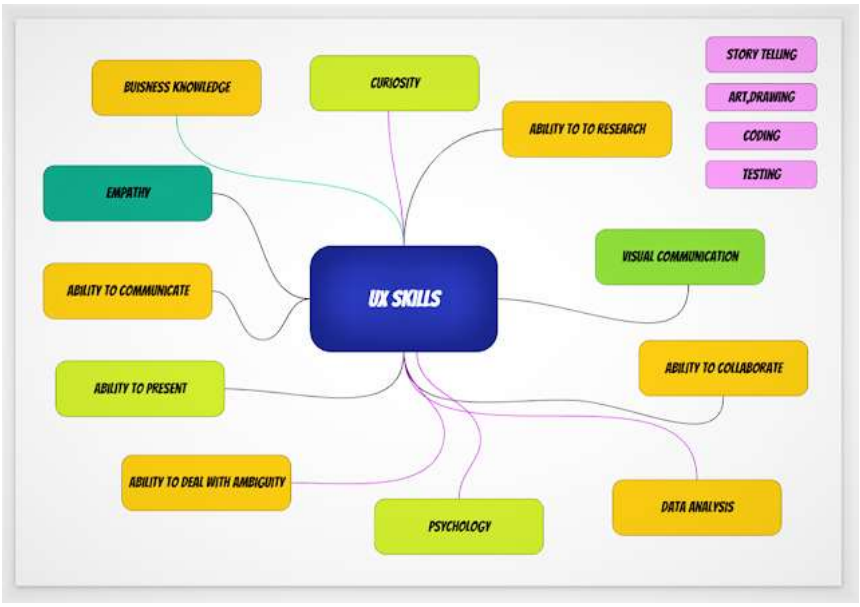

Individuals and Interactions Over Processes and Tools
Working Software Over Comprehensive Documentation
Customer Collaboration Over Contract Negotiation
Responding to Change Over Following a Plan
Regular reflections on how to become more effective
Self-organizing teams encourage great architectures, requirements, and designs
Support, trust, and motivate the people involved
Working software is the primary measure of progress
Agile processes to support a consistent development pace
Attention to technical detail and design enhances agility
Agile Values & Principles
Customer satisfaction through early and continuous software delivery
Accommodate changing requirements throughout the development process
Frequent delivery of working software
Collaboration between the business stakeholders and developers throughout the project
Enable face-to-face interactions
Simplicity


18. Experience in managing release processes of a large enterprise level technical development effort
17. Ability to deal with ambiguity
16. Manage TRAIN
15. Enable Transparency
14. Establish program level cadence and drive program level ceremonies
13. First person to go for scrum team
12. Apply System Thinking in major decision making
11. Demonstrate all the characteristics of Great servant leader
10. Should be able to resolve Conflict , "Just Like that"
Release Train Enginner
1. Ability to Drive Continuous Improvement
Kaizen Mindset
Drive Inspect and Adapt
2. Excellent Facilitator
3. Experts in Dependency Management
4. Mastery in Collaboration and Communication
5. Know about the product Stakeholders, upstream and downstream dependencies
6. Data Driven decision maker
Identify few key metrics to measure
Track Cost and Schedule
Manage all the program level artifacts
7. Establish, Drive various Governance Meetings
8. Love to coach,Promote Agile, Scrum, Product Development, XP,KanBan,Lean Principles
9. Should be able to build , run Communities of Practice(CoP)

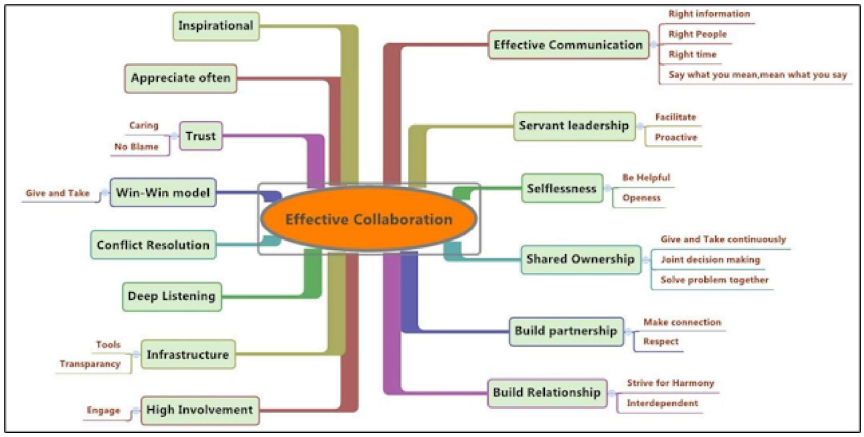
COMMON PURPOSE
AUTONOMY
LEARNINGS
BUILDING SELF ORGANIZED TEAM
SHARING & CARING
OWNERSHIP
LEADER-LEADER

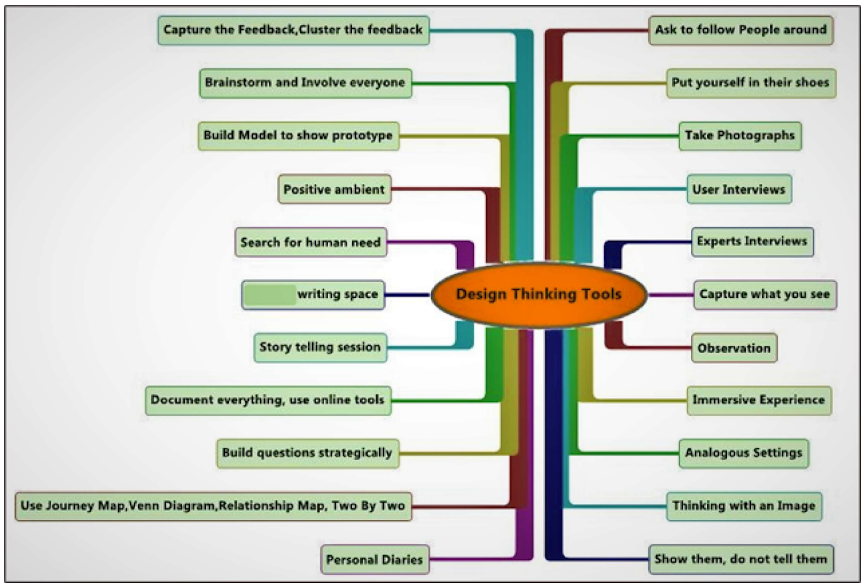

DESIGNING A SYSTEM[INTERVIEW]
CAPTURE HOW BEST TO MATCH THE SYSTEM TO END USERS' NEEDS
DISCOVER THE CUSTOMER'S GOALS
CAPTURE PERSONA
BUILD A DECISION-MAKING JOURNEY MAP
WATCH PEOPLE WORK IN THEIR PLACE OF WORK
WATCH PEOPLE COMPLETE TASKS
CAPTURE USERS' ATTENTION AND VISION
THINK LIKE THE CONSUMER
RECORD VISUAL ATTENTION BIASES
TRY TO REDUCE ASSUMPTIONS OF CUSTOMER WORLD
ASK THESE QUESTIONS: WHAT WILL HAPPEN NEXT? WHAT WILL YOU HAVE TO DO? WHAT WILL HAPPEN IF YOU MAKE A MISTAKE? HOW WILL YOU KNOW IT WORKED?
MEASURE THEIR OBSERVABLE BEHAVIOR
WHAT THEY ARE LOOKING FOR AND WHY
MEASURE CUSTOMERS' UNDERSTANDING OF AN ISSUE
BUILD A MENTAL MODEL OF THE PARTICIPANT'S THOUGHT PROCESS
LOOK AT DEEP EMOTIONS
WHAT PROBLEM DO YOUR CUSTOMERS REALLY NEED TO SOLVE
TEST YOUR UNDERSTANDING OF USERS' COGNITIVE EXPERIENCE
WHAT ELSE DOES THEIR PATTERN OF INTERACTION SUGGEST

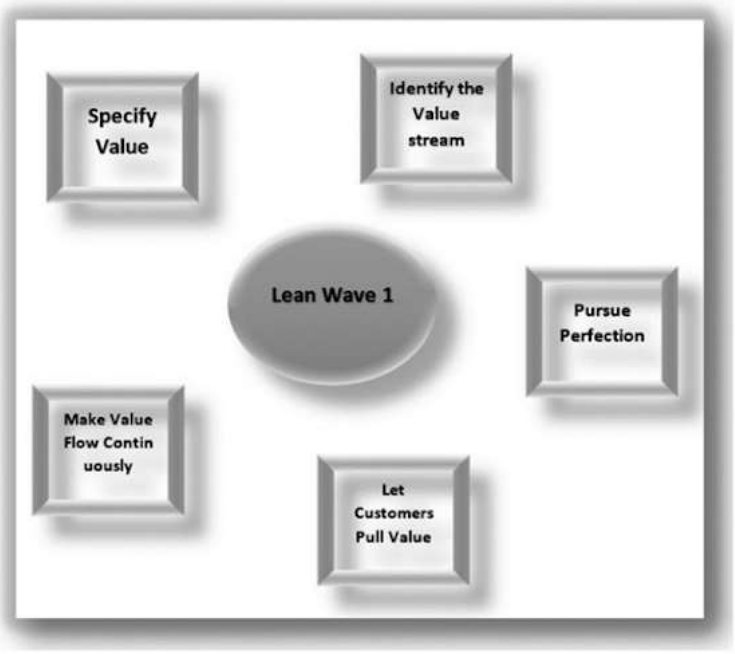

UX Challenges
Missing Role clarity
Skill Gaps in Collaboration
Missing Iterative development
Missing Important Customer Interaction
Missing extensive workshop with the data collected from the field
Too much focus on Solution! Critical Problem ignored
Poor user testing outcome
Digital Strategy is broken
Missing Momet of Truth
Broken End to End Journey Map
Time Pressure to product result
Missed Value delivery focus
Active Data measurement in missing
Applying previous filter, Judgement
Missed Monitoring all consumer Behaviours

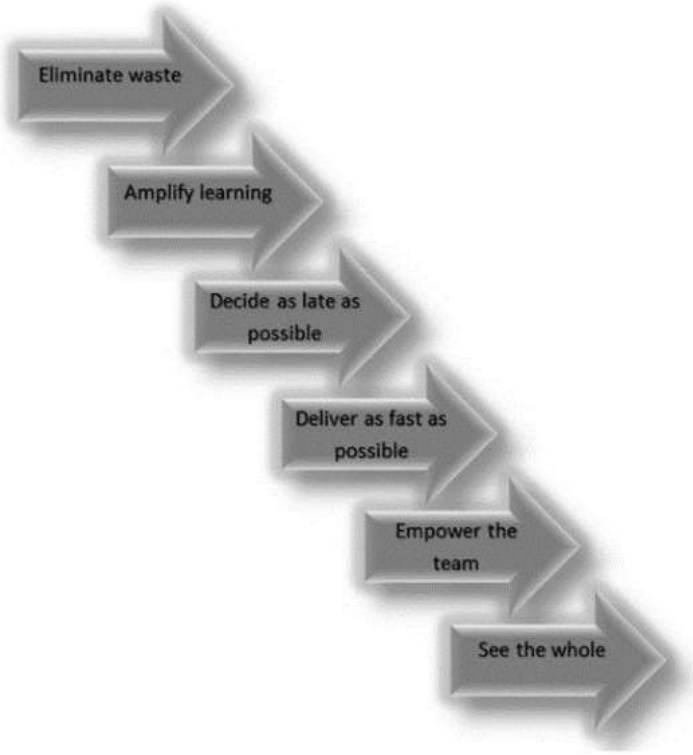

UX SKILLS
BUISNESS KNOWLEDGE
CURIOSITY
ABILITY TO TO RESEARCH
STORY TELLING
ART,DRAWING
CODING
TESTING
EMPATHY
VISUAL COMMUNICATION
ABILITY TO COMMUNICATE
ABILITY TO PRESENT
ABILITY TO COLLABORATE
ABILITY TO DEAL WITH AMBIGUITY
PSYCHOLOGY
DATA ANALYSIS

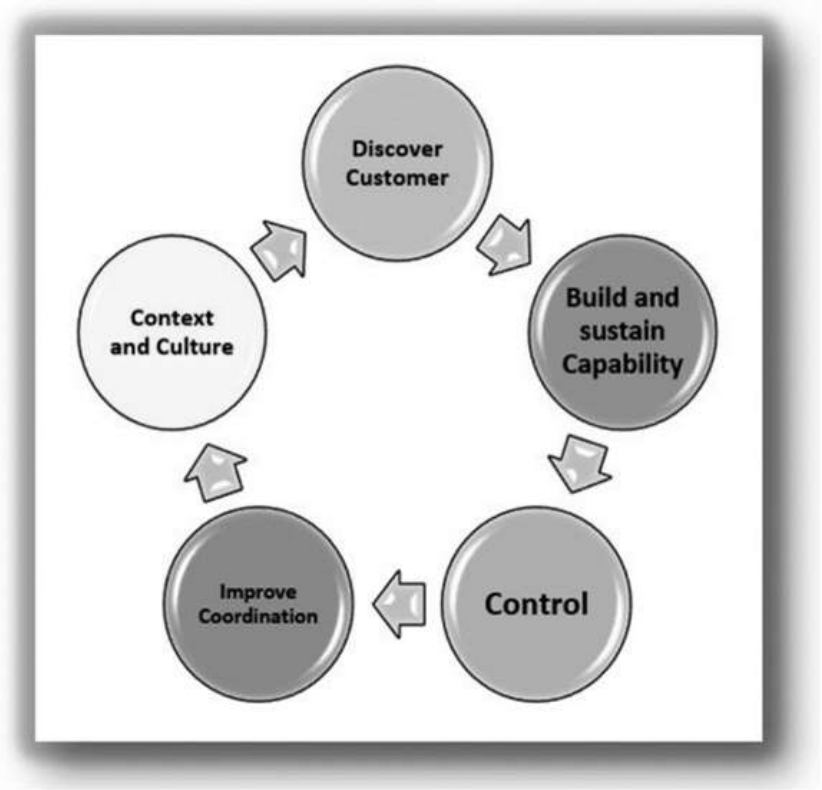
USER RESEARCH
Business Outcome
Story Formulation
Data Analytic
Persona Building
Explore
Journey Mapping
Outcome
User Need
Study
Interview
Discover
Survey
Listen
Review
Test
A/B Testing
Usability Test
Benchmark testing

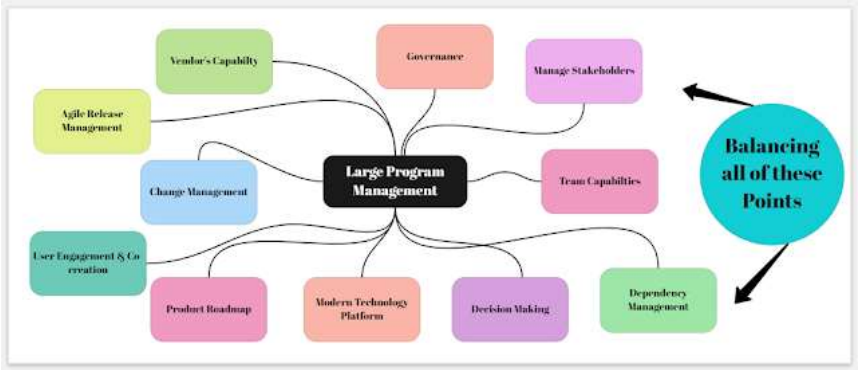

Effective Collaboration
Inspirational
Appreciate often
Trust
Caring
No Blame
Win-Win model
Give and Take
Conflict Resolution
Deep Listening
Infrastructure
Tools
Transparancy
High Involvement
Engage
Effective Communication
Right information
Right People
Right time
Say what you mean,mean what you say
Servant leadership
Facilitate
Proactive
Selflessness
Be Helpful
Openess
Shared Ownership
Give and Take continuously
Joint decision making
Solve problem together
Build partnership
Make connection
Respect
Build Relationship
Strive for Harmony
Interdependent

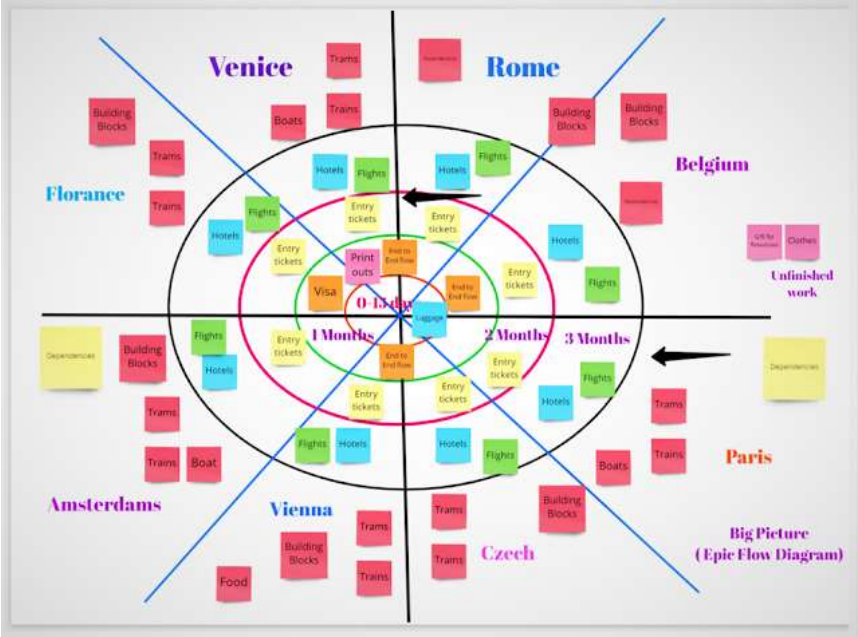

Design Thinking Tools
Capture the Feedback,Cluster the feedback
Brainstorm and Involve everyone
Build Model to show prototype
Positive ambient
Search for human need
writing space
Story telling session
Document everything, use online tools
Build questions strategically
Use Journey Map,Venn Diagram,Relationship Map, Two By Two
Personal Diaries
Ask to follow People around
Put yourself in their shoes
Take Photographs
User Interviews
Experts Interviews
Capture what you see
Observation
Immersive Experience
Analogous Settings
Thinking with an Image
Show them, do not tell them


Specify Value
Identify the Value stream
Lean Wave 1
Pursue Perfection
Make Value Flow Contin uously
Let Customers Pull Value

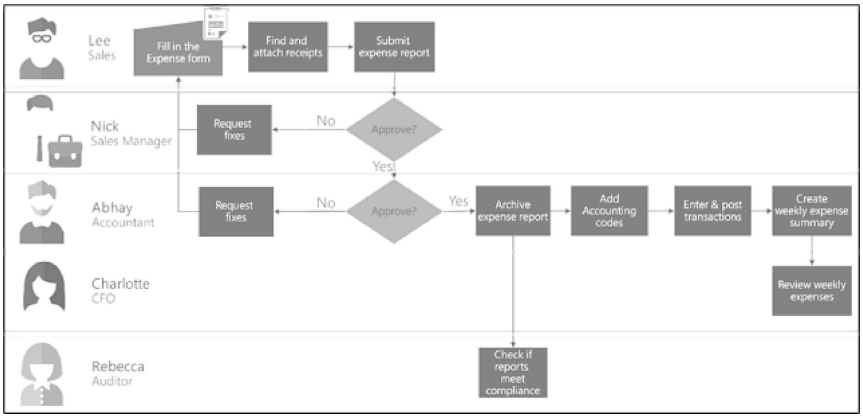

Eliminate waste
Amplify learning
Decide as late as possible
Deliver as fast as possible
Empower the team
See the whole


Discover Customer
Build and sustain Capability
Control
Improve Coordination
Context and Culture

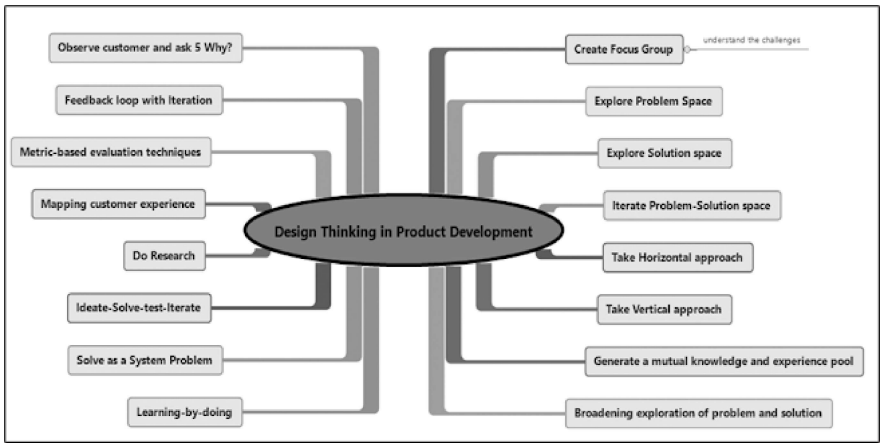

Vendor's Capability
Governance
Manage Stakeholders
Agile Release Management
Change Management
Large Program Management
Team Capabilities
User Engagement & Co creation
Product Roadmap
Modern Technology Platform
Decision Making
Dependency Management
Balancing all of these Points

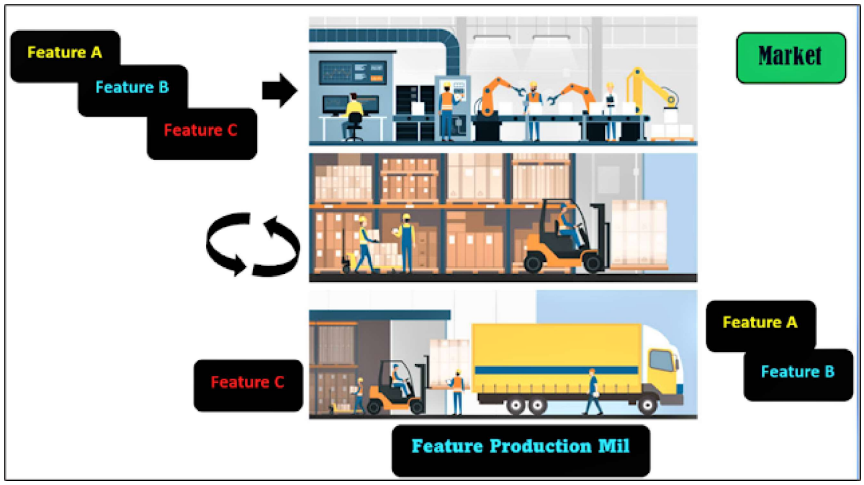

Venice
Rome
Florance
Belgium
Unfinished work
Amsterdams
Vienna
Czech
Paris
Big Picture
(Epic Flow Diagram)
0-15 day
1 Months
2 Months
3 Months
Trams
Boats
Building Blocks
Hotels
Flights
Entry tickets
Print outs
Visa
Clothes
Boat
Food

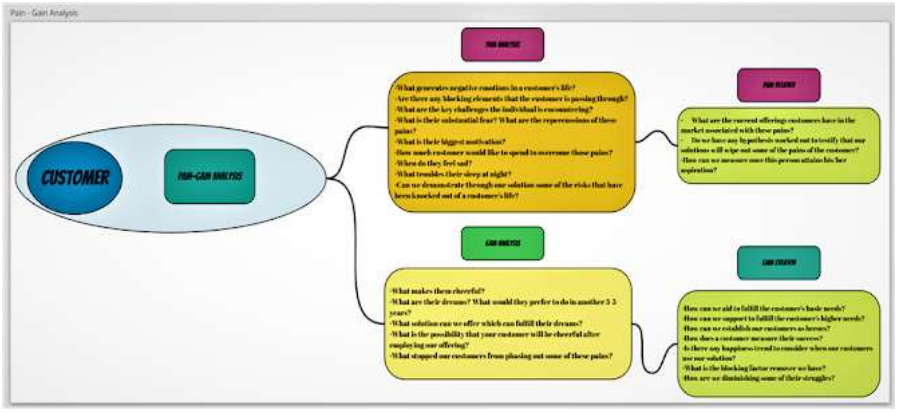
ANSOFF MATRIX
EXISTING
PRODUCT
NEW
LOW RISK
EXISTING
MARKET PENETRATION
PRODUCT DEVELOPMENT
MARKET
MARKET DEVELOPMENT
DIVERSIFICATION
NEW
HIGH RISK
HIGH RISK
LOW RISKS

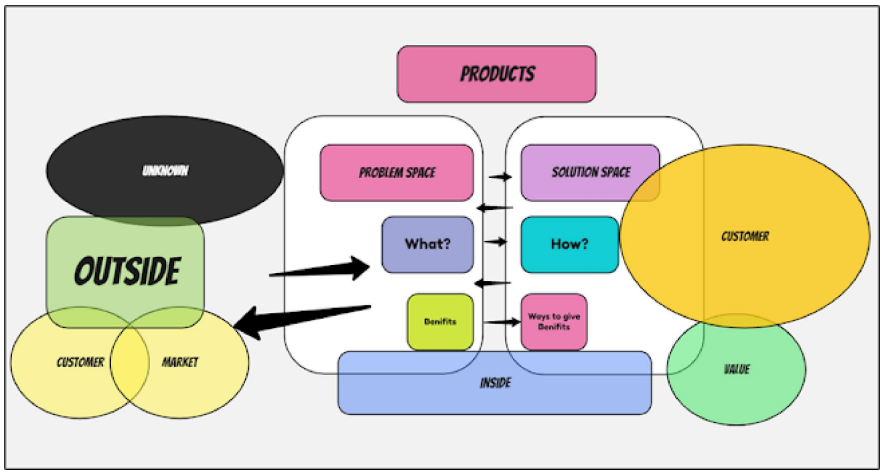

Lee
Sales
Fill in the Expense form
Find and attach receipts
Submit expense report
Nick
Sales Manager
Request fixes
No
Approve?
Yes
Abhay
Accountant
Request fixes
No
Approve?
Yes
Archive expense report
Add Accounting codes
Enter & post transactions
Create weekly expense summary
Charlotte
CFO
Review weekly expenses
Rebecca
Auditor
Check if reports meet compliance

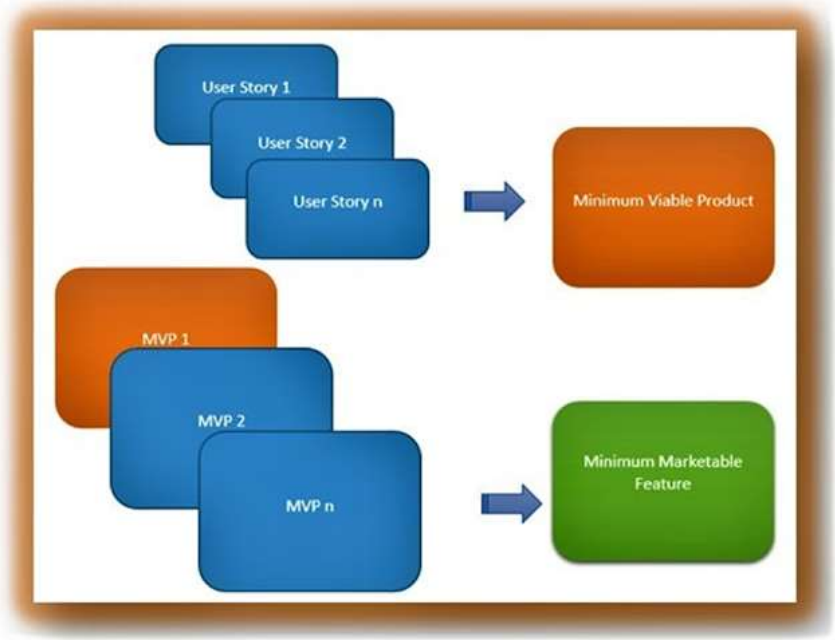
Process ID:	x.a.yy
Process Name:	Add/update customer information
Detailed Description:	This process accepts customer information and records it in our business area.
External Agents Involved:	Customer
What causes the process to occur?	Customer contacts Customer Service to place an order,change an order, cancel an order, request a catalog, or for
What happens after the process is complete?	If a new customer has been added, then a new catalog is sent immediately.
Business rules:	• If the customer is already in the database, then verify that the information is correct and make any necessary chnages • If a customer is an organization, then there must be a contact person's name.
Functional Requirement—AS-IS	
List the group(s) that currently performs this process.	Customer Service
How is the process currently performed?	An online inquiry/update screen accesses a customer database.
Who uses the output?	Order fulfillment, Shipping, AR, Marketing
Metrics (only required if the process is a candidate for re-engineering):	
How is the process performed currently? (i.e., daily, weekly, monthly)	Daily
How many occurrences of the process are completed within the above time frame?	100
How long does it take to perform the process in the current environment? (specify minutes or hours)	1 min
Efficiency rating (1 to 5, 1 is lowest)	4
Functional Requirement—Suggestions/notes for TO-BE	
Anticipated future changes?	Customers should be able to update their own information via the website.
List the group(s) that may perform this process.	Customer via the Internet.
Desired time to complete process? (specify minutes or hours) 1 min	
Anticipate future volumes?	100–200 per day
Implemented in Use Case ID(s):	



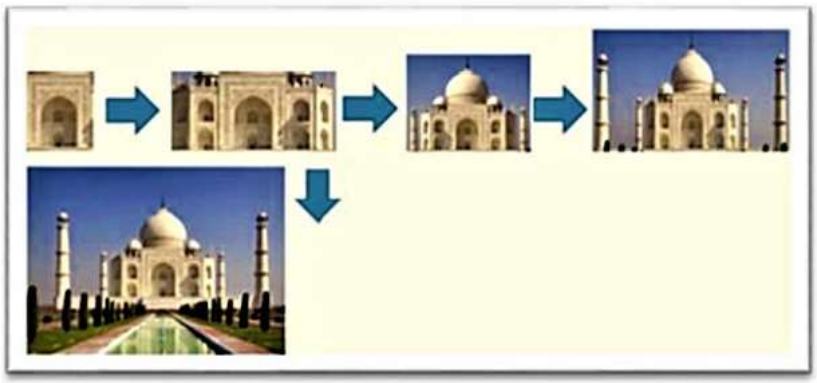

Feature A
Feature B
Feature C
Market
Feature A
Feature B
Feature C
Feature Production Mil

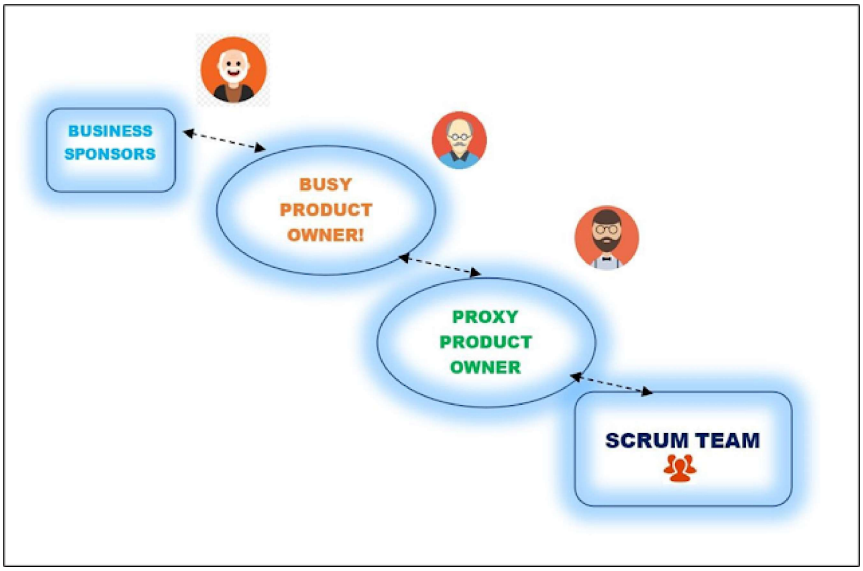

CUSTOMER

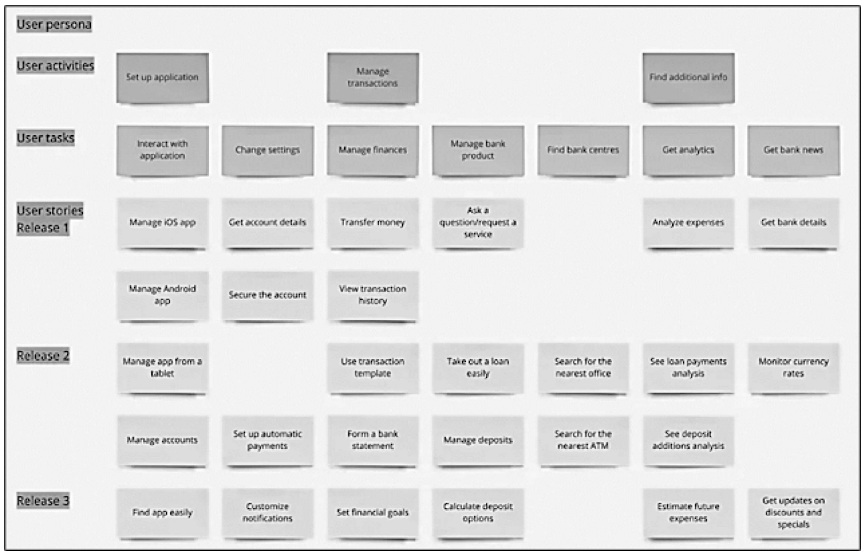

PRODUCTS
UNKNOWN
OUTSIDE
CUSTOMER
MARKET
PROBLEM SPACE
SOLUTION SPACE
What?
How?
Benifits
Ways to give Benifits
INSIDE
CUSTOMER
VALUE

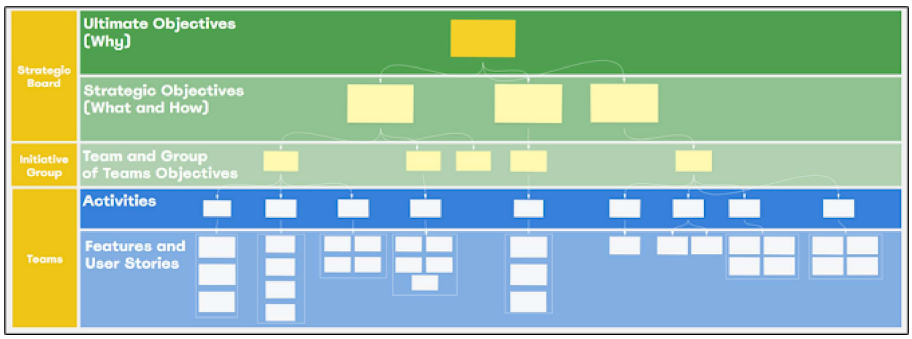

User Story 1
User Story 2
User Story n
Minimum Viable Product
MVP 1
MVP 2
MVP n
Minimum Marketable Feature

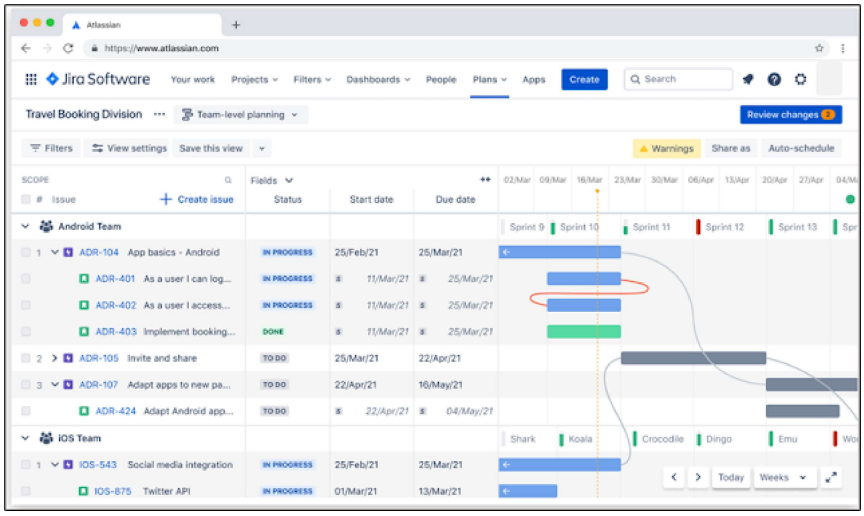
Published by
Chandan Lal Patary
#productowners #scrummasters #productmanagement
690 articles
MVP1...n
MMF1...n

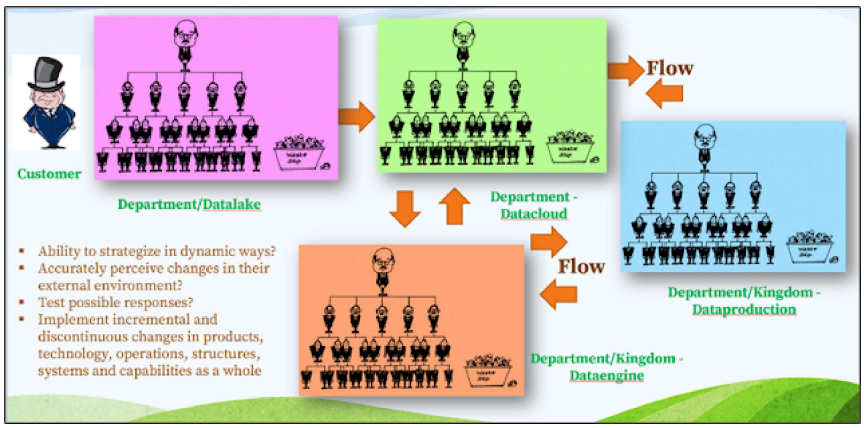


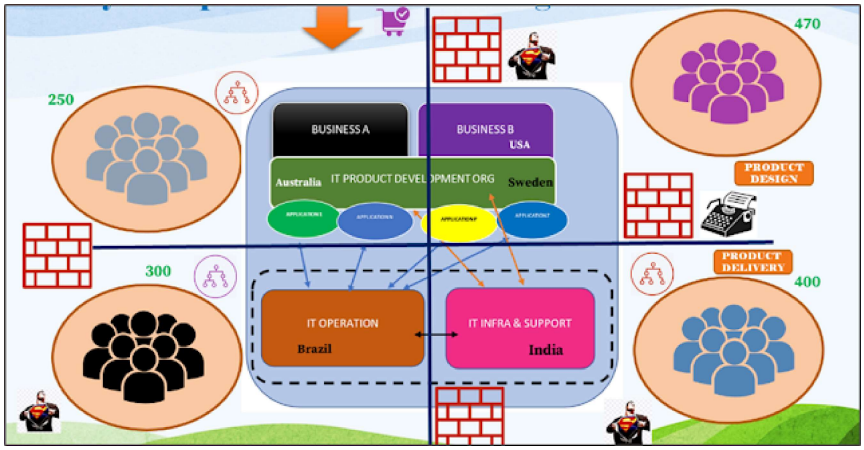

BUSINESS SPONSORS
BUSY PRODUCT OWNER!
PROXY PRODUCT OWNER
SCRUM TEAM

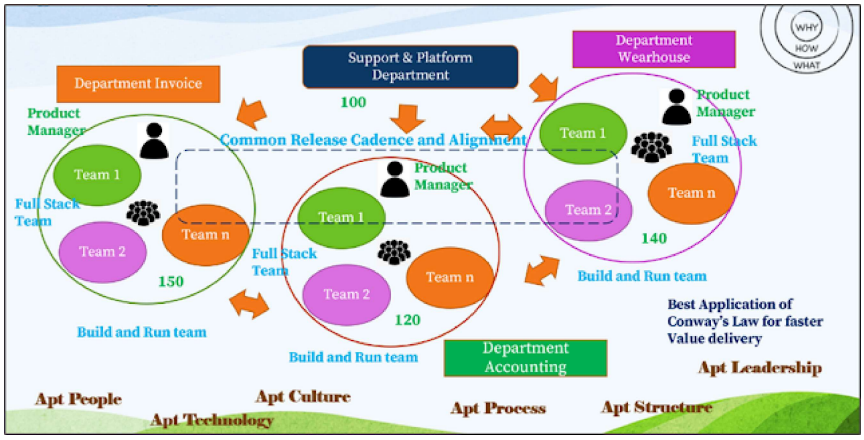

User persona
User activities
Set up application
Manage transactions
Find additional info
User tasks
Interact with application
Change settings
Manage finances
Manage bank product
Find bank centres
Get analytics
Get bank news
User stories Release 1
Manage iOS app
Get account details
Transfer money
Ask a question/request a service
Analyze expenses
Get bank details
Manage Android app
Secure the account
View transaction history
Release 2
Manage app from a tablet
Use transaction template
Take out a loan easily
Search for the nearest office
See loan payments analysis
Monitor currency rates
Manage accounts
Set up automatic payments
Form a bank statement
Manage deposits
Search for the nearest ATM
See deposit additions analysis
Release 3
Find app easily
Customize notifications
Set financial goals
Calculate deposit options
Estimate future expenses
Get updates on discounts and specials


Strategic Board
Ultimate Objectives (Why)
Strategic Objectives (What and How)
Initiative Group
Team and Group of Teams Objectives
Teams
Activities
Features and User Stories

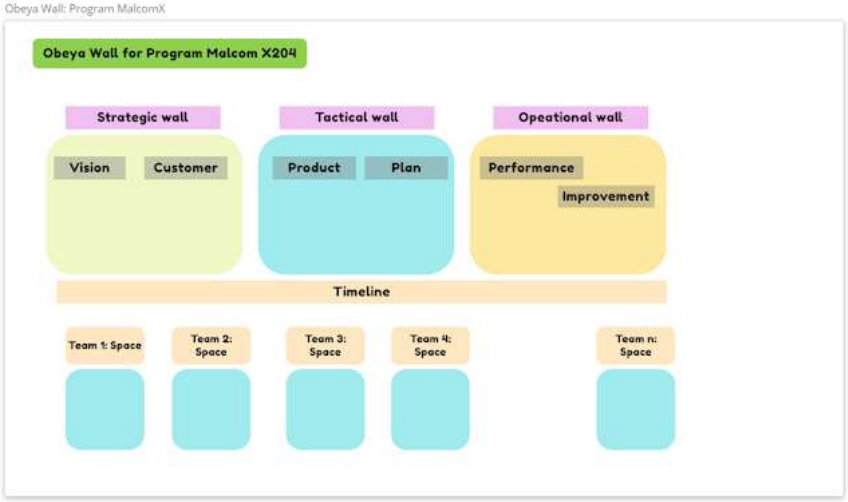

Jira Software
Travel Booking Division
Android Team
ADR-104 App basics - Android
ADR-401 As a user I can log...
ADR-402 As a user I access...
ADR-403 Implement booking...
ADR-105 Invite and share
ADR-107 Adapt apps to new pa...
ADR-424 Adapt Android app...
iOS Team
IOS-543 Social media integration
IOS-875 Twitter API

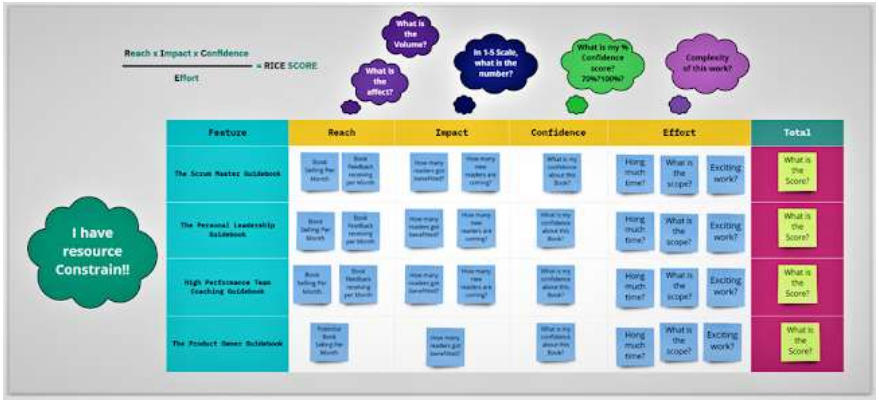

Customer
Department/Datalake
Department - Datacloud
Flow
Flow
Department/Kingdom - Dataproduction
Department/Kingdom - Dataengine
Ability to strategize in dynamic ways?
Accurately perceive changes in their external environment?
Test possible responses?
Implement incremental and discontinuous changes in products, technology, operations, structures, systems and capabilities as a whole

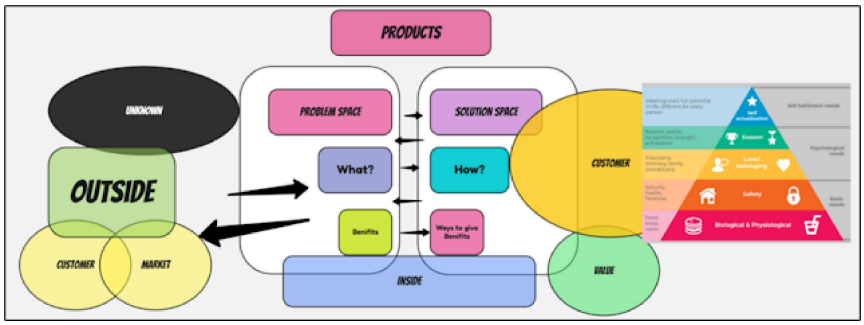

250
BUSINESS A
BUSINESS B
USA
Australia
IT PRODUCT DEVELOPMENT ORG
Sweden
470
PRODUCT DESIGN
300
PRODUCT DELIVERY
400
IT OPERATION
Brazil
IT INFRA & SUPPORT
India

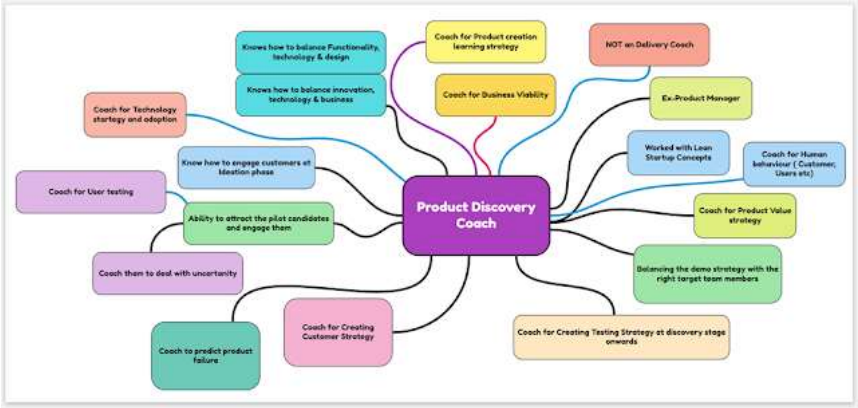


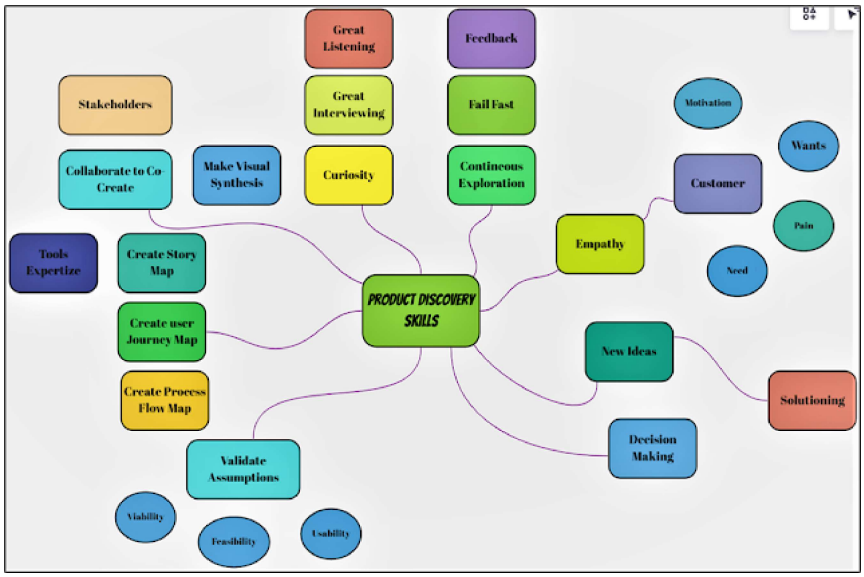
Obeya Wall: Program MalcomX

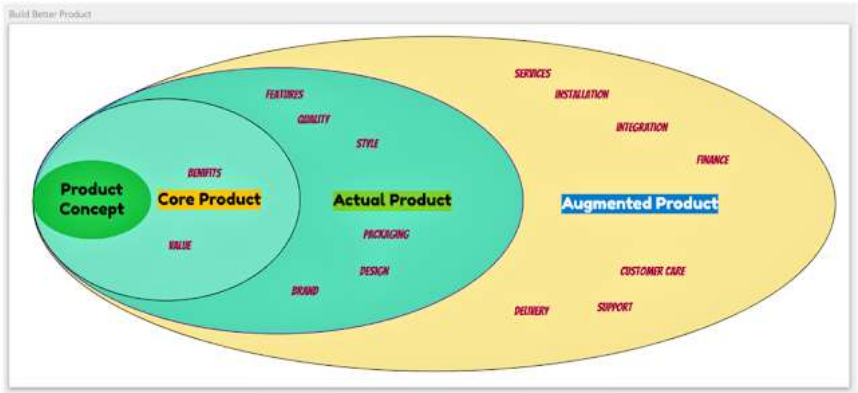


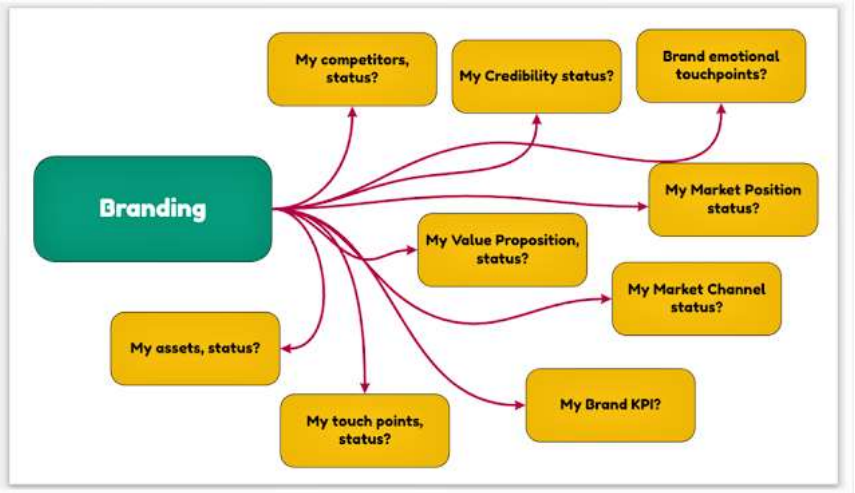


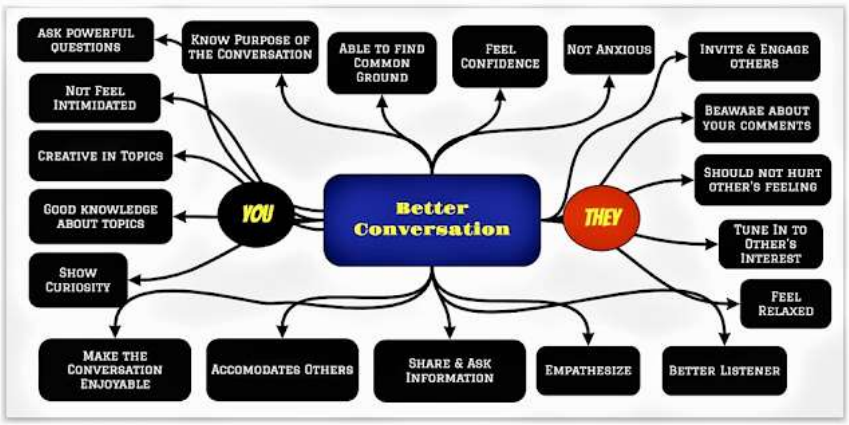


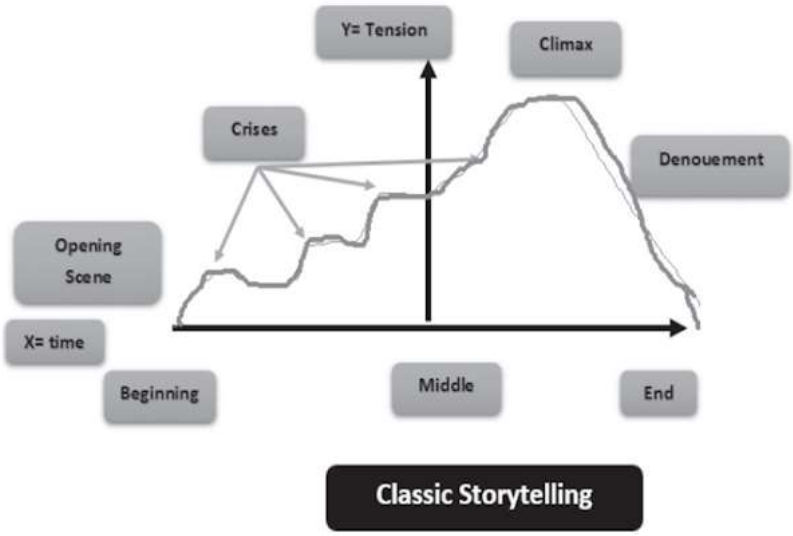

Product Discovery Coach
Knows how to balance Functionality, technology & design
Knows how to balance innovation, technology & business
Coach for Technology startegy and adoption
Know how to engage customers at Ideation phase
Coach for User testing
Ability to attract the pilot candidates and engage them
Coach them to deal with uncertainty
Coach to predict product failure
Coach for Creating Customer Strategy
Coach for Product creation learning strategy
Coach for Business Viability
NOT an Delivery Coach
Ex-Product Manager
Worked with Lean Startup Concepts
Coach for Human behaviour (Customer, Users etc)
Coach for Product Value strategy
Balancing the demo strategy with the right target team members
Coach for Creating Testing Strategy at discovery stage onwards

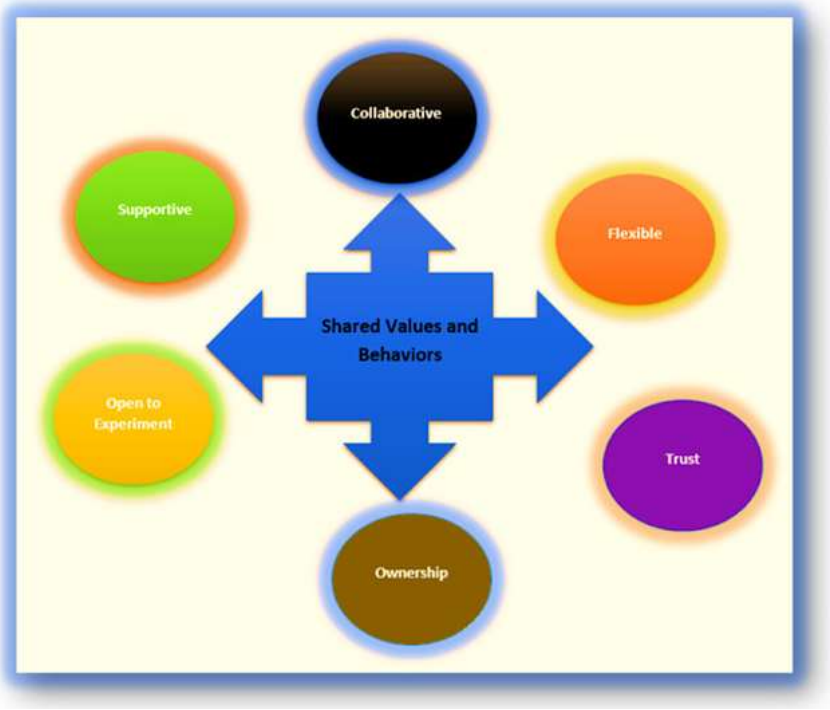

PRODUCT DISCOVERY SKILLS
Great Listening
Feedback
Stakeholders
Great Interviewing
Fail Fast
Collaborate to Co Create
Make Visual Synthesis
Curiosity
Continuous Exploration
Tools Expertize
Create Story Map
Create user Journey Map
Create Process Flow Map
Validate Assumptions
Viability
Feasibility
Usability
Empathy
Motivation
Wants
Customer
Pain
Need
New Ideas
Solutioning
Decision Making

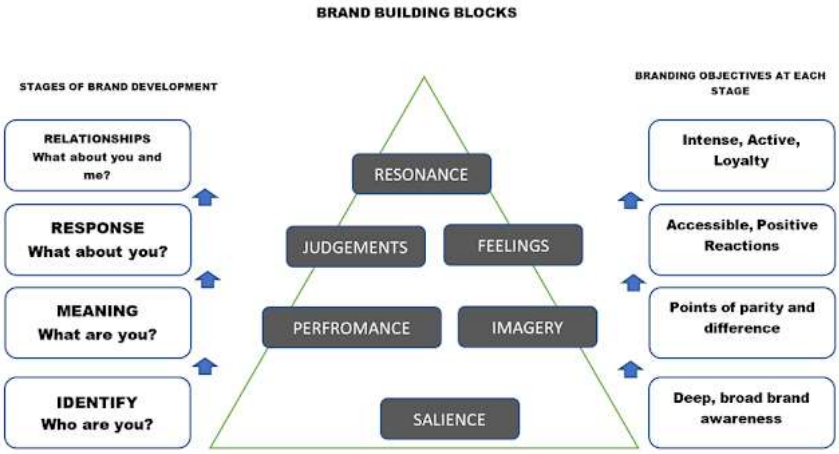

Build Better Product
Product Concept
Core Product
Actual Product
Augmented Product
BENEFITS
VALUE
FEATURES
QUALITY
STYLE
PACKAGING
DESIGN
BRAND
SERVICES
INSTALLATION
INTEGRATION
FINANCE
CUSTOMER CARE
DELIVERY
SUPPORT

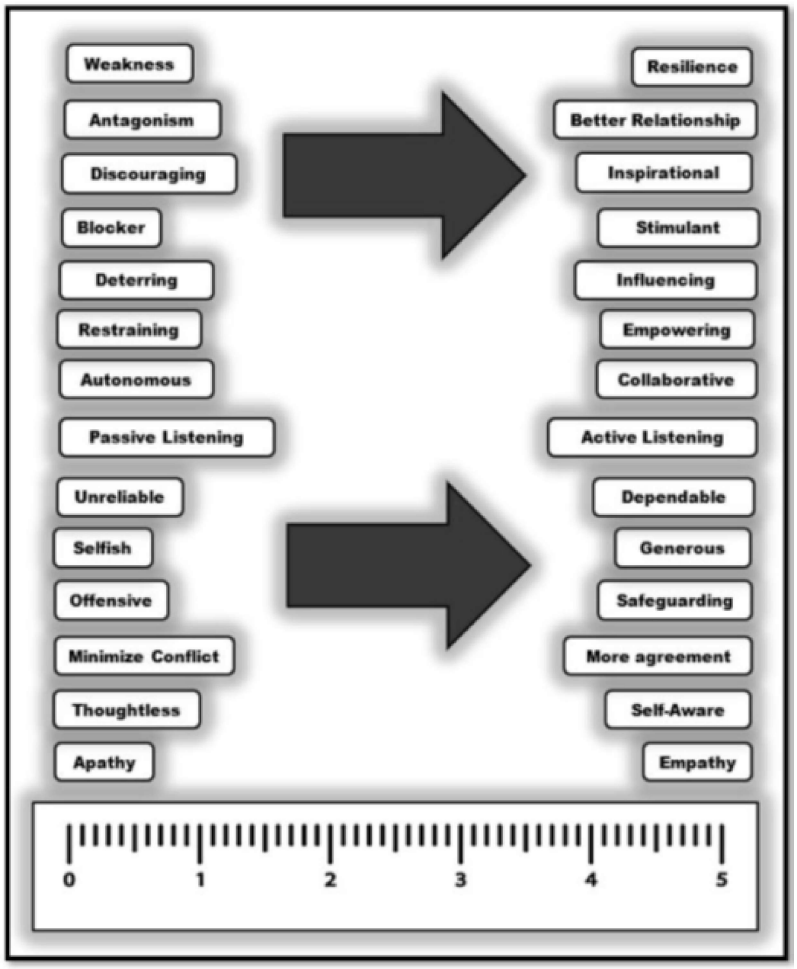

Branding
My competitors, status?
My Credibility status?
Brand emotional touchpoints?
My Market Position status?
My Value Proposition, status?
My Market Channel status?
My assets, status?
My Brand KPI?
My touch points, status?

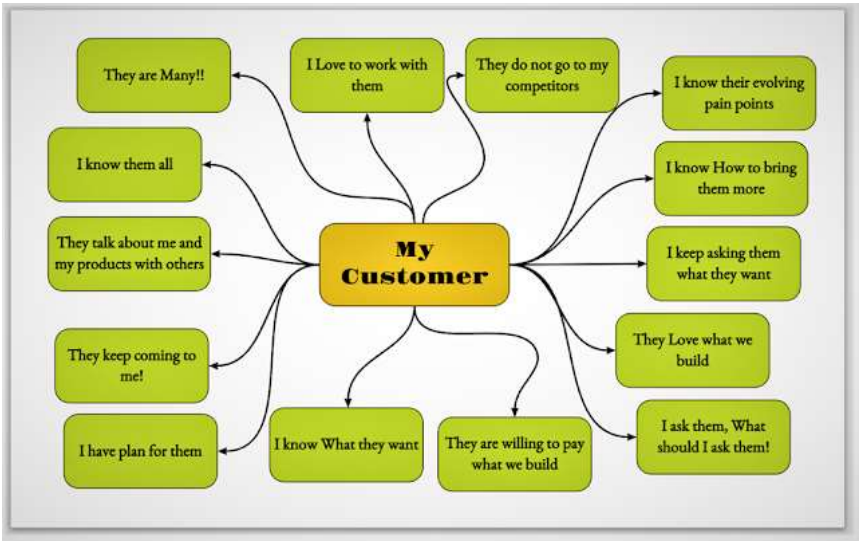

Ask Powerful Questions
Know Purpose of the Conversation
Able to find Common Ground
Feel Confidence
Not Anxious
Invite & Engage others
Not Feel Intimidated
Beaware about your comments
Creative in Topics
Should not hurt other's feeling
Good knowledge about topics
YOU
Better Conversation
THEY
Tune in to other's interest
Show Curiosity
Feel Relaxed
Make the Conversation Enjoyable
Accomodates Others
Share & Ask Information
Empathesize
Better Listener

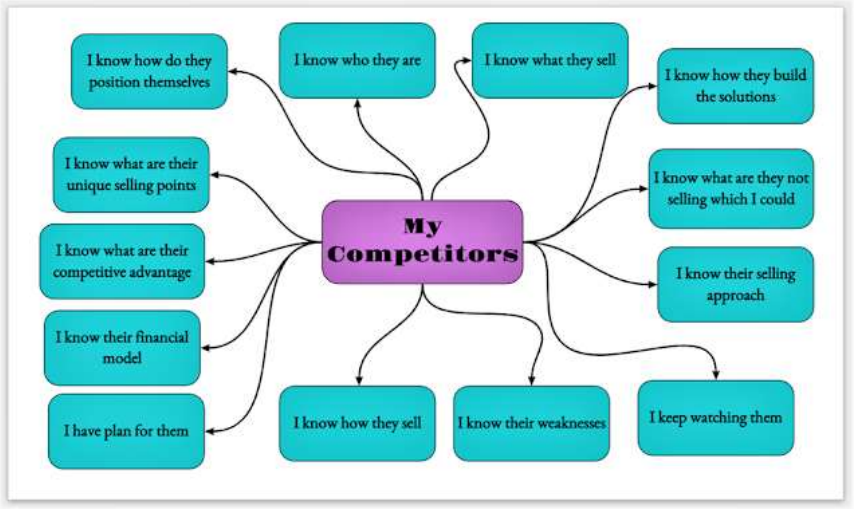

Y= Tension
Climax
Crises
Denouement
Opening Scene
X= time
Beginning
Middle
End
Classic Storytelling

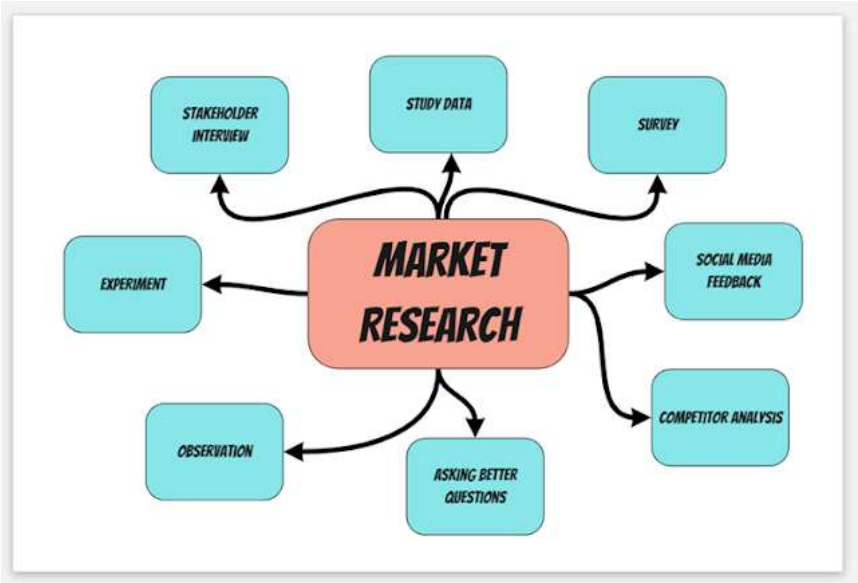

Collaborative
Supportive
Flexible
Shared Values and Behaviors
Open to Experiment
Trust
Ownership

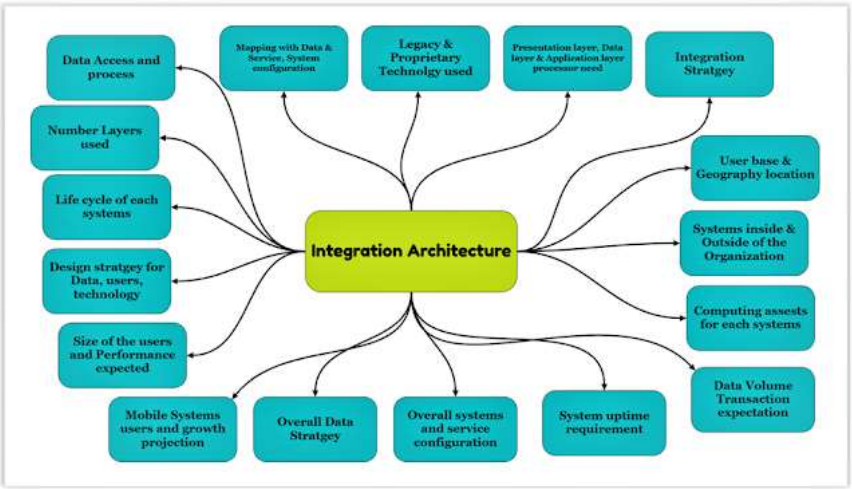

BRAND BUILDING BLOCKS
STAGES OF BRAND DEVELOPMENT
RELATIONSHIPS What about you and me?
RESPONSE What about you?
MEANING What are you?
IDENTIFY Who are you?
RESONANCE
JUDGEMENTS
FEELINGS
PERFROMANCE
IMAGERY
SALIENCE
BRANDING OBJECTIVES AT EACH STAGE
Intense, Active, Loyalty
Accessible, Positive Reactions
Points of parity and difference
Deep, broad brand awareness

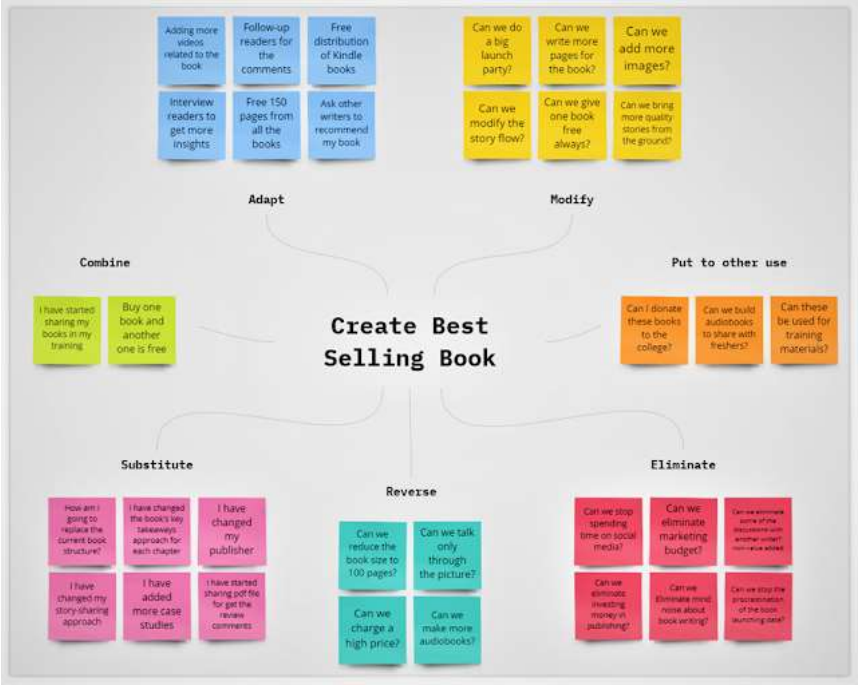

Weakness
Antagonism
Discouraging
Blocker
Deterring
Restraining
Autonomous
Passive Listening
Unreliable
Selfish
Offensive
Minimize Conflict
Thoughtless
Apathy
Resilience
Better Relationship
Inspirational
Stimulant
Influencing
Empowering
Collaborative
Active Listening
Dependable
Generous
Safeguarding
More agreement
Self-Aware
Empathy
0
1
2
3
4
5

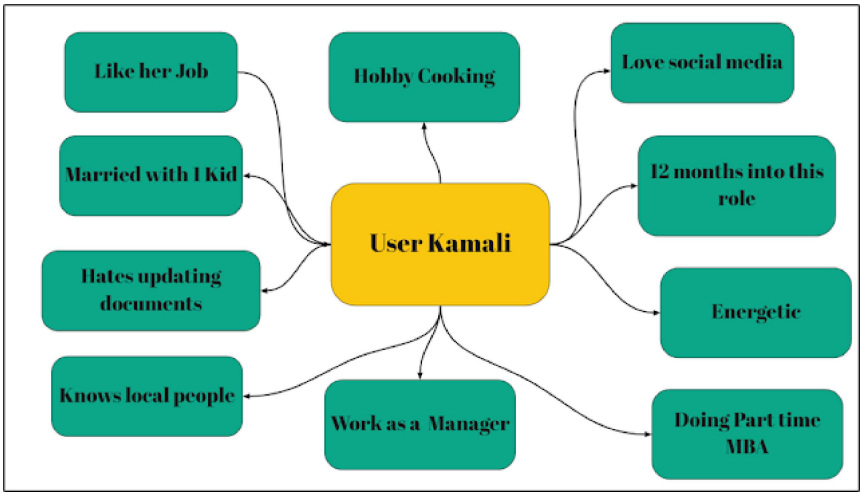

My Customer
They are Many!!
I Love to work with them
They do not go to my competitors
I know their evolving pain points
I know How to bring them more
I keep asking them what they want
They Love what we build
I ask them, What should I ask them!
They are willing to pay what we build
I know What they want
I have plan for them
They keep coming to me!
They talk about me and my products with others
I know them all

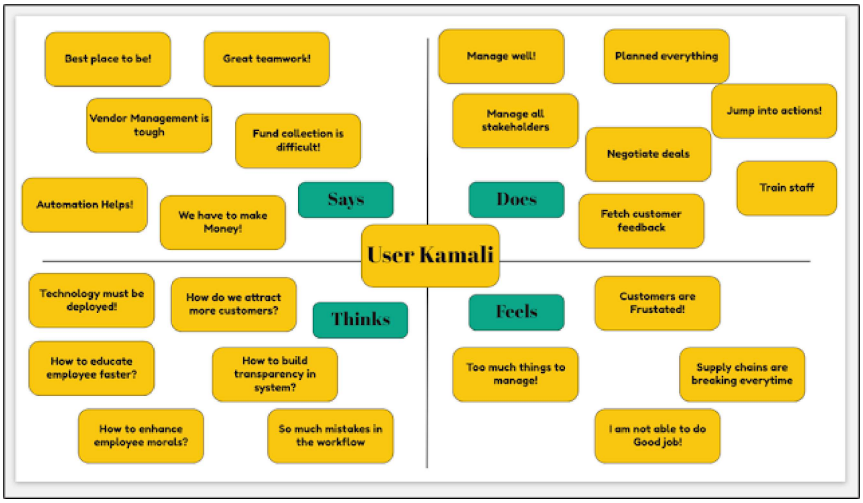

My Competitors
I know how do they position themselves
I know who they are
I know what they sell
I know how they build the solutions
I know what are their unique selling points
I know what are they not selling which I could
I know what are their competitive advantage
I know their selling approach
I know their financial model
I have plan for them
I know how they sell
I know their weaknesses
I keep watching them

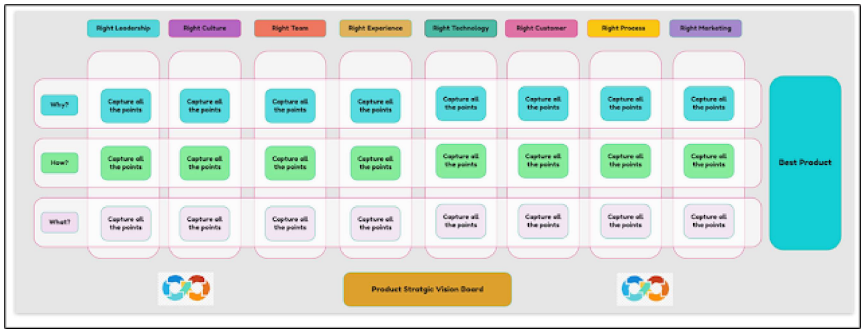

MARKET RESEARCH
STAKEHOLDER INTERVIEW
STUDY DATA
SURVEY
EXPERIMENT
SOCIAL MEDIA FEEDBACK
COMPETITOR ANALYSIS
OBSERVATION
ASKING BETTER QUESTIONS


Integration Architecture
Data Access and process
Mapping with Data & Service, System configuration
Legacy & Proprietary Technolgy used
Presentation layer, Data layer & Application layer processor need
Integration Stratgey
Number Layers used
User base & Geography location
Life cycle of each systems
Systems inside & Outside of the Organization
Design stratgey for Data, users, technology
Computing assests for each systems
Size of the users and Performance expected
Data Volume Transaction expectation
Mobile Systems users and growth projection
Overall Data Stratgey
Overall systems and service configuration
System uptime requirement

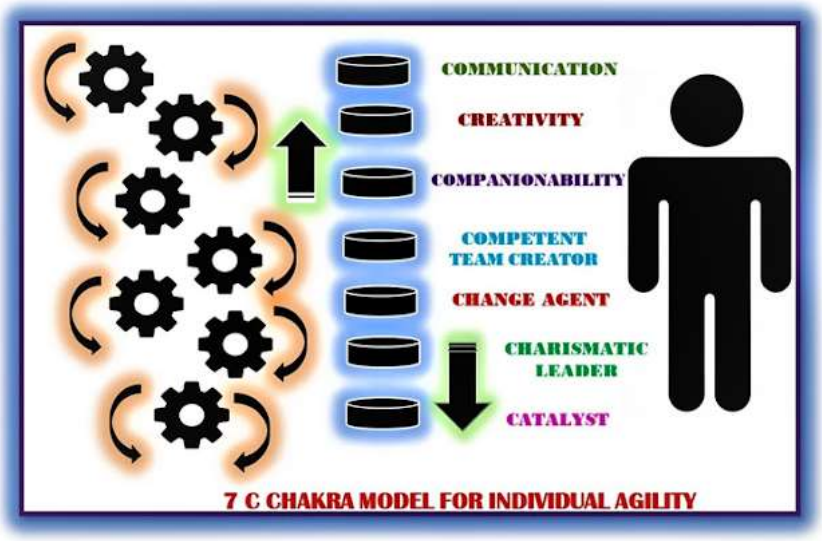

Adapt
Modify
Combine
Put to other use
Create Best Selling Book
Substitute
Reverse
Eliminate

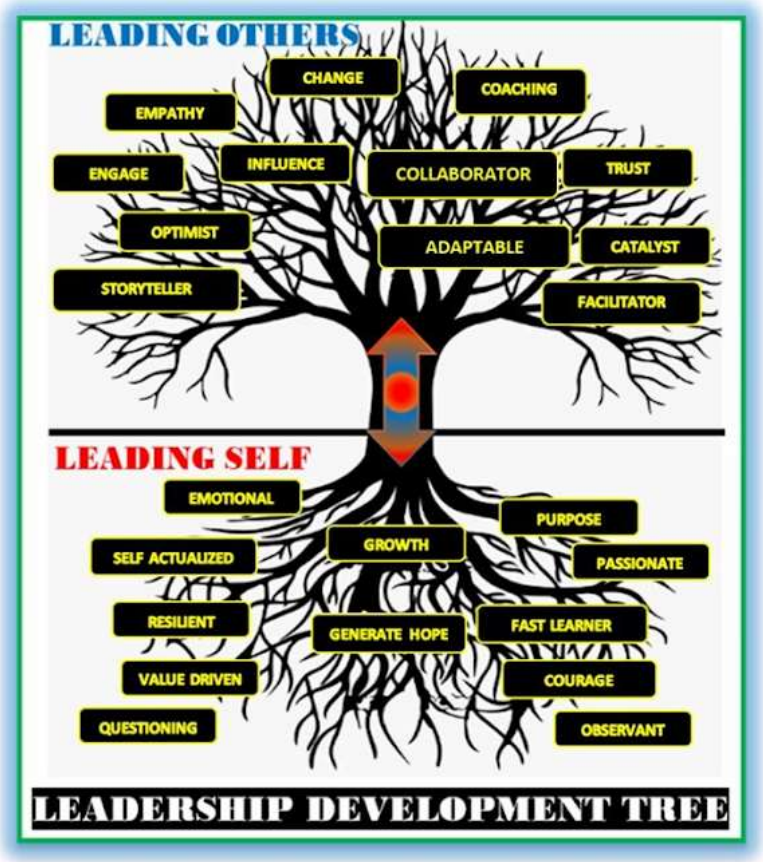

Like her Job
Hobby Cooking
Love social media
Married with I Kid
User Kamali
12 months into this role
Hates updating documents
Energetic
Knows local people
Work as a Manager
Doing Part time MBA

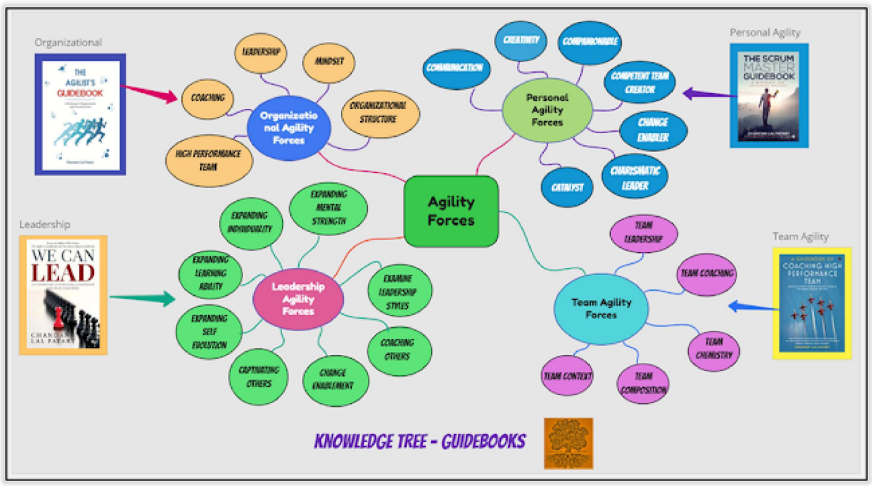

Best place to be!
Great teamwork!
Vendor Management is tough
Fund collection is difficult!
Automation Helps!
We have to make Money!
Says
User Kamali
Technology must be deployed!
How do we attract more customers?
How to educate employee faster?
How to build transparency in system?
How to enhance employee morals?
So much mistakes in the workflow
Thinks
Manage well!
Planned everything
Manage all stakeholders
Jump into actions!
Negotiate deals
Train staff
Does
Fetch customer feedback
Feels
Customers are Frustated!
Too much things to manage!
Supply chains are brecking everytime
I am not able to do Good job!


Right Leadership
Right Culture
Right Team
Right Experience
Right Technology
Right Customer
Right Process
Right Marketing
Why?
How?
What?
Capture all the points
Best Product
Product Strategic Vision Board

AIR
LEADERSHIP
FIRE
HIGH PERFORMANCE TEAM
SPACE
MINDSET
ACHIEVING ORGANIZATIONAL AGILITY
WATER
COACHING
EARTH
ORGANIZATIONAL STRUCTURE
PANCHA BHOOTA MODEL FOR ACHIEVING ORGANIZATIONAL AGILITY


COMMUNICATION
CREATIVITY
COMPANIONABILITY
COMPETENT TEAM CREATOR
CHANGE AGENT
CHARISMATIC LEADER
CATALYST
7 C CHAKRA MODEL FOR INDIVIDUAL AGILITY


LEADING OTHERS
CHANGE
COACHING
EMPATHY
ENGAGE
INFLUENCE
COLLABORATOR
TRUST
OPTIMIST
ADAPTABLE
CATALYST
STORYTELLER
FACILITATOR
LEADING SELF
EMOTIONAL
PURPOSE
SELF ACTUALIZED
GROWTH
PASSIONATE
RESILIENT
GENERATE HOPE
FAST LEARNER
VALUE DRIVEN
COURAGE
QUESTIONING
OBSERVANT
LEADERSHIP DEVELOPMENT TREE


Organizational
Personal Agility
Leadership
Team Agility
Agility Forces
Organizational Agility Forces
Personal Agility Forces
Leadership Agility Forces
Team Agility Forces
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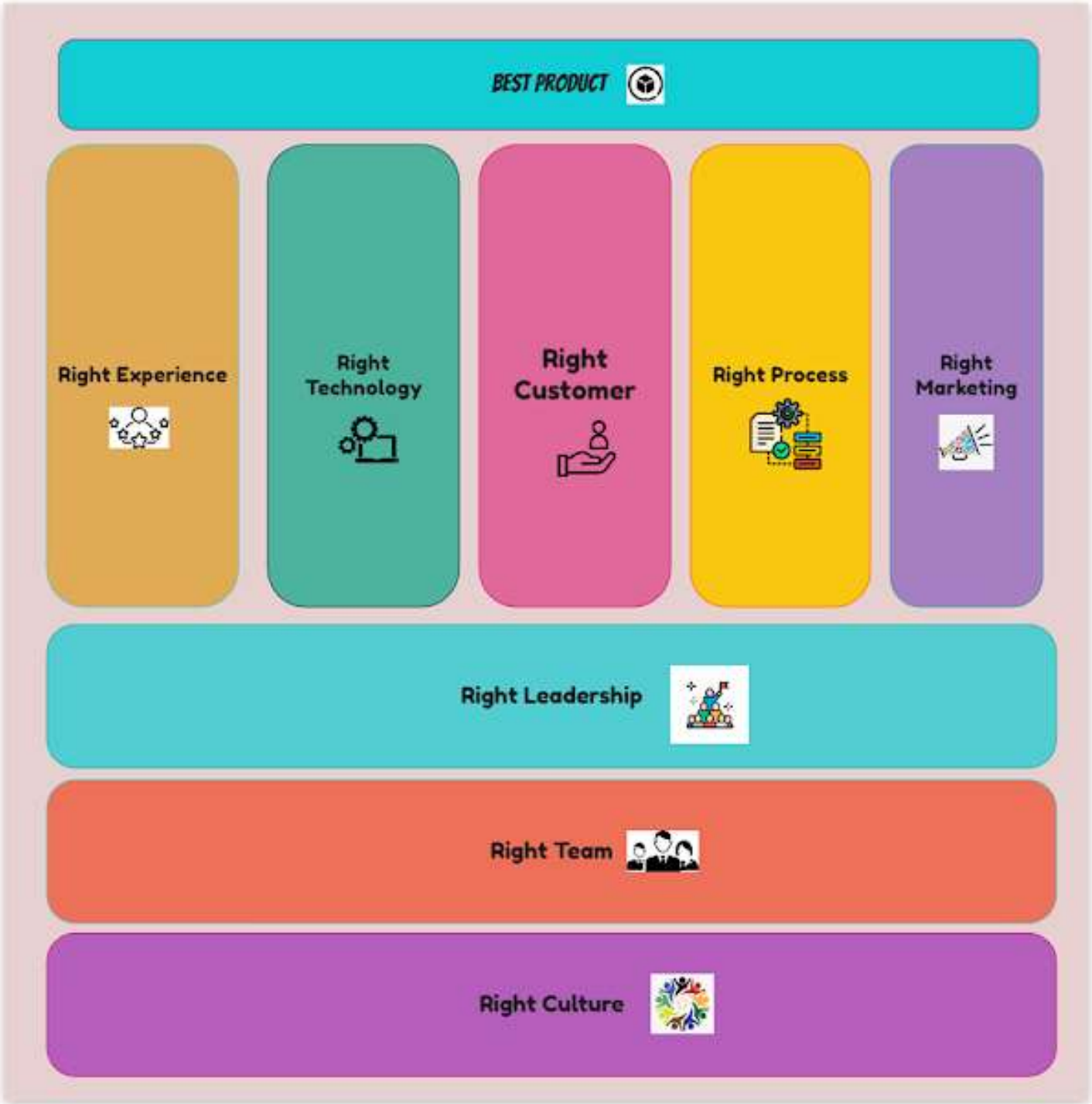

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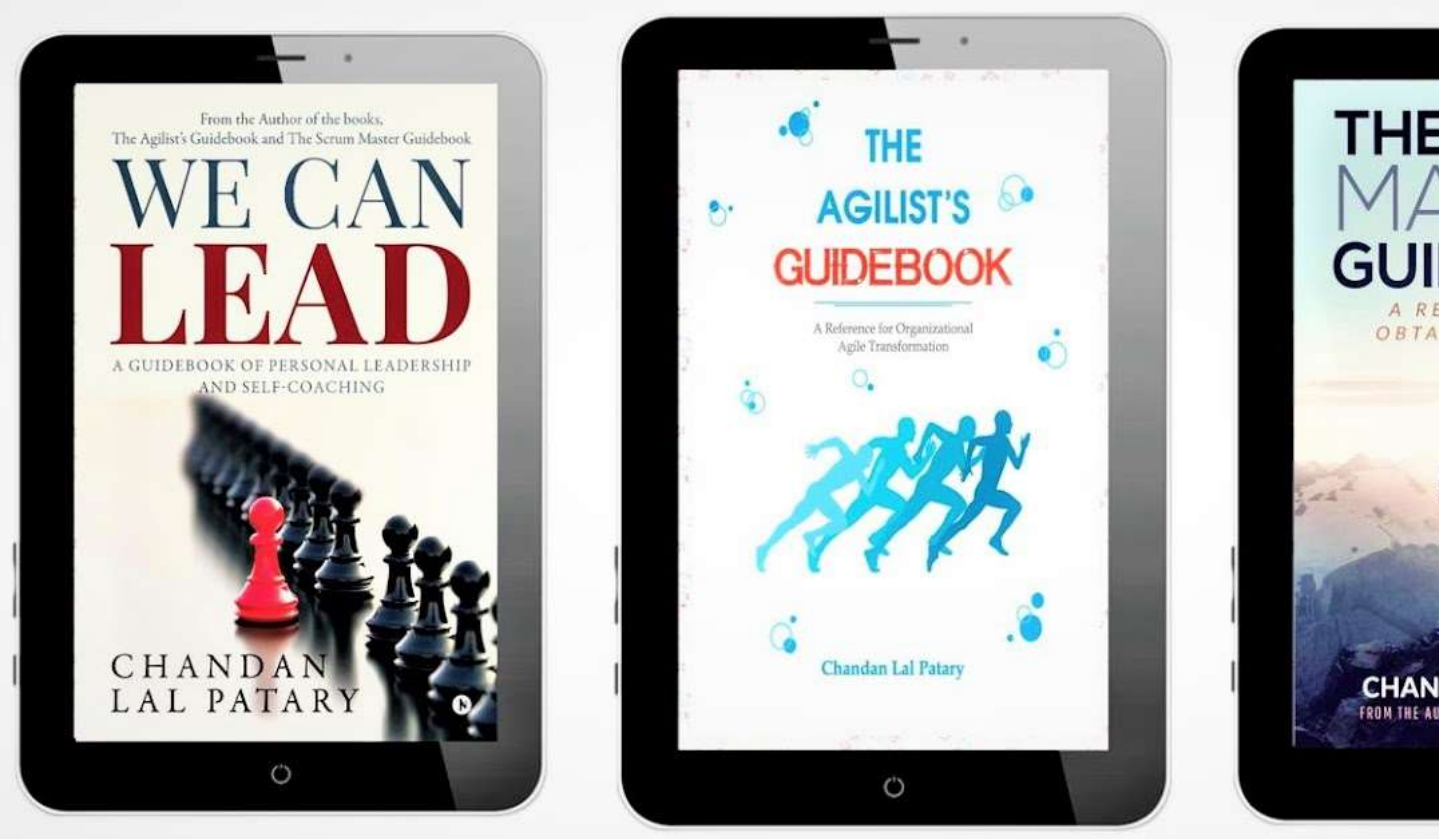

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