



Value Estimation Strategies – Virtual Hand-out

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What are the benefits of Agility?

- Work on the right thing...at the right time...all the time.
- Fast feedback from your customer.
- Incremental delivery of highest value to your customer.
- Rapid Learning
- Respond quickly to changes in business conditions

Value Estimation Strategies Overview

- Why are Value Estimation Strategies needed?
- Value Estimation Strategy Test Drive
- Anchoring Value
- Product Ownership

Sources for this workshop

Techniques for Product Backlog Ordering & Value



Business Value Poker (aka Planning Poker)

Assign relative value points (instead of size)

Buy a Feature

Innovation Game using money

20/20 Vision

Innovation Game for simple ordering

Thirty Five

Collaboration activity for ordering

 [Scrum.org/PSPO](https://www.scrum.org/PSPO)

Techniques for Product Backlog Ordering & Value



500 Value Points

Allocate points from a fixed total

Planning Poker

Assign relative value points (instead of size)

Buy a Feature

Innovation Game using money

20/20 Vision

Innovation Game for simple ordering

Thirty Five

Collaboration activity for ordering

 [Scrum.org/PSM](https://www.scrum.org/PSM)

What other techniques
have you seen Product
Owners use?

For more on
this topic



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Reasons to employ Value Estimation Strategies

- Promote transparency for determination of value estimates
- Create a framework for discussions of value with stakeholders
- Help Product Owners effectively manage Product Backlogs without extensive upfront analysis

Value Estimation Strategies

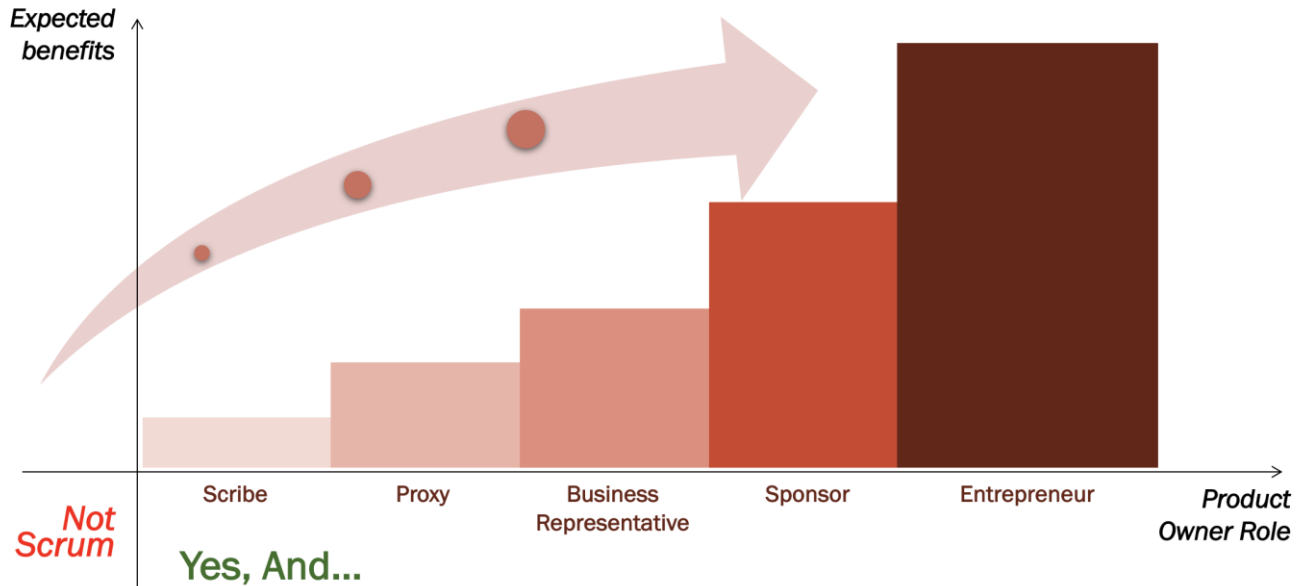
Method	Description
<u>20/20 Vision</u>	Quickly integrate new feature value into an existing backlog
100 Value Points	Use a fixed total of points to distribute across a list of features (more useful for a fixed backlog)
Value Poker	Similar to Planning Poker but used to abstract to value instead of size (Fibonacci)
Buy a Feature	A method for stakeholders to bid on the features they want in the Product. Useful for demonstrating higher influence among stakeholders.
<u>Thirty-Five</u>	A collaborative exercise that can be facilitated with a group of even numbered participants to discover group consensus on value

Anchoring Value

- Value is only realized and validated by releasing into production
- Validate estimates using real business outcomes
 - Revenue
 - Cost Savings
 - Reduction of Risk
 - Market Share
 - NPS
- Use realized value to baseline future value scores
 - 20/20 Vision
 - Value Poker

Product Ownership

While value estimation strategies are useful, a Product Owner should have full autonomy to order the Product Backlog



Is that all there is?

No...this material is presented as an interactive workshop that invites high levels of engagement and participation.

However I want to provide the core material in the workshop for reference since I don't print out hand-outs of the material.

If you would like me to facilitate this workshop for your organization reach out to me:

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