

**IT'S IMPOSSIBLE.  
SO LET'S TRY IT!**



WHAT IS THE  
PURPOSE?



START WHERE  
YOU ARE NOW

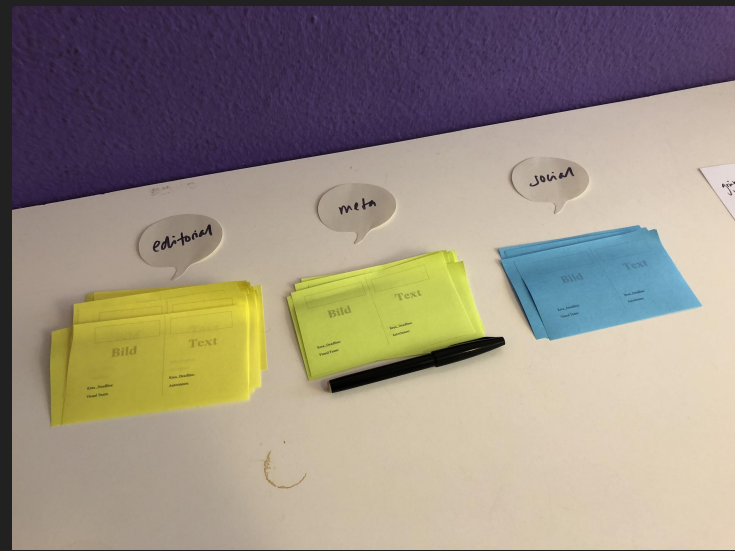


TO EAT A DINOSAUR  
YOU HAVE TO CUT IT INTO  
SMALL PIECES



MAKE YOUR  
WORK VISIBLE

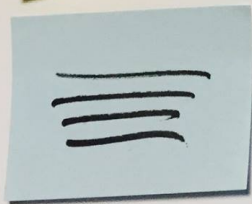
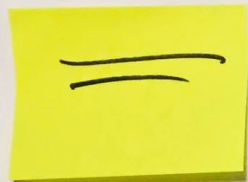




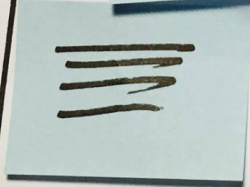
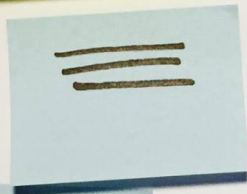
*Stop starting,  
start finishing*



to do ∞



next (6)



doing (2)



done





TAKING A DECISION  
IS MORE IMPORTANT  
THAN TAKING THE  
RIGHT DECISION.



BETTER  
DONE THAN  
PERFECT



MEET YOUR TEAM

EVERY DAY



HAVE MEANINGFUL  
CONVERSATIONS



~~S H a R E D D O C U M E N T S~~  
~~a r e n o t~~  
~~S H a R E D U N D E R S T A N D I N G~~



# Make explicit agreements



COME AS  
YOU ARE



**Diversity is.**





**DON'T KNOW.  
ASK.**



GIVE MORE  
THAN YOU  
TAKE



TRUST THAT  
SMALL VOICE



ideas are gifts  
to the group



YES,  
AND...



**CULTIVATE**

**DISSENT**



UNITY IS  
STRENGTH



PLANS ARE SILVER  
ADAPTING TO  
CHANGE IS GOLD





**INDIVIDUALS AND INTERACTIONS**

OVER PROCESSES AND TOOLS

**WORKING PRODUCT**

OVER COMPREHENSIVE DOCUMENTATION

**CUSTOMER COLLABORATION**

OVER CONTRACT NEGOTIATION

**RESPONDING TO CHANGE**

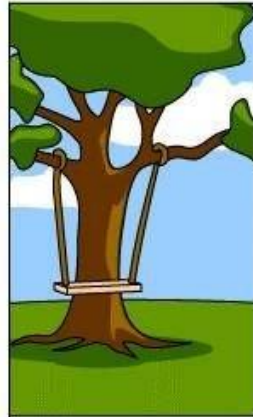
OVER FOLLOWING A PLAN

SHORT CYCLES  
BIG LEARNINGS





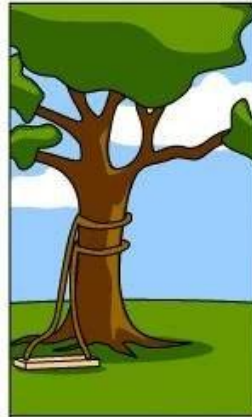
How the customer explained it



How the Project Leader understood it



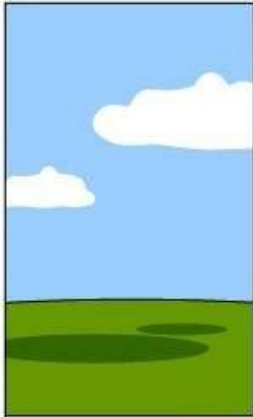
How the Analyst designed it



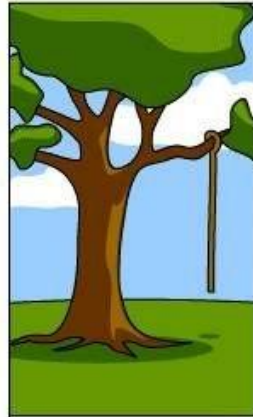
How the Programmer wrote it



How the Business Consultant described it



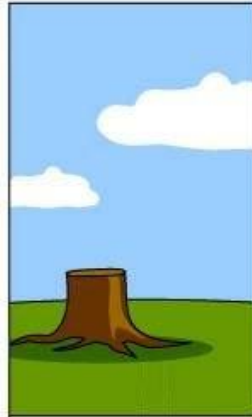
How the project was documented



What operations installed



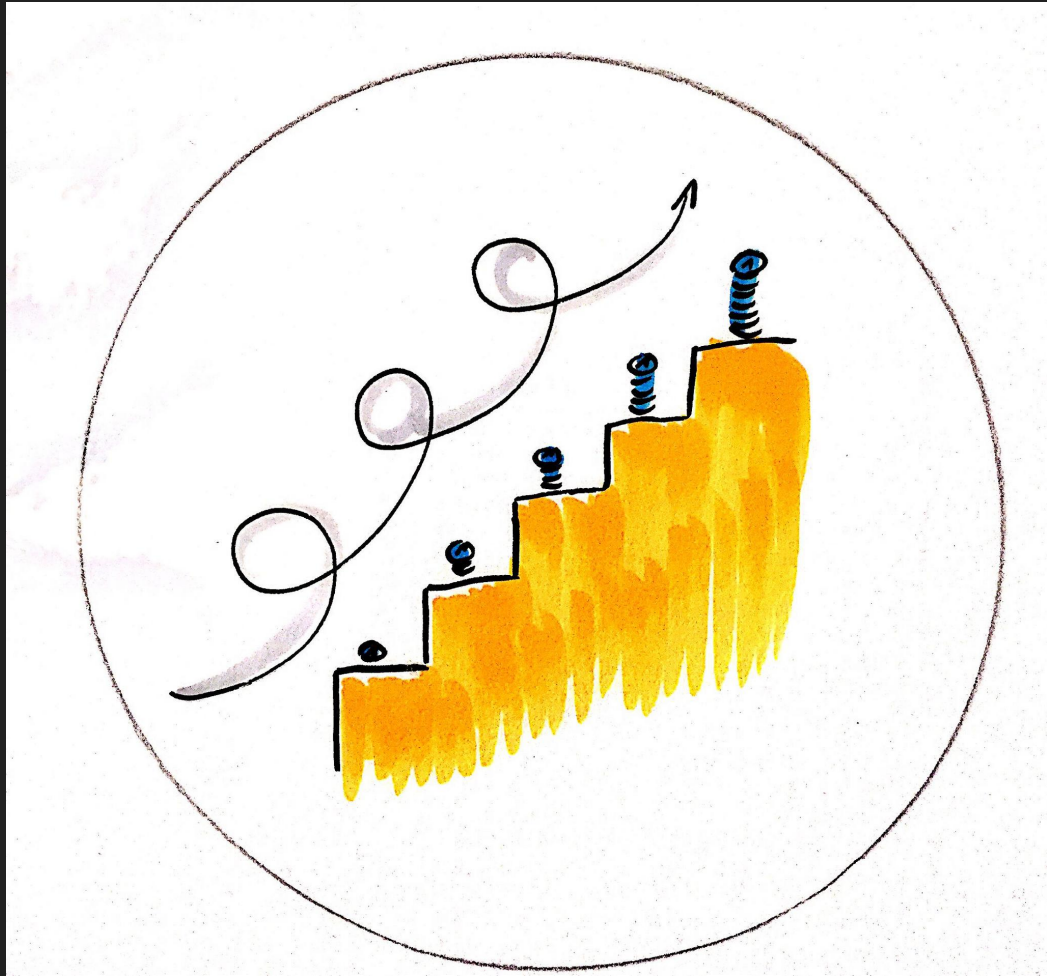
How the customer was billed



How it was supported



What the customer really needed



**LOOK FOR  
THE ROOT CAUSES  
OF PROBLEMS**



Our company is going in the wrong direction.

WHY? → shoddy<sup>1</sup> product

why? → bad design<sup>2</sup>

why? → too many silos<sup>3</sup>

why? → culture<sup>4</sup>

why? → lack of cohesion<sup>5</sup>

no customers<sup>1</sup>

bad product<sup>2</sup>

no marketing<sup>3</sup>

no budget for it<sup>4</sup>

not seen as import.<sup>5</sup>

'beta product

<sup>2</sup> not tested enough

<sup>3</sup> no budget for tests

<sup>4</sup> other bad products

<sup>5</sup> leadership

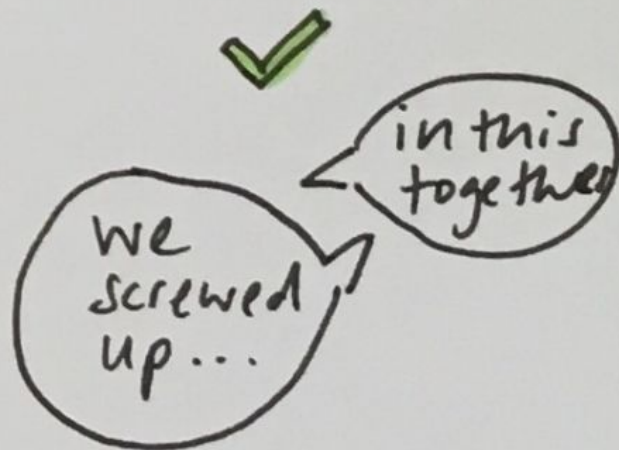
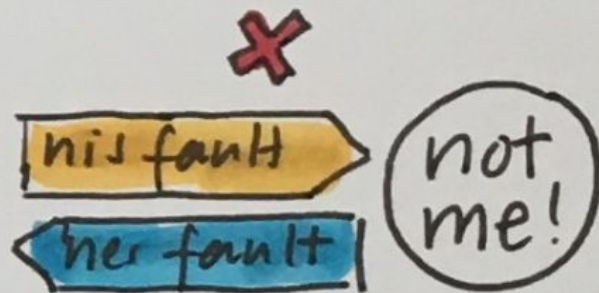
EXPERIMENT!



**CELEBRATE  
FAILURE**







I AM  
THE SYSTEM



MAYBE  
THERE IS  
A LESSON



TRY

TIL YOU

FLY





**word and deed**

innovation • collaboration • communication

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