



# Pitching Enterprise Scrum

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# Elevator Pitch

- An **elevator pitch** (or **elevator speech**) is a brief overview of an idea for a product, service, or project. The pitch is so called because it can be delivered in the time span of an elevator ride.

Source: Wikipedia



# Agenda

- Intro and form groups (10 minutes)
- Discussion (15 mins)
- Topic: Design Death (15 mins)
- Positioning for Enterprise Scrum (10 mins)
- 1<sup>st</sup> Draft Elevator Pitch (15 mins)
- Share and learn (10 mins)
- 2<sup>nd</sup> Draft Elevator Pitch (15 mins)



# Discussion: Spurring Management Interest

- What potential benefit(s) of using Scrum would give your management pause to listen?
- Timebox: 15 mins



# “Design-Dead” Core Systems

What is a “Design Dead” core system?

- Few people left with expertise in the area
- Fragile, inadequate test harnesses, entangled code
- Low velocity when being worked on
- Integral to business



# How “Design Death” occurs

- By not enforcing high quality standards in the definition of “Done”.
- Cutting corners to achieve a higher velocity and meet impossible timelines leads to build up of low quality, unmaintainable code.
- Deadly spiral: As the maximum velocity of team goes down, even more corners are cut to compensate until the velocity approaches zero.



# A Rationale for Enterprise Scrum:

To avoid creating “design dead” core systems

- Development teams curb over-optimism in assessing availability and capacity through feedback
- Mgmt redirects attention from applying pressure to removing organizational impediments to progress
- Product Owners understand the iron triangle, and own the risk of cutting quality
- ScrumMasters must prevent demonstration of any work that does not meet the definition of “Done”.



# Positioning Statement

- **For** organizations... *<target audience>*
- **Scrum** is a... *<description of Scrum>*
- **that** *<benefits/features of Scrum>*
- **Unlike** *<distinguish from other processes>*
- **Scrum** *<differentiate, address shortcomings of other processes>*



# Draft an Elevator Pitch

- Based on Positioning Statement
- Include elements like:
  - Description of Scrum
  - Short-comings of other processes
  - Distinguishing advantages of Scrum
- Timeboxed to 15 mins



# Share and learn

- Groups present elevator pitches
- Discussion
- Timeboxed to 10 mins



# Revise Your Elevator Pitch

- What are the most compelling reasons for Scrum?
- What message will resonate in your situation?
- Timeboxed to 15 mins



# Contact Victor

- victor@danube.com
- <http://danube.com>

Kane Mar's articles on Design Death at the Scrum Alliance web site:

- Scrumalliance.org > Resources > Weekly Articles









