

# Optimizing Scrum For Your Digital Agency

## Using Modus Right Environment Exercises

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### Some Assumptions

- 1.If you are here, my assumption is you work at a place that is making some kind of effort to implement/practice some form of Scrum of Agile
- 2.If you are here you also probably work at a Digital Agency-ish company
- 3.If 1 and 2 are true, Scrum is probably like wearing pants that were tailored to fit someone that is 100% not you
- 4.If 1, 2, and 3 are true, then you are probably only doing bits and pieces and having very limited success
- 5.If 1,2,3, and 4 are true, there may be some version of guilt

### Why You Feel That Way

- The business model employed by most agencies does not foster a system of work that is designed to support agile

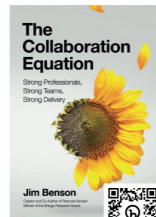
### Why This Works

- Scrum is supposed to help your team become more predictable, more responsive, more empowered, more "agile" but is was not designed to work in the business environment you are applying it to
- This approach puts the Team in charge of designing a system of work optimized for them to thrive and deliver within the context of your organization
- This approach makes it the Team's responsibility to own of how they work, including how to respond to the challenges imposed on them by organizational constraints
- This approach makes your Team students and architects of a system design for and by them... no more victims

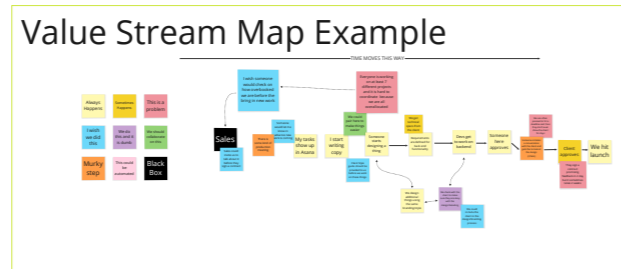
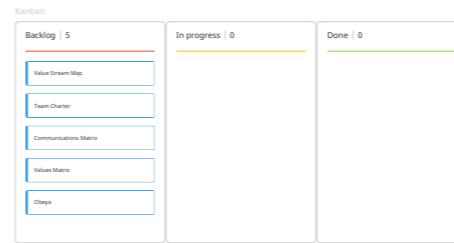
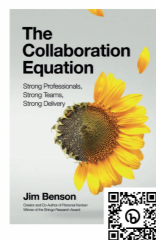
### Right Environment Exercises

- Value Stream Map
- Team Charter (this is not the kind you are thinking of)
- Communications Plan (this is not the kind you are thinking of)
- Value Matrix
- Obeya

### For More Information



### Source Material



	Current State	What can we get out quickly (+30 days)	What follows the quick win out (+60 days)	What can we get out much later (+90 days)
Value 1	[Green Box]	[Green Box]	[Green Box]	[Green Box]
Value 1	[Green Box]	[Green Box]	[Green Box]	[Green Box]
Value 1	[Green Box]	[Green Box]	[Green Box]	[Green Box]
Value 1	[Teal Box]	[Teal Box]	[Teal Box]	[Teal Box]
Value 1	[Blue Box]	[Blue Box]	[Blue Box]	[Blue Box]

### How do we want to visualize our work, share and collaborate?

**PDSA Backlog (Plan Do Study Act)**

**NIKO NIKO TEAM CALENDAR**

**Holiday/Vacation Calendar**

	Checking Frequency	Tool We Agree to Use
Email	Will check by 9 AM and at 5 PM	
Slack	Daily	
Messaging	Hourly	WhatsApp
Planning / Tracking Work	Real Time	JIRA

**Worry Board**

**Team Utilization (Next 2 weeks)**

135%