



Collaboration at Scale: Making Collaboration Culturally Relevant

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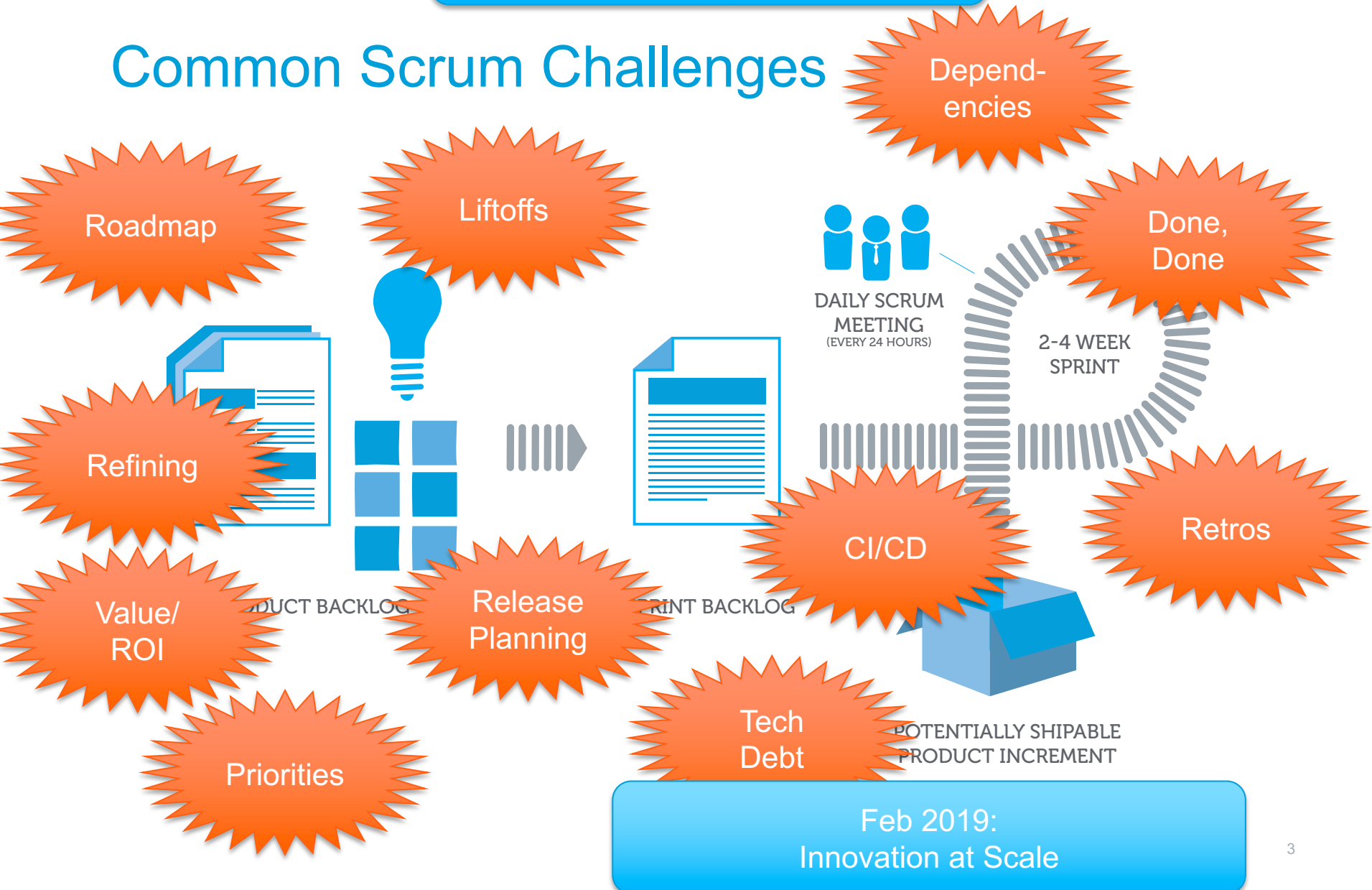


Collaboration at Scale

Designed for Scrum-centric organizations with more than 10 Scrum teams, the **Collaboration at Scale** webinar series provides focused, outcome-driven solutions to collaboration problems faced by Product Owners, ScrumMasters, and Development Teams.

Produced by the Scrum Alliance and Conteneo, Inc., we're proud of the many distinguished experts who will be joining our series.

Common Scrum Challenges





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Agenda

- 1 Cultural infusions in Scrum teams
- 2 Various Culture types
- 3 Cultural relevant visual metaphoric frameworks
- 4 Culturally neutral frameworks

Do you deal with different cultures in your organizations scrum teams?

- Yes
- No

Cultural Infusions



Cultural Infusion in Teams: “Layers of Culture”



Regional Culture Influences
(Vertical divide with in distributed teams)

Whole team or major part of the team carries their respective regional effects.



Cultural Universals
(Horizontal existence with in distributed teams)

These patterns exists horizontally everywhere, across organizations and teams.

Regional traits vs. Universals traits

Regional Culture

- Bangalore development team – “Starts the life with lot of small breaks but work until late”. Love to take challenge while sometimes informing too late.
- Lincoln (Nebraska) product team - “Like to start early and go early thus take less break”.
- We have regions (not specifying names..) love to “relax and work” rather “work only” or “Work and relax”.

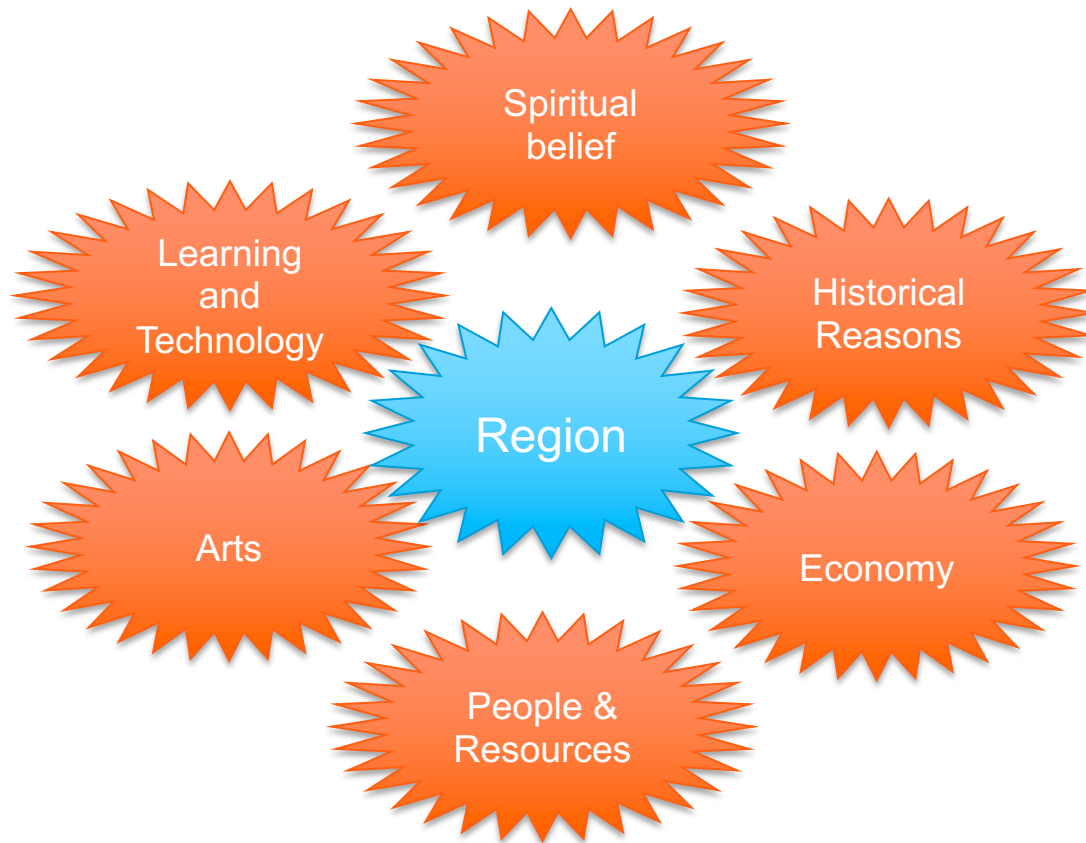
All regional teams do carry respective environment effects in approach towards collaboration.

Cultural Universals

- A good or bad behavior may exist in teams and team members in every region.
- Concern on privacy during retrospective.
- Concern of Security while providing a feedback.
- Individualism or heroism during ideation phase.

All traits exists mainly as human behaviors in every region.

Regional Cultural Infusions



Let's first accept that cultural differences do exist! And the reasons of cultural infusions in teams are regional rather than individual!

Group Culture, the Latent Power

Group culture exists due to diverse societies, globalization and influence how **organizations/** group or specific community start behaving.



Channelizing the group culture positively, towards useful group perceptions can help organizations achieve “sustained agility” in shorter time. This collaboration is the latent power which must be put to use wisely.

Visual Metaphors and Their Impact on Group Collaborations (Regional Cultural Infusion)

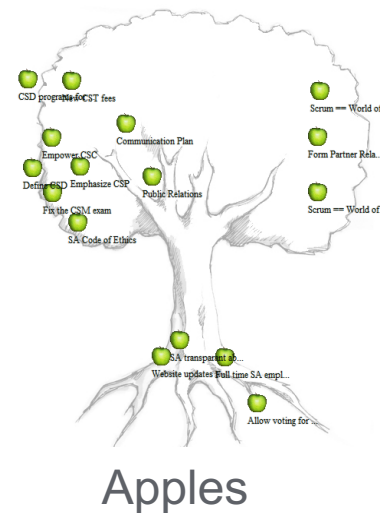
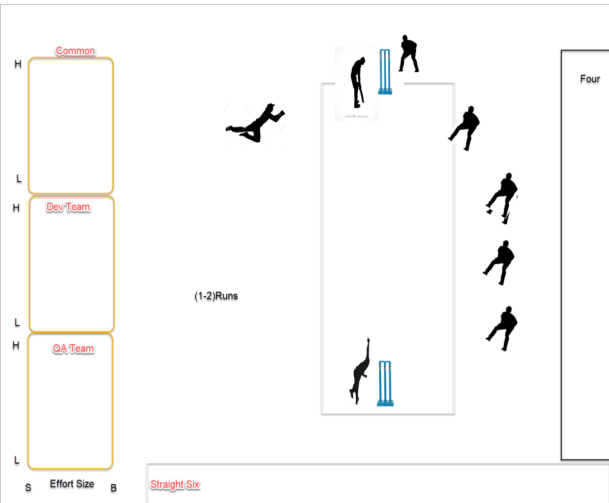
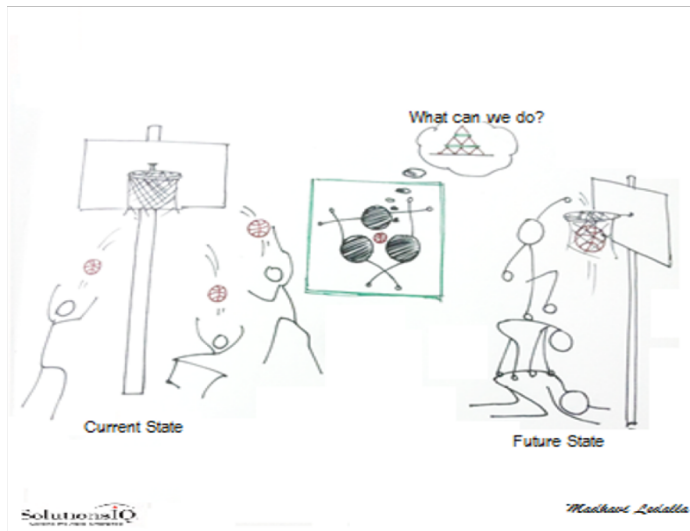


Have fundamental role in group language and group thinking, as they provide a framework to organize information between members.

Metaphors help group members express and frame their perceptions and experiences with minimal facilitation and individual bias.

Culturally Relevant Metaphors

Using the right visual metaphor to promote vertical cultural infusions creates better results.



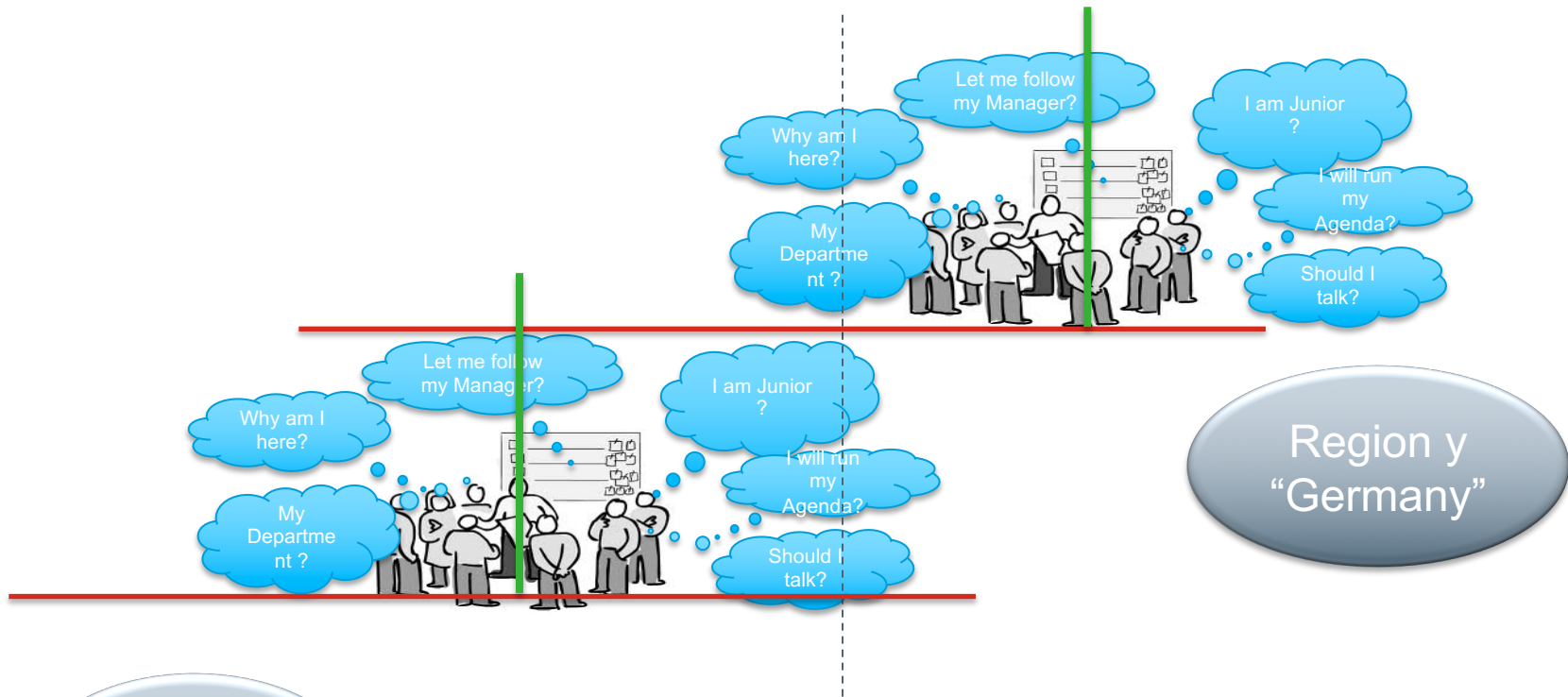
Mangoes

Apples

Segmentation of “framework participants” while touching layers cultures



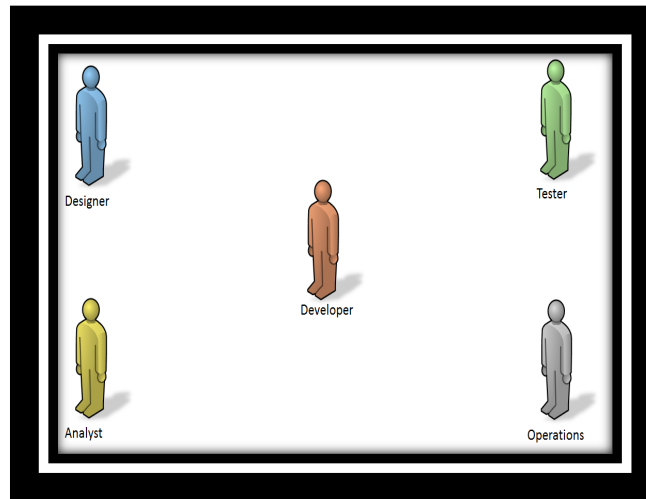
Building Common/Universal Cultures



Region x
"America"

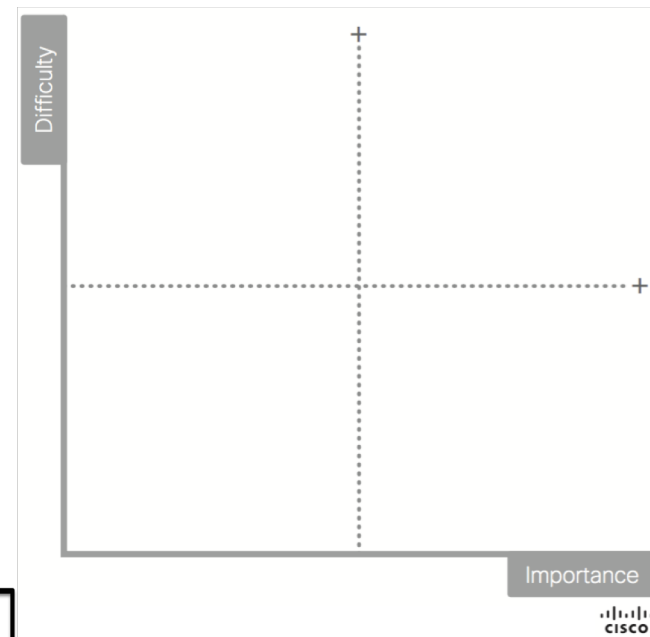
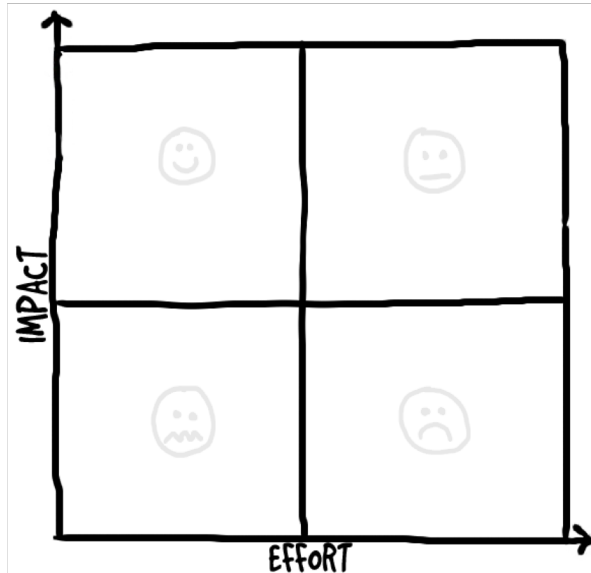
The cultural mix and the adopted visual metaphors used in the right proportion, tailored to each organization, can yield greater results.

Framework participant segmentation



Carefully segmented homogeneous and heterogeneous mix

There are Culturally Neutral Frameworks



Ready	Analysis	Design	Code	Test	Release	Done
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What is your primary cultural alignment challenge?

- 1: Vertical infused cultures
- 2: Horizontal infused cultures
- 3: Both, equally

Points to ponder ...

Careful Vertical as
well as horizontal
Segmentation

Look for Relevant
Visual Metaphor

Do not judge
groups, just
sense, it changes

Think of adopting
Visual metaphor
before creating a
new framework
from start

Mix of Cultural
neutral frameworks
should be used

Summary

Use of relevant visual metaphors and mixing neutral frameworks help in collaboration within organization teams.

Carefully managing Cultures can provide very powerful inroads for organization improvements

Using Weave and Frameworks can be great tools for Enterprise Coaches and Product Management, while balancing between different layers of cultures.

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Thank you for attending

Our next webinar will be
13-Feb-2019: **Innovation at
Scale**

