

# Help! My Product Owner is Captain “Wrong Way” Peachfuzz!

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*How to tell if your Product Owner is steering your project towards disaster, and what to do about it.*

Presented by Dave Limbaugh



Agile Coach, Spectrum Health

# About Me



- Developer, Project Manager, Dev Supervisor
- XP in 1999, Agile Coach since 2014
- Spectrum Health = integrated health system. Over 1 million patients, 23,000 employees, 1200 in IS department
- Working with over 30 Scrum teams in last two years

# This Presentation

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- From question at in-house training
- Captain Peter “Wrong-Way” Peachfuzz
- Rocky and Bullwinkle
- Remind you of any Product Owner?



# The Set Up

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- The company: Andalusia, Inc. – global event planning, with online registration. 600 employees.
- The project: code-named “Oogle Bird” – a personal scheduling application for conferences. Desktop and mobile.



# The Oogle Bird Team

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- A Product Owner
- A ScrumMaster
- Three web Developers
- A Business Analyst
- A half-time Quality Analyst



# The Game



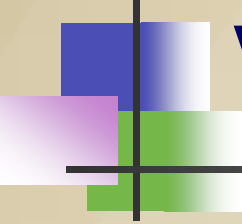
- Volunteers from the audience will play each of the team roles.
- They will role-play the Scrum ceremonies.
- Each person will have a secret instructions that could steer our project off-course.
- After each ceremony, we'll see if you have spotted the warning signs, and discuss ways to correct course.



# The Ceremonies

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- Sprint Planning
  - Daily Scrum (standup)
  - Sprint Retrospective
  - Sprint Review/Demo (showcase)
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- For 90-minute version, we'd do all four. Today, we'll do two.



# Volunteer Qualifications

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- **BIG VOICE!!**
- Okay with me directing you, maybe even cutting you off. (Time)
- Able to have fun with this. Improv!
- Step right up...





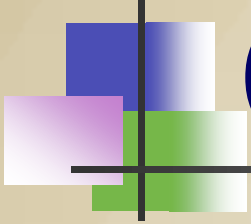


# #1 – Daily Scrum (Standup)

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# #2 – Sprint Review/Demo (Showcase)

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# Qualities of a Good Product Owner (and Captain)

- Available
- Authority (given the 'D')
- Open (informed 'D')
- Courageous (makes the 'D')
- Can "corral the cats"





# Qualities of a Good Team

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- Collective ownership = collective accountability
- ScrumMaster and team make the P.O. “happy”
- Developers “respect the authority” and accept the penalty box
- Open and courageous



# Summary

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- I welcome feedback about the session – what worked, what didn't, and ways to improve it.
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- THANK YOU!