

# Webinaari SAFe 5.0 ja Business Agility

Images and screen captures © Scaled Agile, Inc.

Webinaari 5.11.2019

Timo Leppä

[timo.leppa@contribyte.fi](mailto:timo.leppa@contribyte.fi)

Arto Kiiskinen

[Arto.kiiskinen@contribyte.fi](mailto:Arto.kiiskinen@contribyte.fi)



# Webinaari

## SAFe 5.0 ja Business Agility

**Tervetuloa!!**

Webinaari alkaa kello 10:00.



Timppa



SAFe SPC

[timo.leppa@contribyte.fi](mailto:timo.leppa@contribyte.fi)

Arto



SAFe Agilist

[Arto.kiiskinen@contribyte.fi](mailto:Arto.kiiskinen@contribyte.fi)

# **SAFe<sup>®</sup>** **SUMMIT** SAN DIEGO, CALIFORNIA SEPT 29 - OCT 4, 2019

<https://www.youtube.com/watch?v=jqG7gOPHleo>

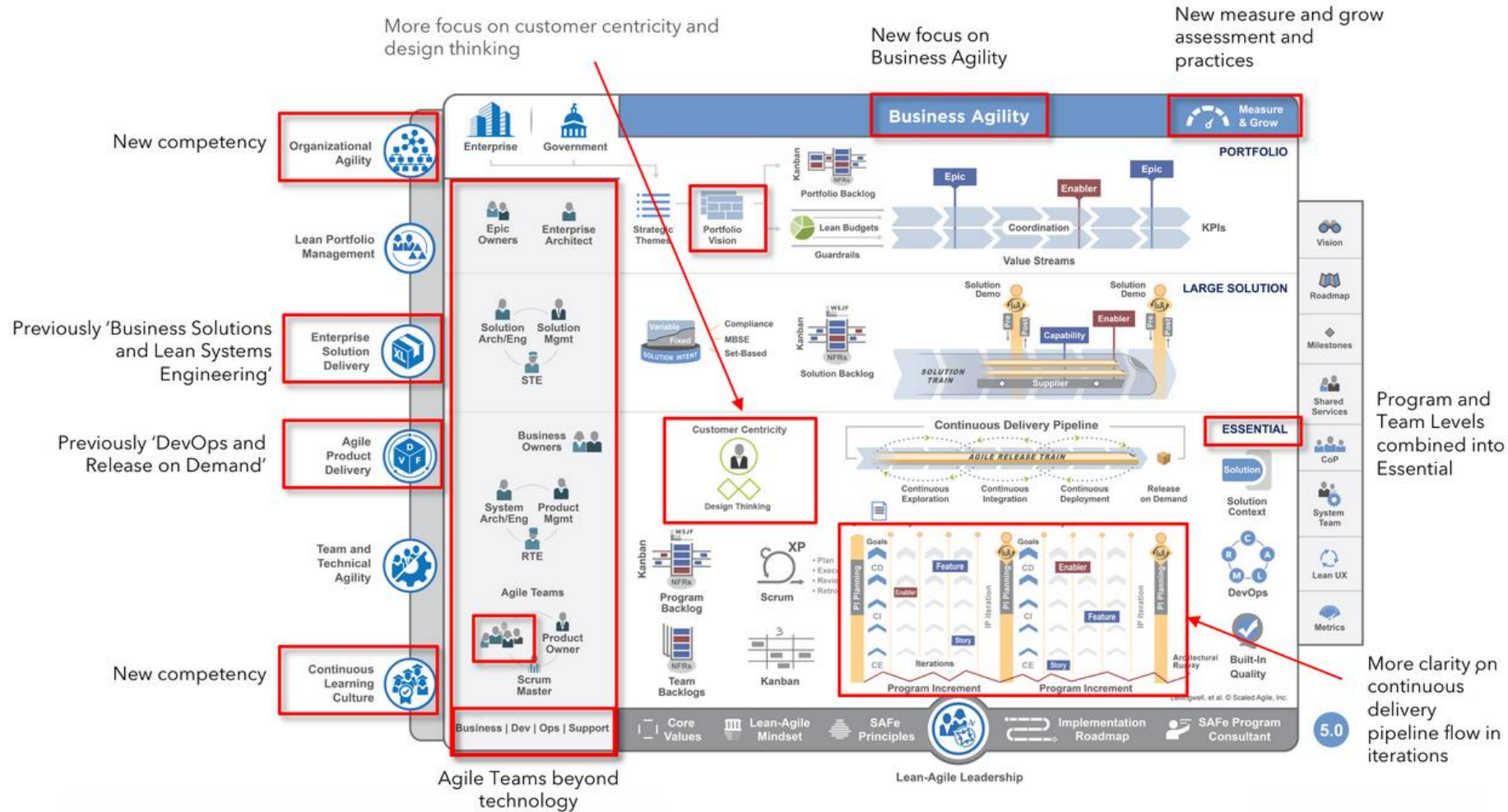


## Highlights:

- visit to the summit
- Presentation level vary widely
- Keynotes impressive
  - Kim Karsten
  - Jade Simmons

<https://global.safesummit.com/>

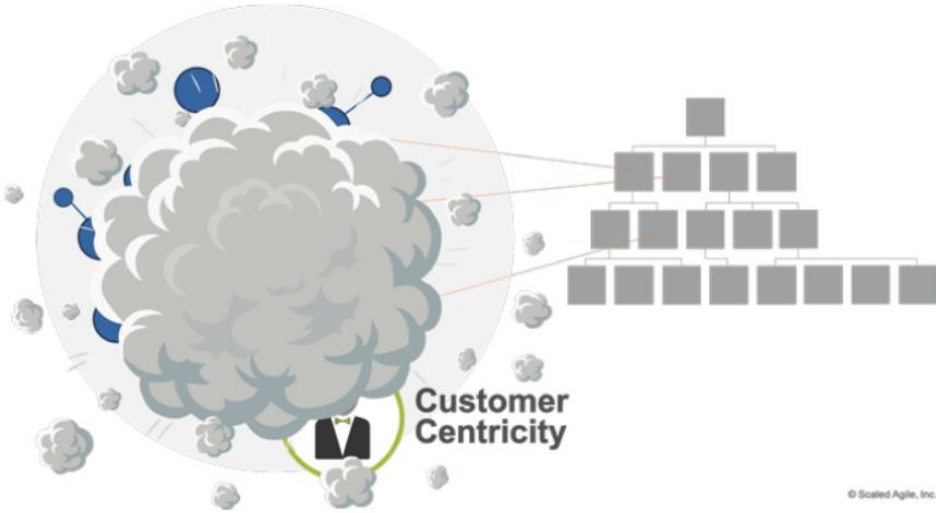
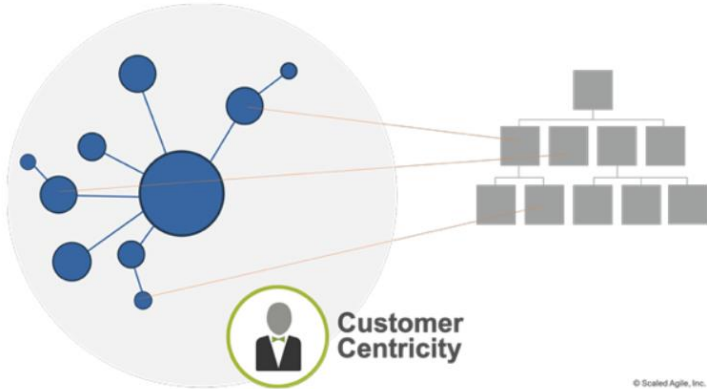
# What's New in SAFe 5.0?



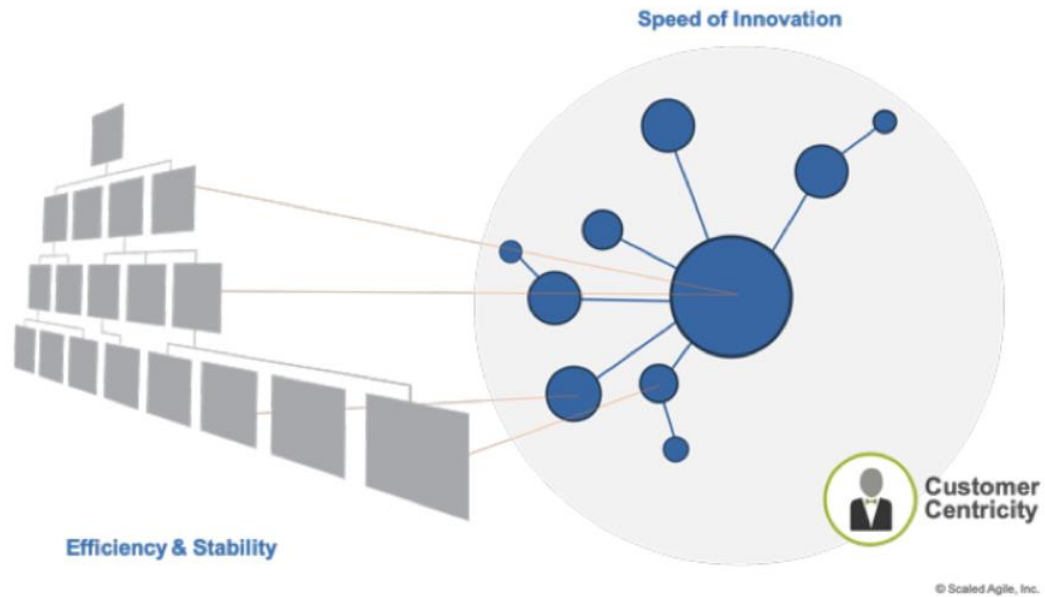
<https://v5preview.scaledagileframework.com/whats-new-in-safe-5-0/>

# **Customer Centricity & Design Thinking**

# Loss of Customer Centricity



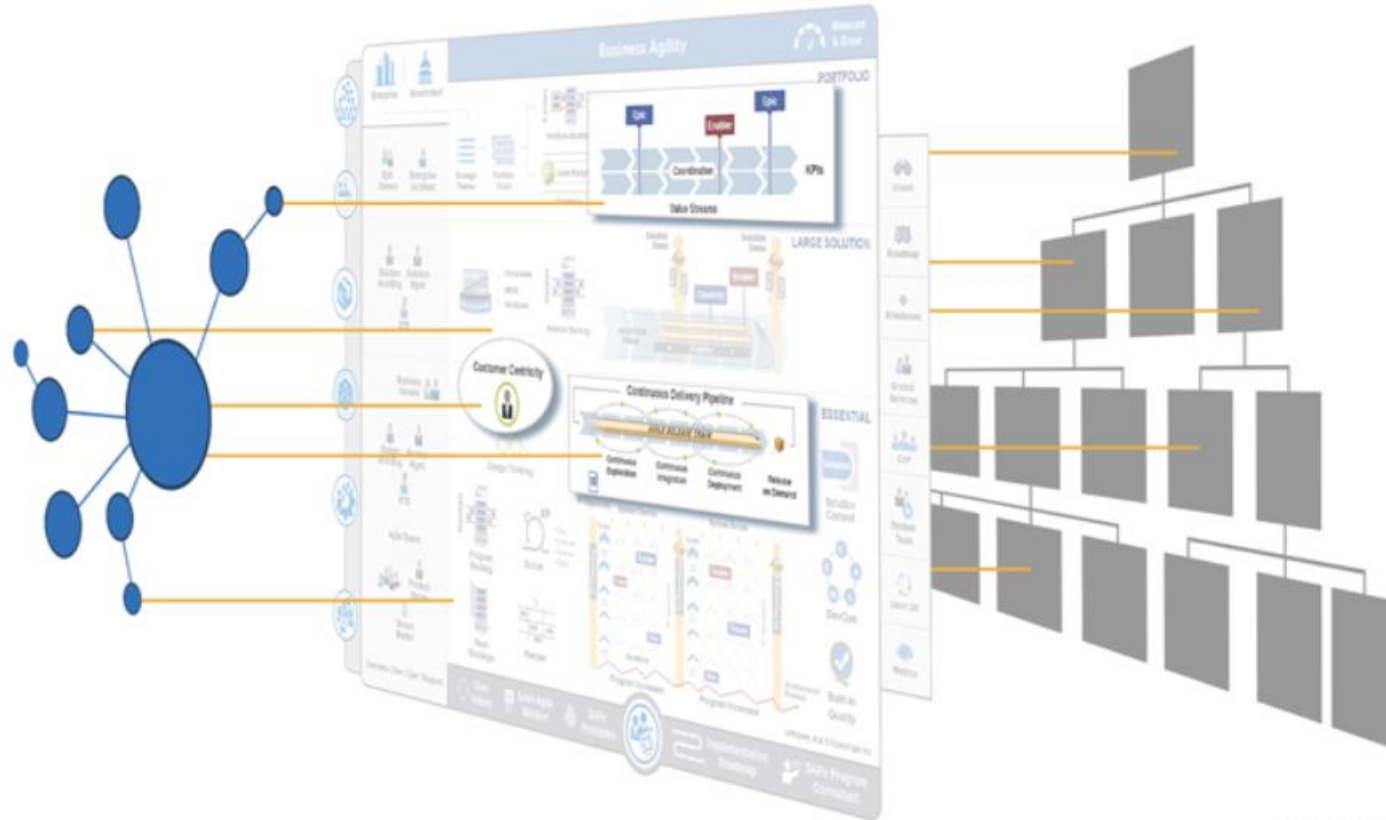
# Regain Customer Centricity



“The solution is not to trash what we know and start over but instead to reintroduce a second system.”

John Kotter

# SAFe as the Network and Second Operating System



© Scaled Agile, Inc.



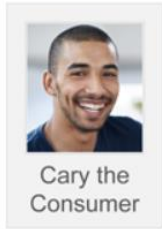
# Design Thinking



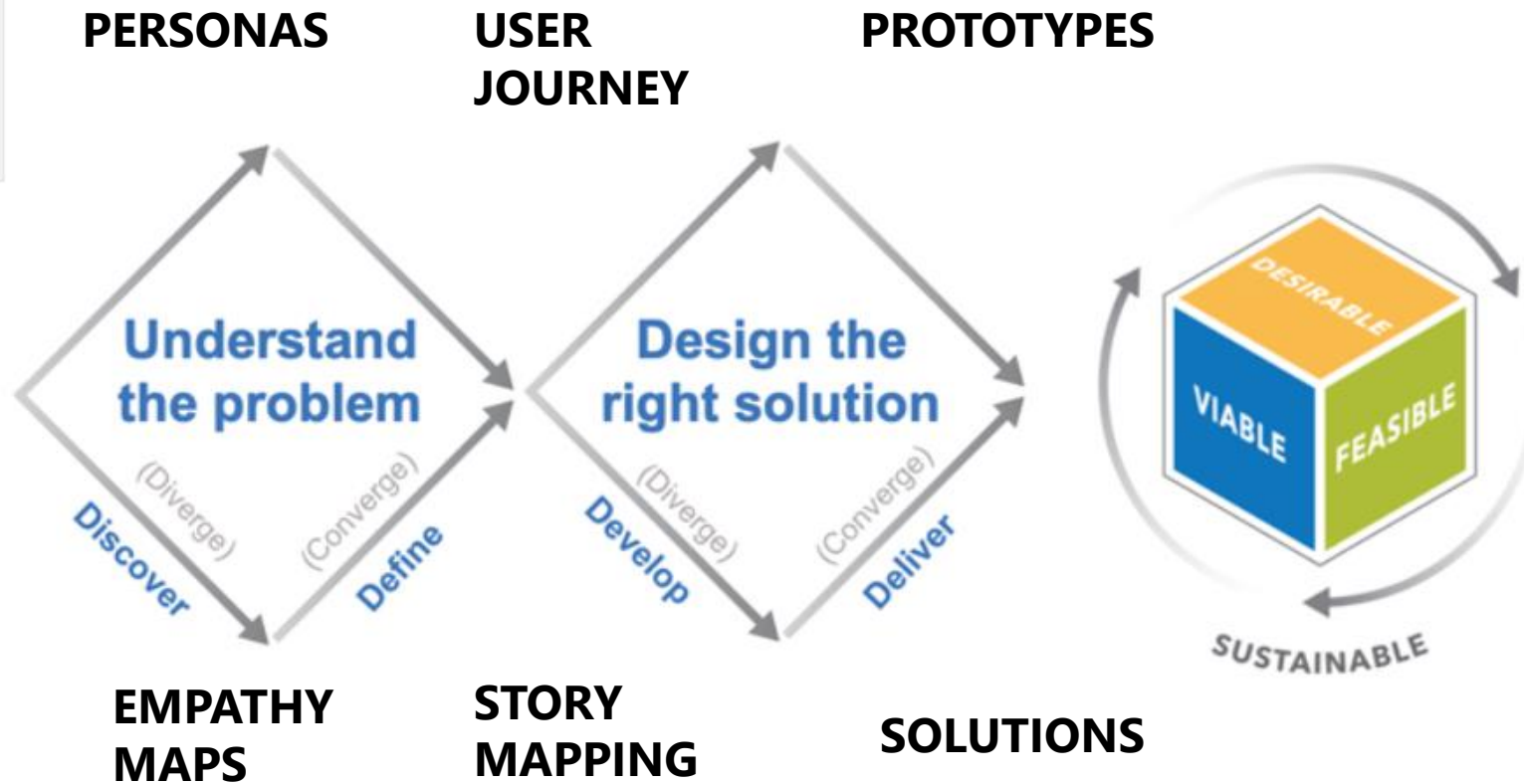
*Good design is actually a lot harder to notice than poor design, in part because good designs fit our needs so well that the design is invisible, serving us without drawing attention to itself. Bad design, on the other hand, screams out its inadequacies, making itself very noticeable.*

—Don Norman, *The Design of Everyday Things*

# Design Thinking



GEMBA



**Desirable** - Do customers and users want the solution?

**Feasible** - Can we deliver the right solution through a combination of build, buy, partner, or acquire endeavors/activities?

**Viable** - Is the way we build and offer the solution creating more value than cost? For example, in a for-profit enterprise, are we profitable?

**Sustainable** - Are we proactively managing our solution to account for its expected product-market lifecycle?

# Empathy Map

**Empathy Map Canvas**

Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

**1 WHO are we empathizing with?**  
Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

**GOAL**

**2 What do they need to DO?**  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know we were successful?

**7 What do they THINK and FEEL?**

**PAINS**  
What are their fears, frustrations, and anxieties?

**GAINS**  
What are their wants, needs, hopes and dreams?

**3 What do they SEE?**  
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

**6 What do they HEAR?**  
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

**4 What do they SAY?**  
What have we heard them say?  
What can we imagine them saying?

What other thoughts and feelings might motivate their behavior?

**5 What do they DO?**  
What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

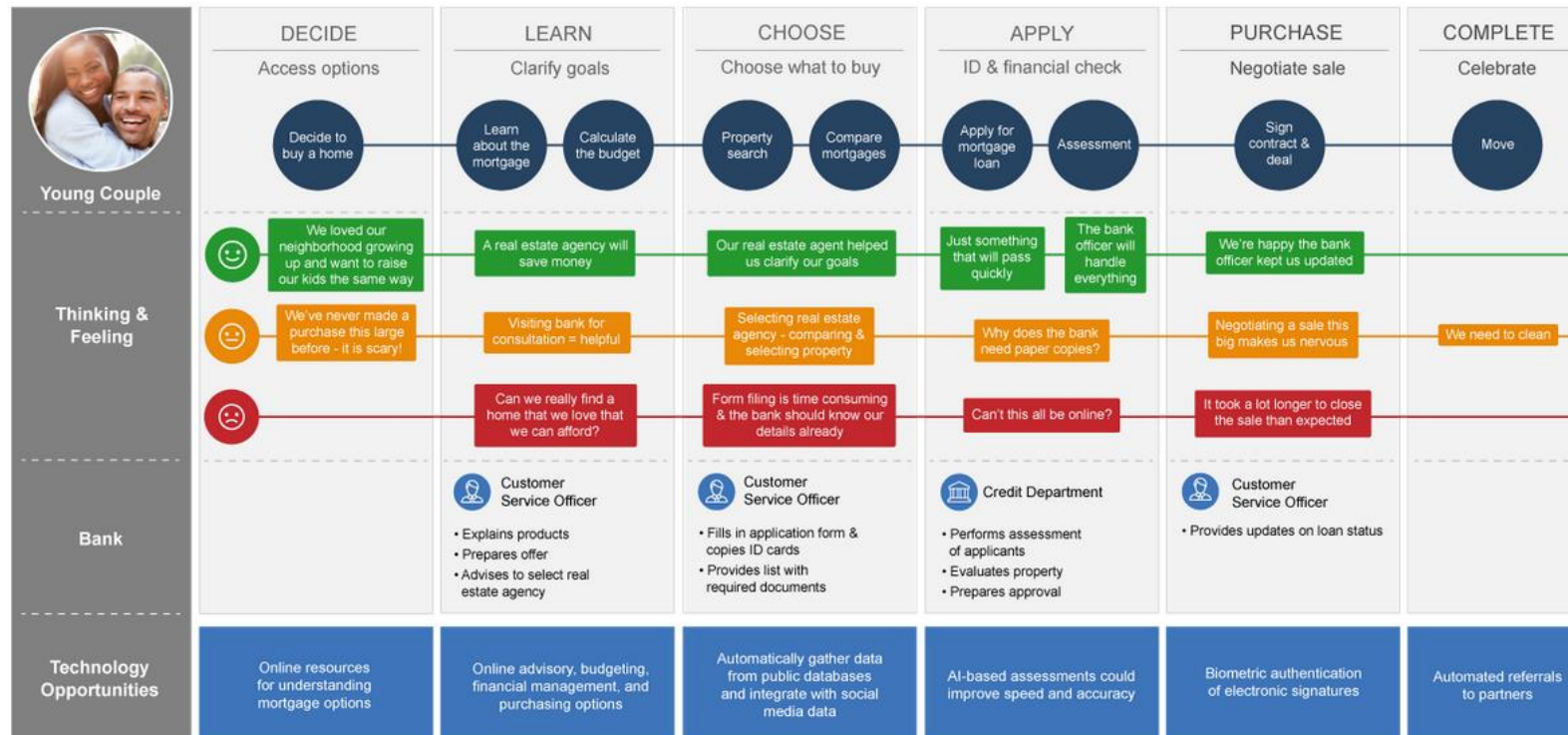
Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

© 2017 Dave Gray, xplane.com

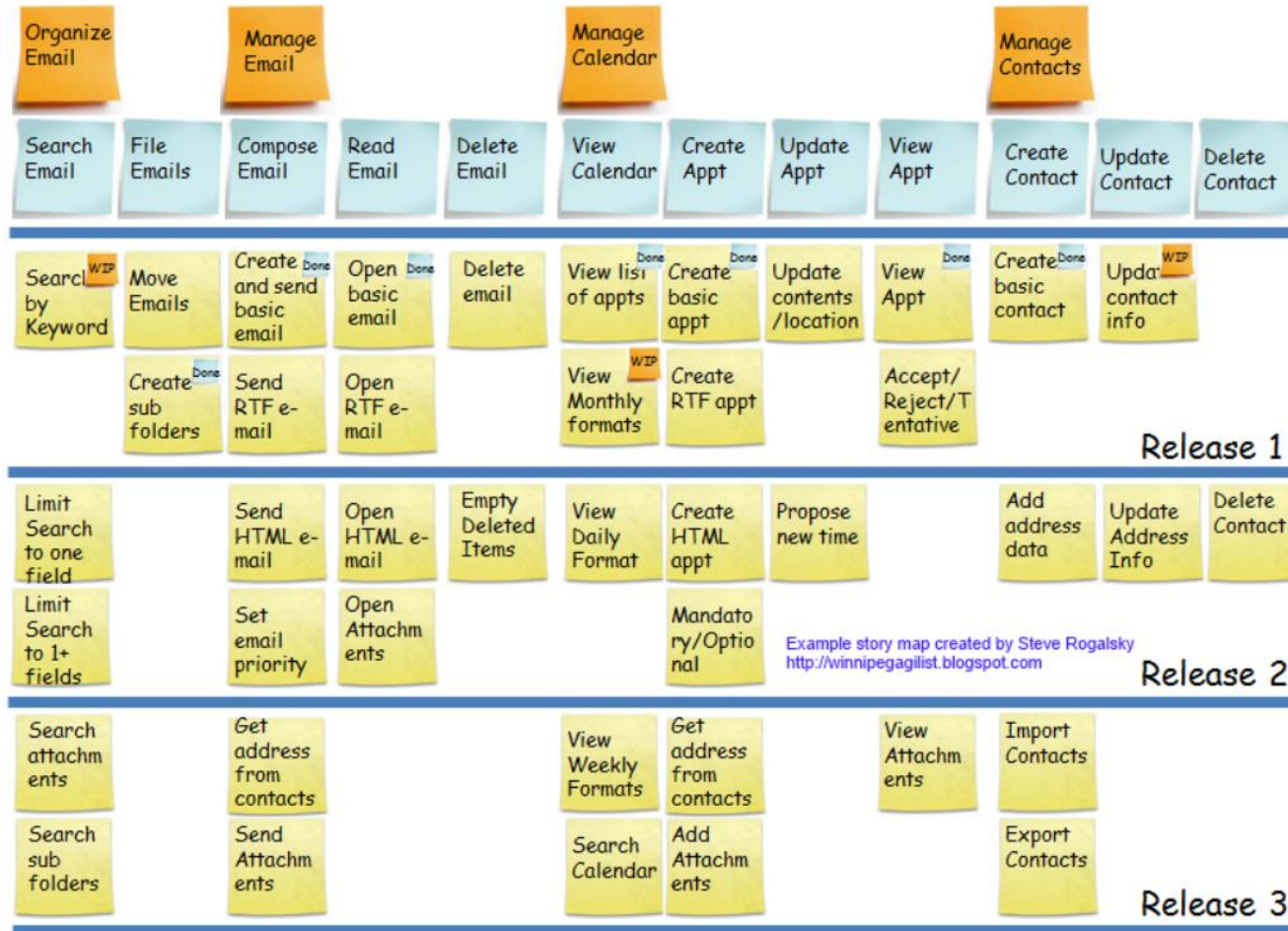
# User Journey



## Customer Journey Mapping (Mortgage Loan)



# Story Mapping



# **Business Agility**

# Business Agility



# Business Agility

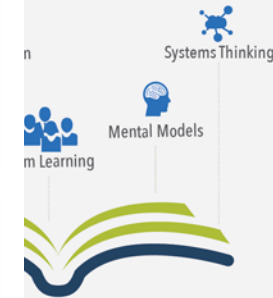


## Mindset & Principles



Core Values    Lean-Agile Mindset    SAFe Principles

## Organization



## Relentless Improvement

- Constant Sense of Danger
- Optimize the Whole
- Problem Solving Culture
- Reflect at Key Milestones
- Fact-Based Improvement



## Leading by Example

- Authenticity
- Emotional Intelligence
- Lifelong Learning
- Growing Others
- Decentralized Decision-Making

## Leading Change

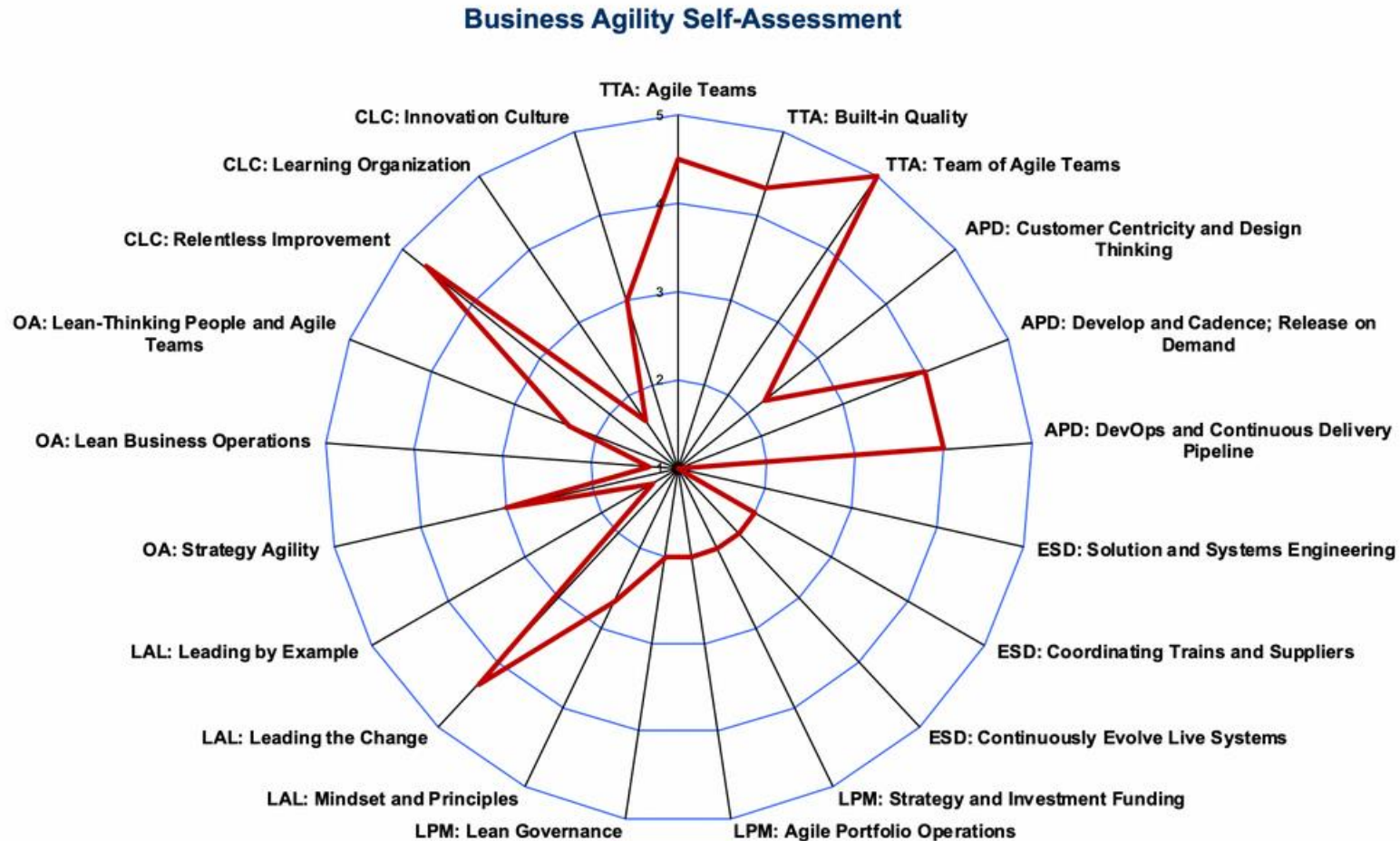


## Innovation Culture





# Measure & Grow: Business Agility Assessment



# **Contribbyte Recommendations**

# Recommendations

- Evaluate your current SAFe – verify that basic foundations are solid
- Analyse your organization's level of Business Agility and weak areas
- Plan corrective action and agree on Business Agility measurement method and frequency
  - Potential activities: training sessions or programs, training internal coaches, hiring external coaches
- Deploy Design Thinking to organization
  - Gemba!
  - Make sure methods like Personas, User Journeys, Empathy Maps, User story maps are familiar and in use throughout the organization

## Relevant Contribyte Services:

- Product Management 2.0 –training
- Service Design –trainings
- SAFe –trainings
- World Class Agile Leader –training (train the coaches)
- 1-on-1 coaching of coaches, Scrum Masters, Product Owners, RTEs, SAFe leaders....

# Contribbyte

[www.contribbyte.fi](http://www.contribbyte.fi)

