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# FIVE PRODUCT DELIVERY ENGINE WARNING LIGHTS





# #1: CUSTOMER FEEDBACK IS MEDIocre OR ABSENT

Diagnose: No business value is delivered to the customer

Repair:

- Deliver features regularly
- Include customer in delivery process
- Create/improve feedback loops
- Evaluate feature priorities



## #2: SCRUM MASTERS ARE TEAM SECRETARIES

Diagnose: Most of the Scrum Masters' work is either invisible or not executed well

Repair:

- Adapt role to be responsible for product delivery
- Implement performance management KPIs for Scrum Masters
- Identify and upskill where needed



# #3: FEATURES TAKE MONTHS TO BE COMPLETED

Diagnose: Delivery works in waterfall and/or has bottlenecks

Repair:

- Scale work until it can be delivered in a Sprint
- Reorganize teams to remove bottlenecks
- Find and eliminate Agile antipatterns
- Tighten feedback loops

# #4: PRODUCT SALES ARE FLATLINING

Diagnose: Product positioning no longer adequate

Repair:

- Re-position product
- Focus on most excited customers
- Rewrite backlog
- Rapid prototype POCs



# #5: DON'T KNOW HOW WELL PRODUCT DELIVERY IS GOING

Diagnose: Lack of transparency in delivery performance

Repair:

- Define and track delivery KPIs
- Segment between Product, Agile, Development performance
- Create feedback loop for continuous improvement on scaled level
- Follow up on improvement items

THE END