

# **Your Idea is dangerous and must be crushed**

The ramblings of an acolyte Product Owner

# About Me - Steve Pitchford

- Certified CSPO in 2014
- Software Developer for > 20 years
- Currently “Development Manager”  
[//majestic.com](http://majestic.com)
- Former Technical Architect, Jungle.com
- Tendency to sit on “Agile Boundary”



# **Agile - A quick visit**

An umbrella - not a methodology

Fix for term “lightweight methodologies”

Attempts to address difficulties with up-front design and excessive attempts at control

# Before we begin, after we have begun



[http://www.wordle.net/show/wrdl/8274942/Agile\\_Manifesto](http://www.wordle.net/show/wrdl/8274942/Agile_Manifesto)

# Agile Manifesto

## Manifesto for Agile Software Development

We are uncovering better ways of developing software by doing it and helping others do it.  
Through this work we have come to value:

**Individuals and interactions** over processes and tools

**Working software** over comprehensive documentation

**Customer collaboration** over contract negotiation

**Responding to change** over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

Kent Beck	James Grenning	Robert C. Martin
Mike Beedle	Jim Highsmith	Steve Mellor
Arie van Bennekum	Andrew Hunt	Ken Schwaber
Alistair Cockburn	Ron Jeffries	Jeff Sutherland
Ward Cunningham	Jon Kern	Dave Thomas
Martin Fowler	Brian Marick	

# The “Agile Boundary”

What



How

# The “Agile Boundary” - Scrum

Product Owner

Scrum Master

# Definitions...

The Scrum Master... Isn't a master...

The Product Owner... Isn't an owner...



# **The world of the product owner**

# The “What Gang”

- Customers

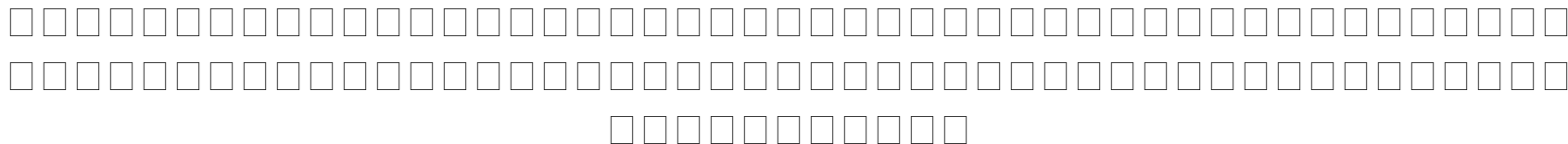
# The “What Gang”

- Customers
- Market

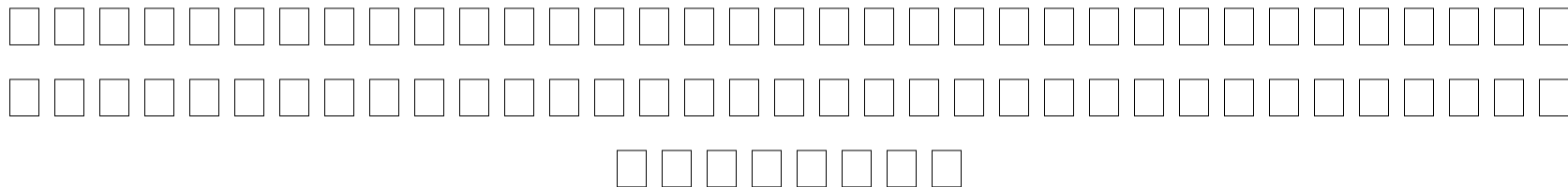
# The “What Gang”

- Customers
- Market
- Stakeholders:
  - Management
  - Developers
  - Marketing
  - Sales
  - ...

# The Result...



Too many ideas...

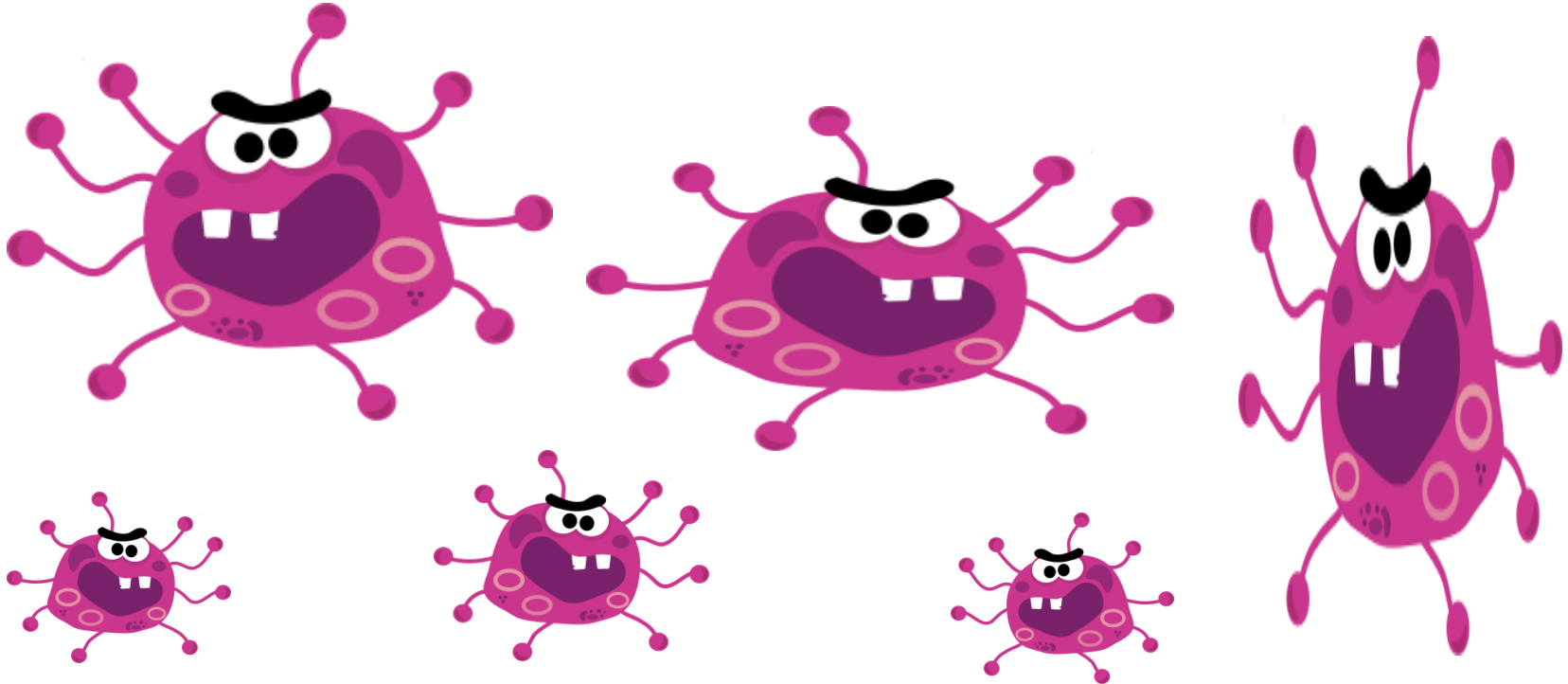


# Talk not about prioritising ideas

Instead, see:

- Kano Analysis
- Lean Startup
- Product Vision / Go Roadmap
- ROI - Effort / Return ...

# Talk is about Ideas



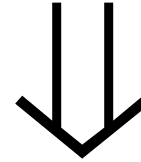
# And Danger



src: [http://commons.wikimedia.org/wiki/File:3\\_Alarm\\_Building\\_Fire.jpg](http://commons.wikimedia.org/wiki/File:3_Alarm_Building_Fire.jpg)



# And Crushing



# Questions:

We want to crush the most dangerous ideas.

What are the most dangerous ideas?

## **MY answer:**

The most dangerous ideas are the good ones.

Most organisations are capable of weeding out the bad ones.

**We want to crush good ideas?**

# Crushing isn't necessarily bad.



src: [http://commons.wikimedia.org/wiki/File:Apple\\_press.JPG](http://commons.wikimedia.org/wiki/File:Apple_press.JPG)

# Crushing and distilling can be good



src: [http://commons.wikimedia.org/wiki/File:Couperne\\_Calvados.jpg](http://commons.wikimedia.org/wiki/File:Couperne_Calvados.jpg)

**Back to crushing good ideas...**

# Idea Guardian? No thanks...

- Ideas have owners...
- Idea owners wish to be recognised for their idea...
- Idea owners may wish to preserve the purity of their vision...
- Idea owners may not have skills to implement or realise their idea...



# Bits of the idea may suck...



IN CS, IT CAN BE HARD TO EXPLAIN  
THE DIFFERENCE BETWEEN THE EASY  
AND THE VIRTUALLY IMPOSSIBLE.

# So by “Crushing”

- We capture the essence of an idea - a vector of opportunity and benefit
- The idea becomes more “tweakable”
- The idea can grow beyond it’s creator

**- fin -**

# Essential Reading

<http://agilemanifesto.org/>

<http://www.mountangoatsoftware.com/blog>

<http://www.romanpichler.com/blog/>

# More on...

[steve@stevenpitchford.com](mailto:steve@stevenpitchford.com)

[@stevejpitchford](#)

[www.stevenpitchford.com](http://www.stevenpitchford.com)