

Welcome!

to AgileDotNet Dallas 2012

Meet your Neighbors



What do you want to get from this conference?

Closing the Business/IT Gap

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What do you want to get from
this conference?

How many remember
what your neighbor said?

How many asked yourself
how you could help them get it?

Business

Personalities

Interests

Priorities

Language and Culture

IT

Good Friends



UnNatural Selection



Making Friends



Changing:

✗ Personalities?

✓ Interests?

✓ Priorities?

✓ Language and Culture?

So what are we really up against?

I became a software developer so I didn't have to talk to people.

Now you're saying it's a social activity?!?!?!?

So what are we really up against?

I don't trust those IT guys.

They're more concerned with exciting new technology than building what I need.

They always deliver late and never quite what I asked for!

So what are we really up against?

Developers know the value of everything and the cost of nothing.



LET'S PLAY A GAME!

Family Feud Simplified Rules

- 2 families: “Business” and “IT”.
- 4 people each for each family.
- Family members can discuss for up to 30 seconds, then guess.
- Right answers give your family points.
- Wrong answers => X. 3 X's ends the round and we open to the audience.
- We'll play two rounds, then add up the points.
- Family with most total points at the end wins!

What can an individual IT person do to close the gap with the business or business unit they support?

#	Answer	Points
1	Understand business & priorities	30
2	Share status regularly	18
3	Speak business' language	16
4	Demo and deliver often	14
5	Socialize – make Biz friends	11
6	Ask why	7
7	Get together – collocate	5

What can an individual business person do to close the gap with IT?

#	Answer	Points
1	Show ownership – stay involved	25
2	Communicate needs/priorities	20
3	Include IT in Biz decisions	18
4	Learn IT language/concerns	16
5	Communicate frequently	9
6	Socialize – make IT friends	7
7	Attend demos	5

As IT people

...there are some things we can do to narrow the gap:

- Consider the business case for every project.
- Demonstrate the products of our efforts more frequently to build trust.
- Measure and evangelize the monetary value of the products.
- Communicate with the business frequently to understand requirements (stated and unstated).
- Recommend that they find cheaper ways to solve problems - ultimate proof that u care more about the business than what cool tech you get to use or build.

As Business People

...there are some things we can do to narrow the gap:

- Invite IT reps to learn more about the business
- Ask IT what technologies can help
- Attend the demos
- Share the monetary results - or even rewards
- Invest in reduction of technical debt



best friends

My Goals for Today

- Create community for sharing ideas on agile development
- Give business and IT people opportunity to learn values, patterns, and practices
- Give you all a chance to see Microsoft's tools for agile development

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Thank You!

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