Let the Self-Driven Team Drive!

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The author’s affiliation with The Cincinnati Insurance Company is provided for identification purposes only and is not intended to convey or imply The Cincinnati Insurance Company’s concurrence with or support for the positions, opinions or viewpoints expressed.
Where we work

Cincinnati Financial Corporation

484 Fortune 500 (US)
1045 Fortune 2000 (global)

Cincinnati Insurance Company

A’ A.M. Best rating for financial strength 50 straight years
223 of 500 best employers – Forbes (US)
How we work

1st agile team(s)
1 priority project

People
Process
Technology

5 teams
Drive | Change

- Product Backlog
- Sprint Planning
- Sprint Backlog
- Scrum Team
- Daily Scrum
- Sprint Retrospective
- Sprint Review
- Increment
Scrum Manager

- Managing to a roadmap – not helping team stick to backlog
- Managing to triple constraint (time, budget, scope) – not value
- Leads to focus on “checking off things” – not MVP
Proxy Owner

- Decisions are delayed, never made
- Backlog not prioritized, no MVP consideration
- Unclear Product Vision
Everything Must Go

- Waterfall mindset
- Everything is a “1”
- It’s all important!
Use this Hammer

- Adjust your process so it fits this new agile software
Message not Delivered

- Not transparent
- Uncommon Methods
- Not listening to the team
- Product vision not conveyed
Does not play well with others

Inattention to Results
Avoidance of Accountability
Lack of Commitment
Fear of Conflict
Absence of Trust
BIG

PROBLEM
Lack of Trust
Self-Driven Team
- unlock the power
Scrum Values

- **Courage**
  - Scrum Team members have courage to do the right thing and work on tough problems

- **Focus**
  - Everyone focuses on the work of the Sprint and the goals of the Scrum Team

- **Commitment**
  - People personally commit to achieving the goals of the Scrum Team

- **Respect**
  - Scrum Team members respect each other to be capable, independent people

- **Openness**
  - The Scrum Team and its stakeholders agree to be open about all work and the challenges with performing the work
“I never wanted to pull rank and tell a team to stop working on something they were passionate about...We hire innovators, and if I were to forbid a motivated team to do something, it really would misuse their talents.”

- Bill Coughran
### Strengthfinders 2.0

<table>
<thead>
<tr>
<th>Executing</th>
<th>Influencing</th>
<th>Relationships</th>
<th>Strategic Thinking</th>
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<tr>
<td>Restorative</td>
<td>Woo</td>
<td>Relator</td>
<td>Strategic</td>
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<td>Focus</td>
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<td>Arranger</td>
<td>Activator</td>
<td>Developer</td>
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<td>Achiever</td>
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Creative Abrasion + Creative Agility + Creative Resolution = True Innovation
Evolution of a Retrospective

Focus on the organization
- Organizational change
- Cultural breakthroughs

Focus on the team
- Team processes
- Documentation needs

Focus on “me”
- I need my space
- What’s my role

Start | Stop | Keep

Start: Forming
Stop: Storming
Keep: Norming
Performing

Drive | Change
No Product Vision

Quarter 1
- Feature 1
- Feature 4

Quarter 2
- Feature 2
- Feature 3
- Feature 5

Quarter 3
- Feature 6
Use the entire team to create a vision
## Product Vision Board

<table>
<thead>
<tr>
<th>Vision</th>
<th>Target Group</th>
<th>Needs</th>
<th>Product</th>
<th>Business Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statement that captures the product’s purpose</td>
<td>The people who should benefit from the product</td>
<td>The main problem the product should solve or the primary benefit it should provide</td>
<td>The products main features that help it stand out</td>
<td>The desired business benefits</td>
</tr>
</tbody>
</table>
Empathy Maps

Personas

Value Proposition Canvas

Storyboards

User Journeys

Business Model Canvas
Product Backlog
Minimum Viable Product (MVP)
Minimum Marketable Product (MMP)
• Scrum Manager
• Proxy Owner
• Everything Must Go
• Use This Hammer
• Message Not Delivered
• Does Not Play Well With Others
Lead Change - as a team
THANK YOU

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