Applied Frameworks

My Scrum Team Doesn't Give a ___

How understanding Profit Streams™ can get a team more engaged.

April 27, 2023

Welcome

laura@appliedframeworks.com

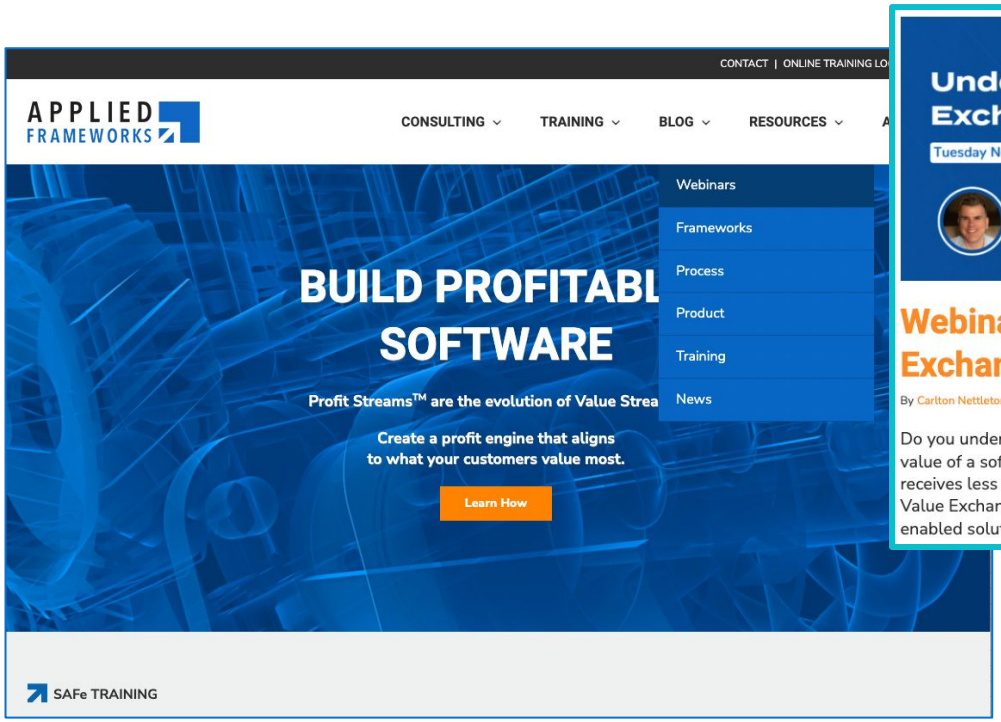
Laura Caldie

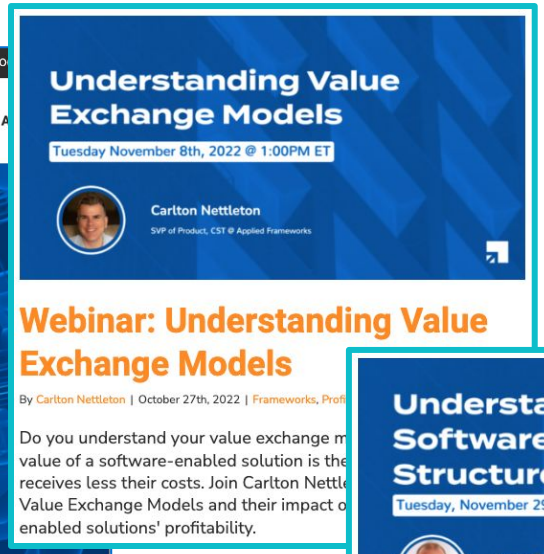
- Webinar Host
- SVP Sales, SPC
- Passion for Customer Research / Customer Understanding

We help organizations create sustainable, and profitable software-enabled solutions and services through…

- Agile Acceleration
- Agile Portfolio Management
- Agile Product Management

https://appliedframeworks.com/category/webinars/





About our speakers...

Kim Poremski

+ Certified Scrum Trainer
+ 15+ years of Scrum & Agile
+ Favorite Agile Principle: #10
+ Lives in Charleston, SC (20 minutes from the beach!)

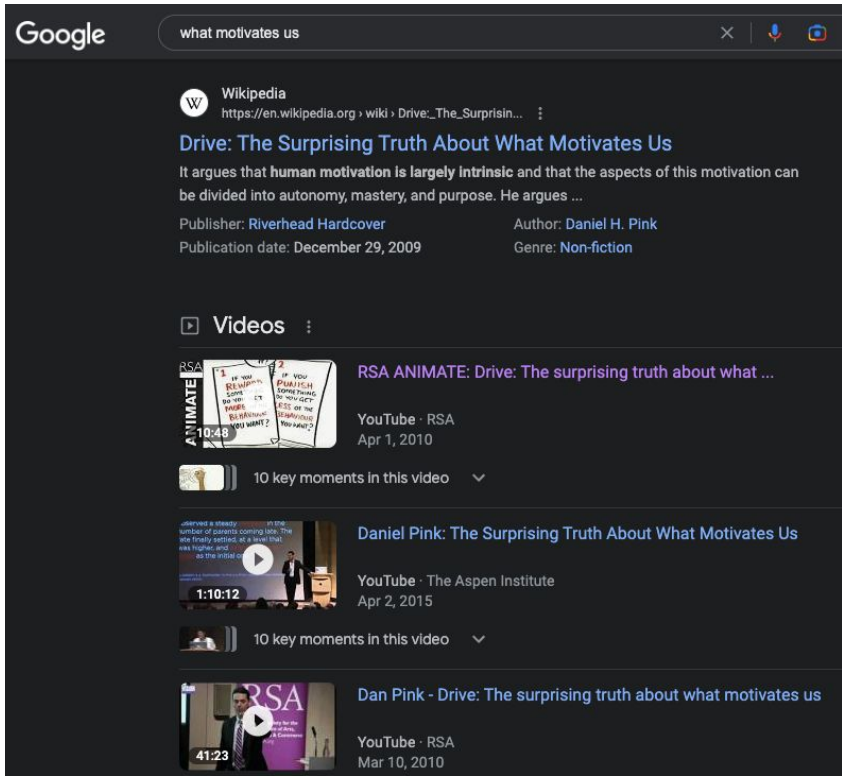
Joel BC

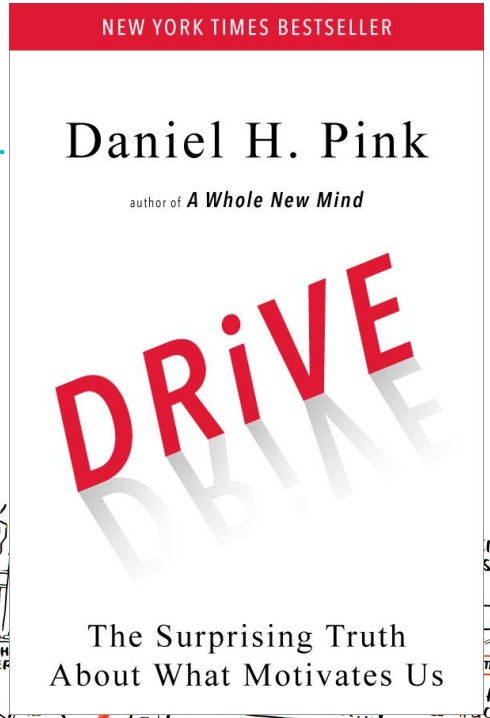
+ Certified Scrum Trainer / Team Coach
+ 14+ years of Scrum & Agile
+ Favorite Agile Principle: #5
+ Lives in the Pacific Northwest on 6 acres

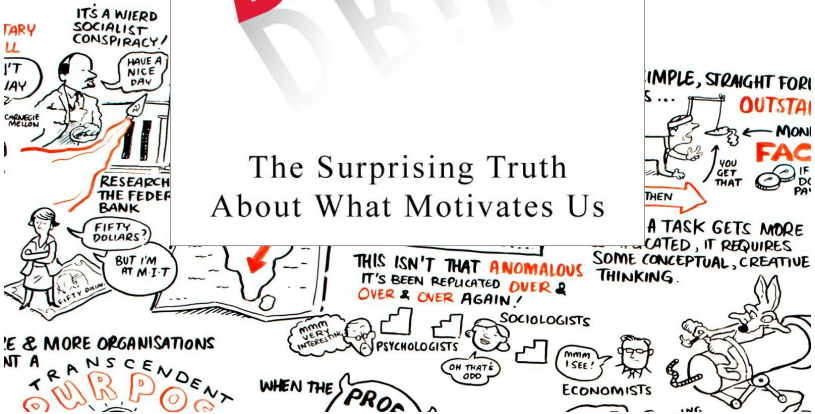
What are reasons that teams are disengaged?

What motivates us?

I found these results...







Autonomy...

The desire to be self-directed

Mastery...

The urge to get better at stuff

Purpose...

The desire to work towards something worthwhile

Autonomy...

Mastery...

Purpose...

What's the connection to Agile?

Autonomy

5. Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

8. Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

12. At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behavior accordingly.

Mastery

7. Working software is the primary measure of progress.

11. The best architectures, requirements, and designs emerge from self-organizing teams.

3. Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

9. Continuous attention to technical excellence and good design enhances agility.

Purpose

Chirp..

Chirp..

Chirp..

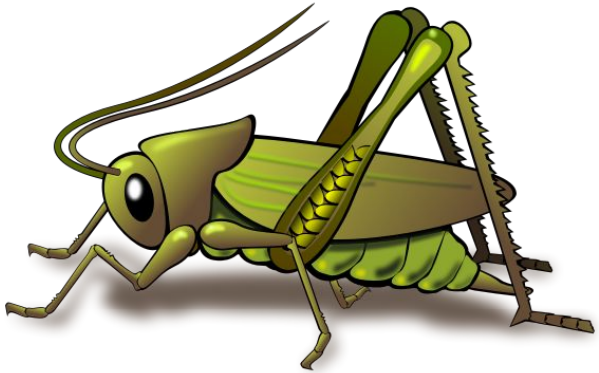


Image Credit: freesvg.org

Purpose

1. Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Purpose

1. Our highest priority is to satisfy the customer through early and continuous delivery of valuable software

Maybe?

Needs more... **Purpose**

Life is never made unbearable by circumstances, but only by lack of meaning and purpose.

- Viktor Frankl

Activity without purpose is the drain of your life.

- Tony Robbins

Purpose is that sense that we are part of something bigger than ourselves.

- Mark Zuckerberg

Product Visions And Product Goals

Are Not Enough

How do we get a full systems view of a product?

THE PROFIT STREAM CANVAS

Solution

Version

Customer	Value Exchange	Solution
	Pricing	
Customer ROI		Solution ROI
	Profit Engine	
Customer Licenses		Solution Licenses
	Compliance	

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The Profit Stream Canvas.

A systems view of the product.

Get the canvas here:
profit-streams.com

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Product tends to focus here

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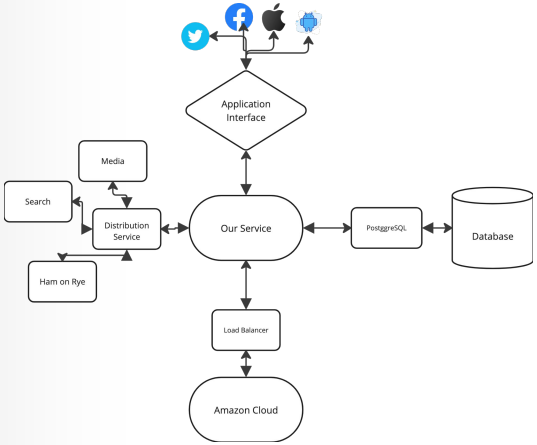
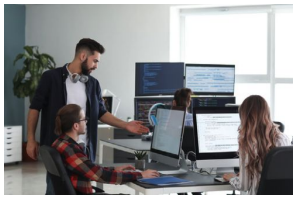
Technology tends to focus here





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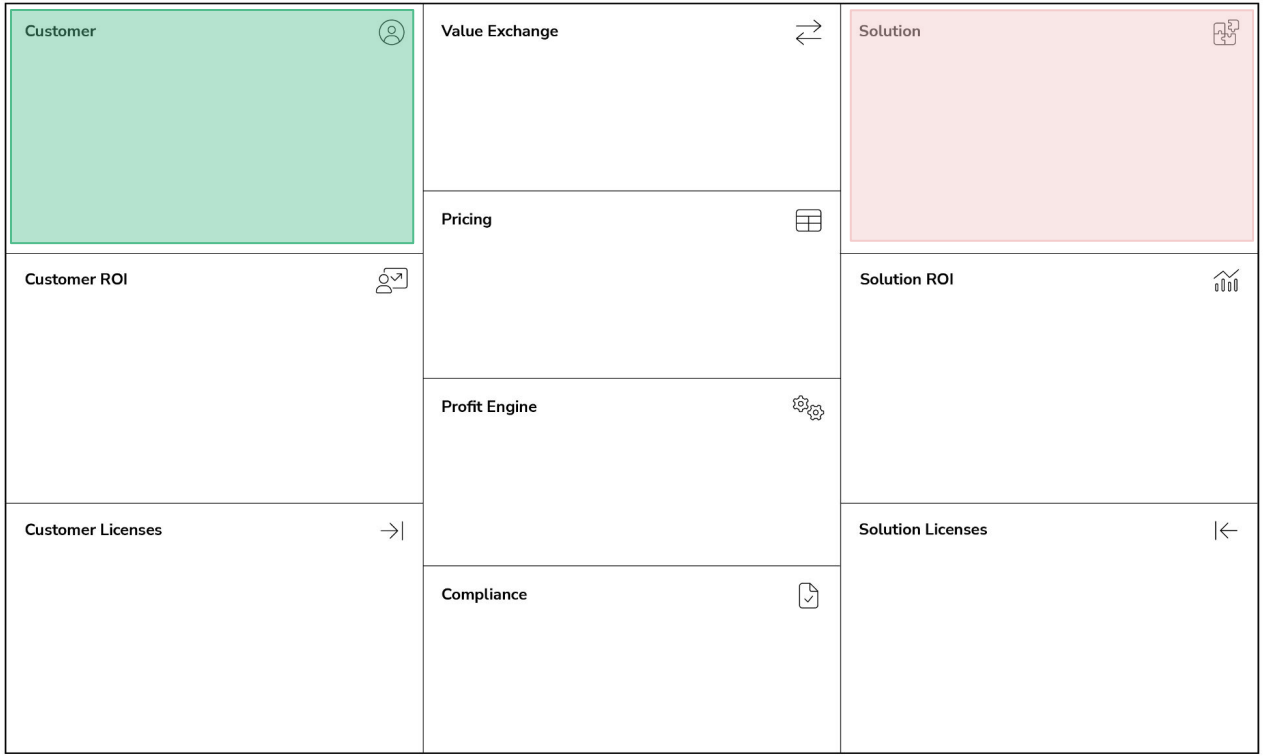

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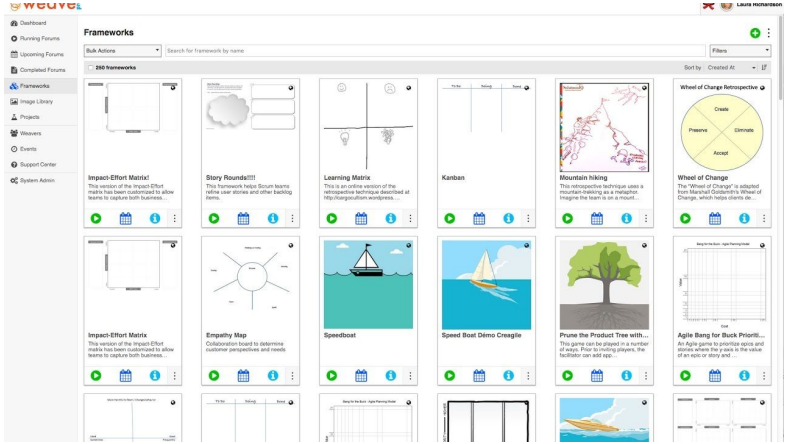
There is a whole system that connects the two

Case Study: The wrong customers, the wrong way, the wrong price...

conteneo



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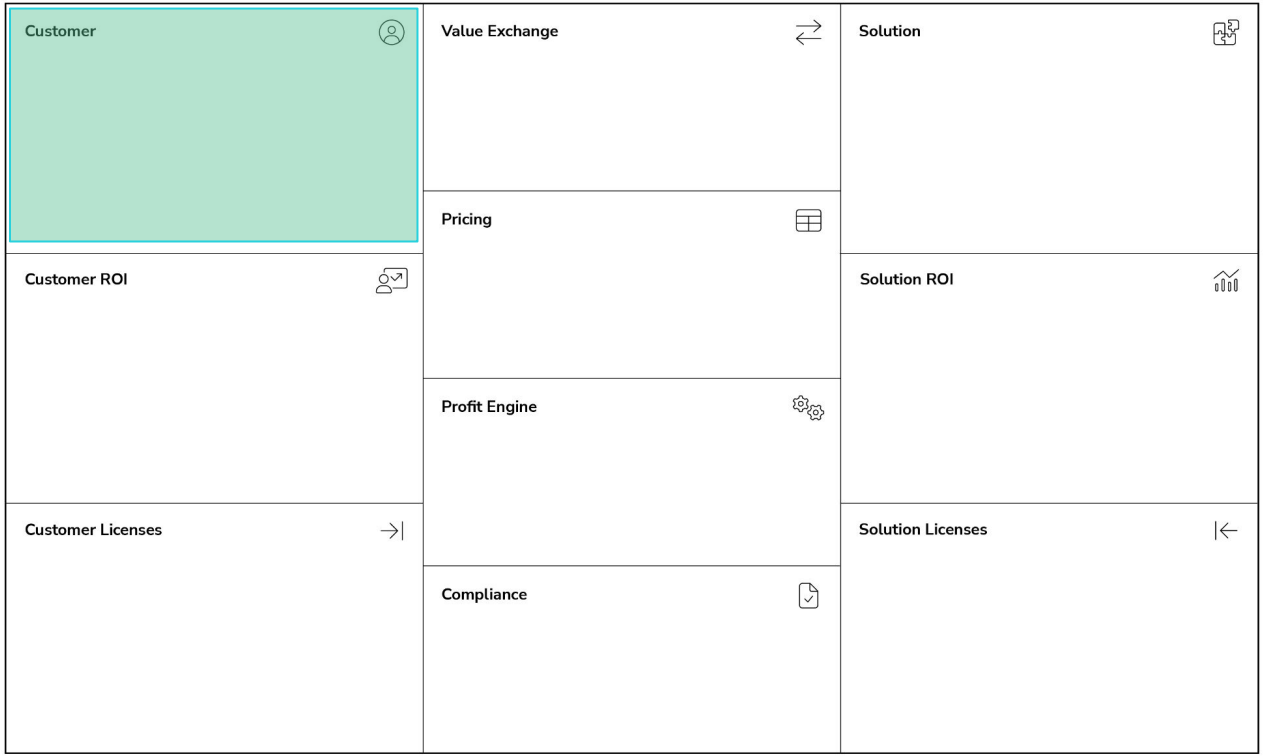
Solution IG Idea Engine

Version 2.0.1



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The problem the customers had wasn't the problem they really needed solved..

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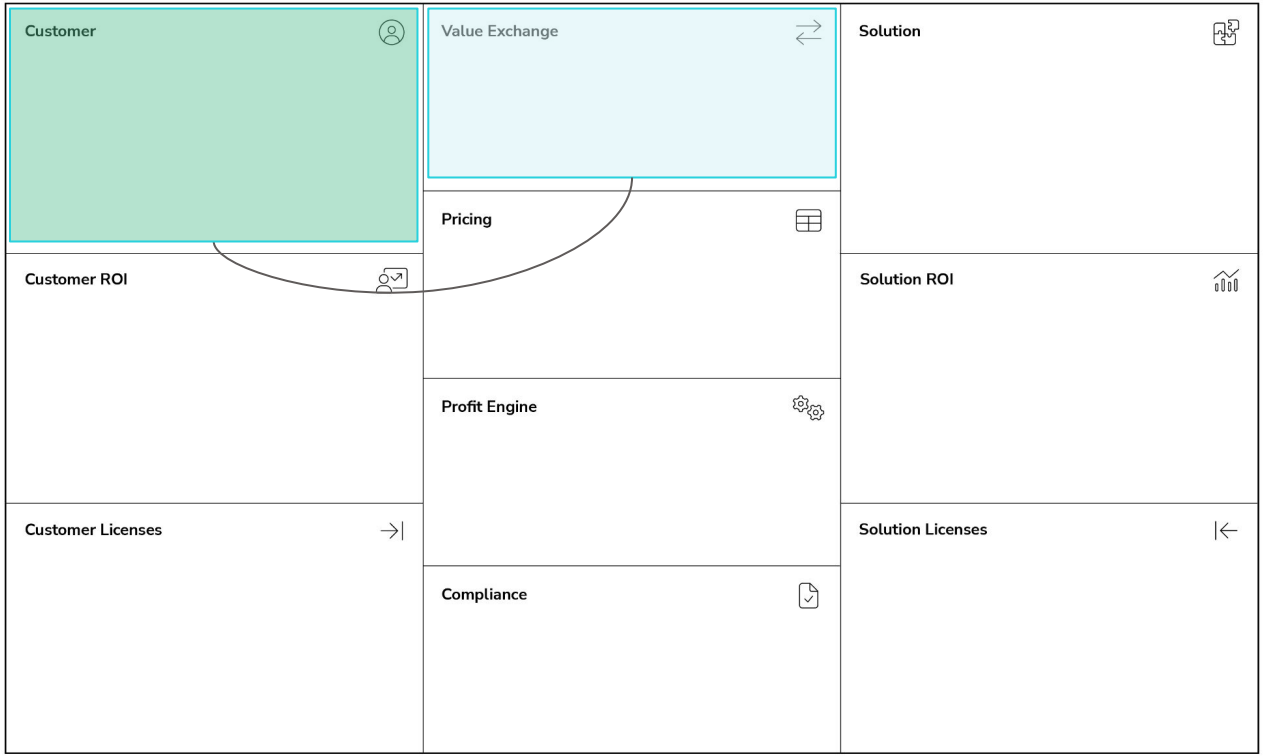

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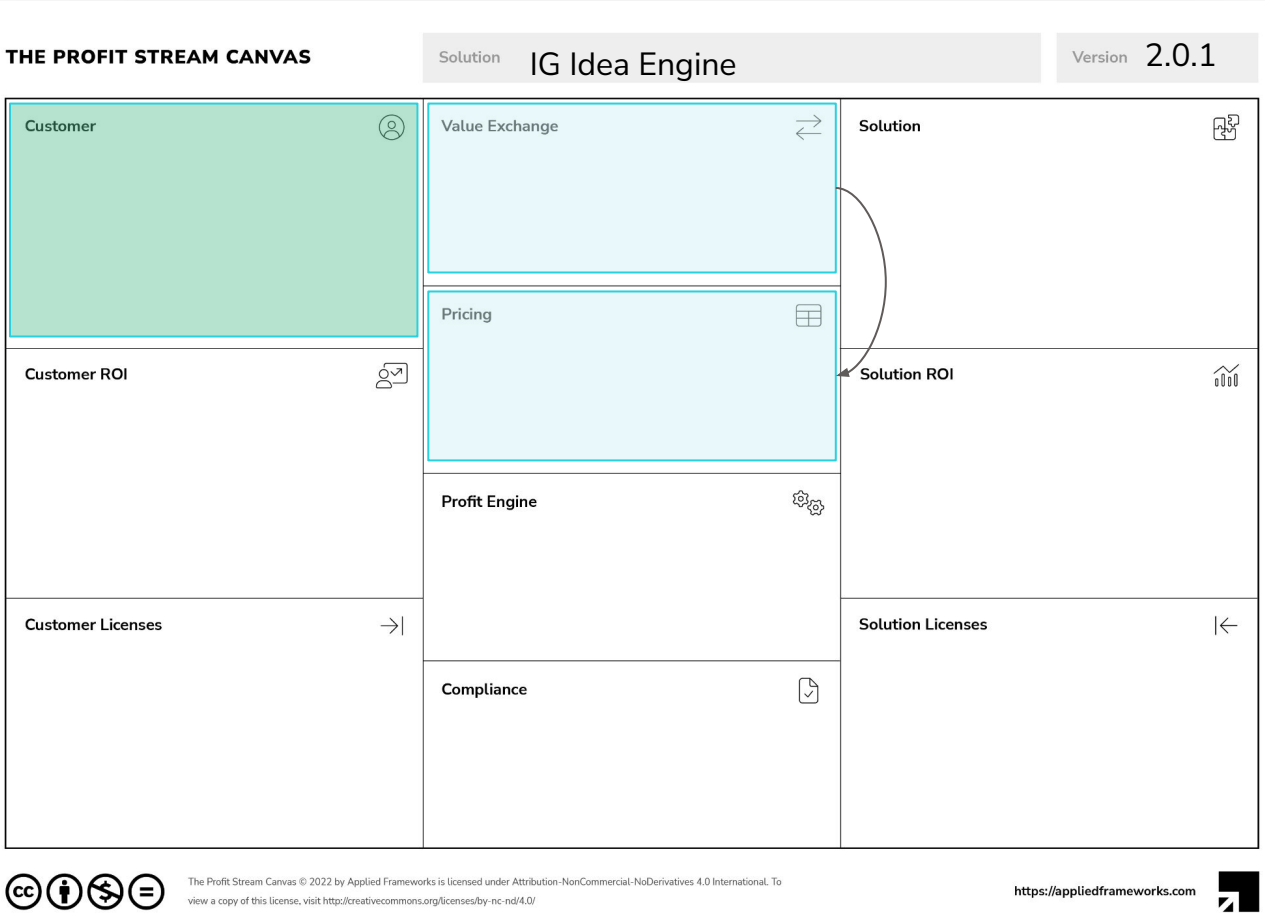
By changing the value exchange model it would allow the customer to use the product the way they needed



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This would allow Conteneo to update their pricing to a more sustainable level

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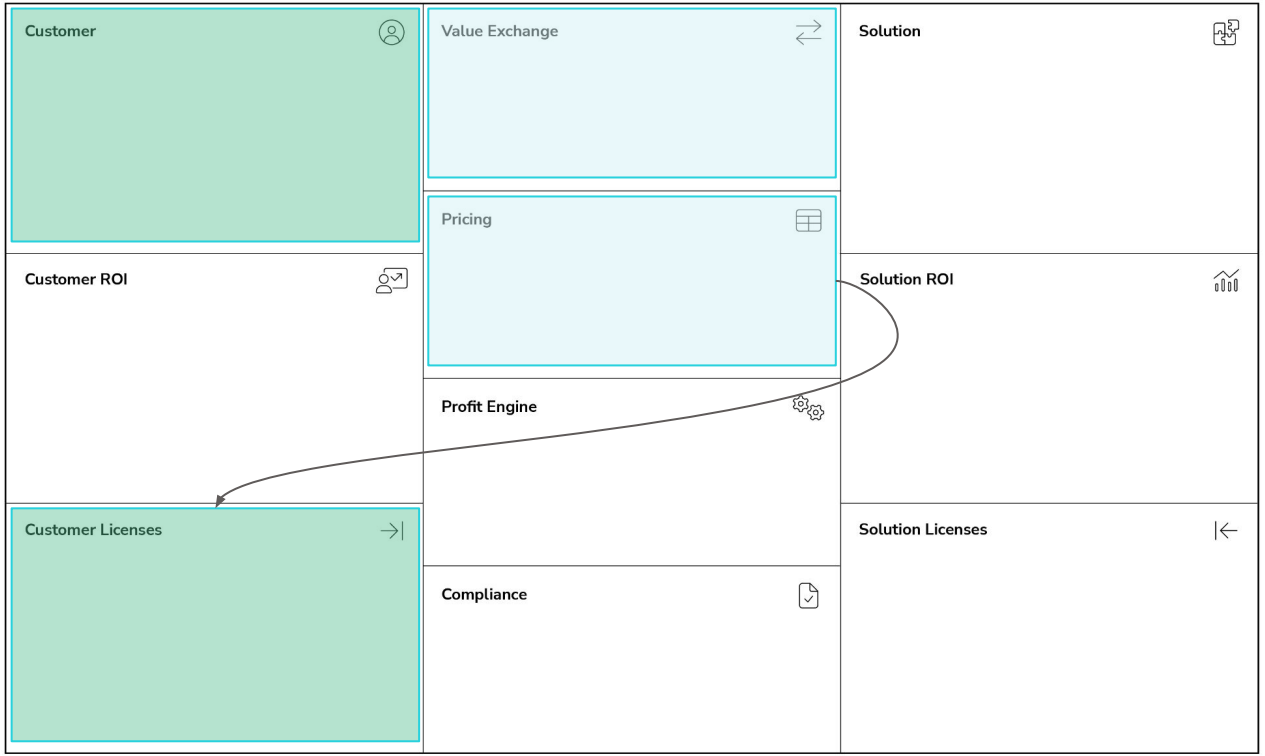

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To do this would require getting buy in from existing customers.

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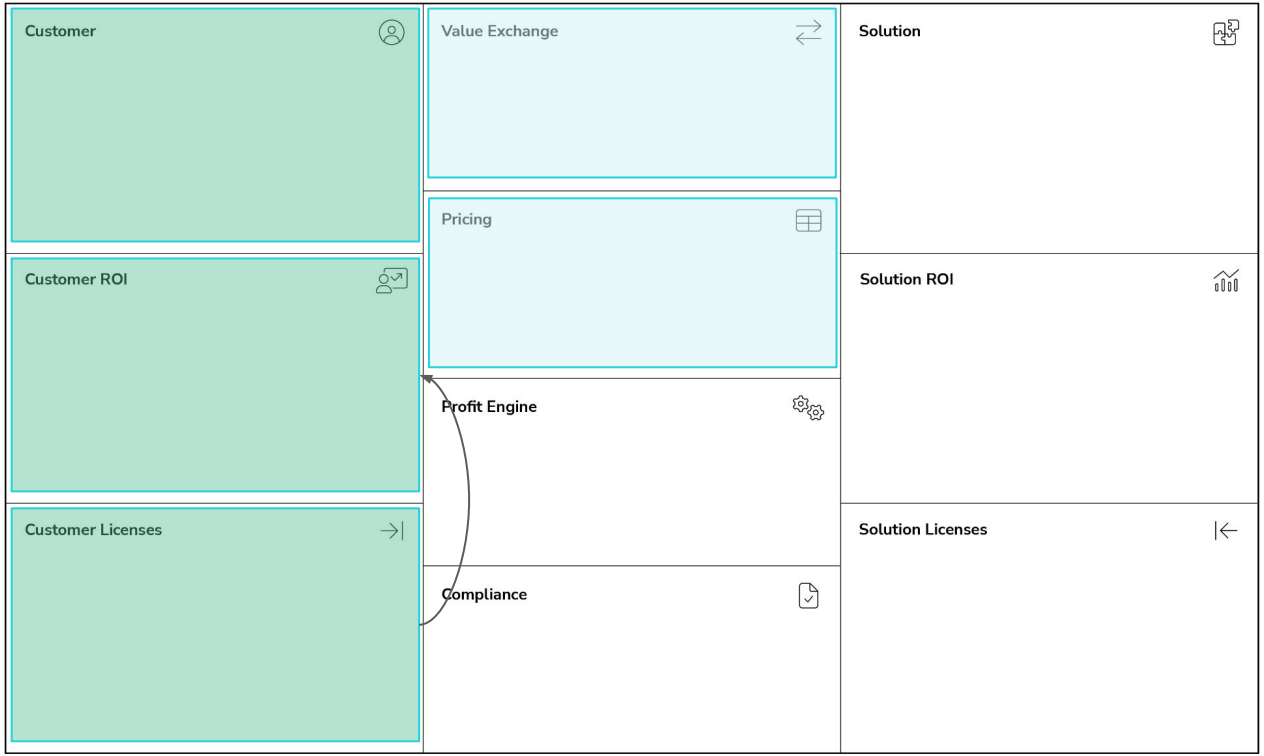

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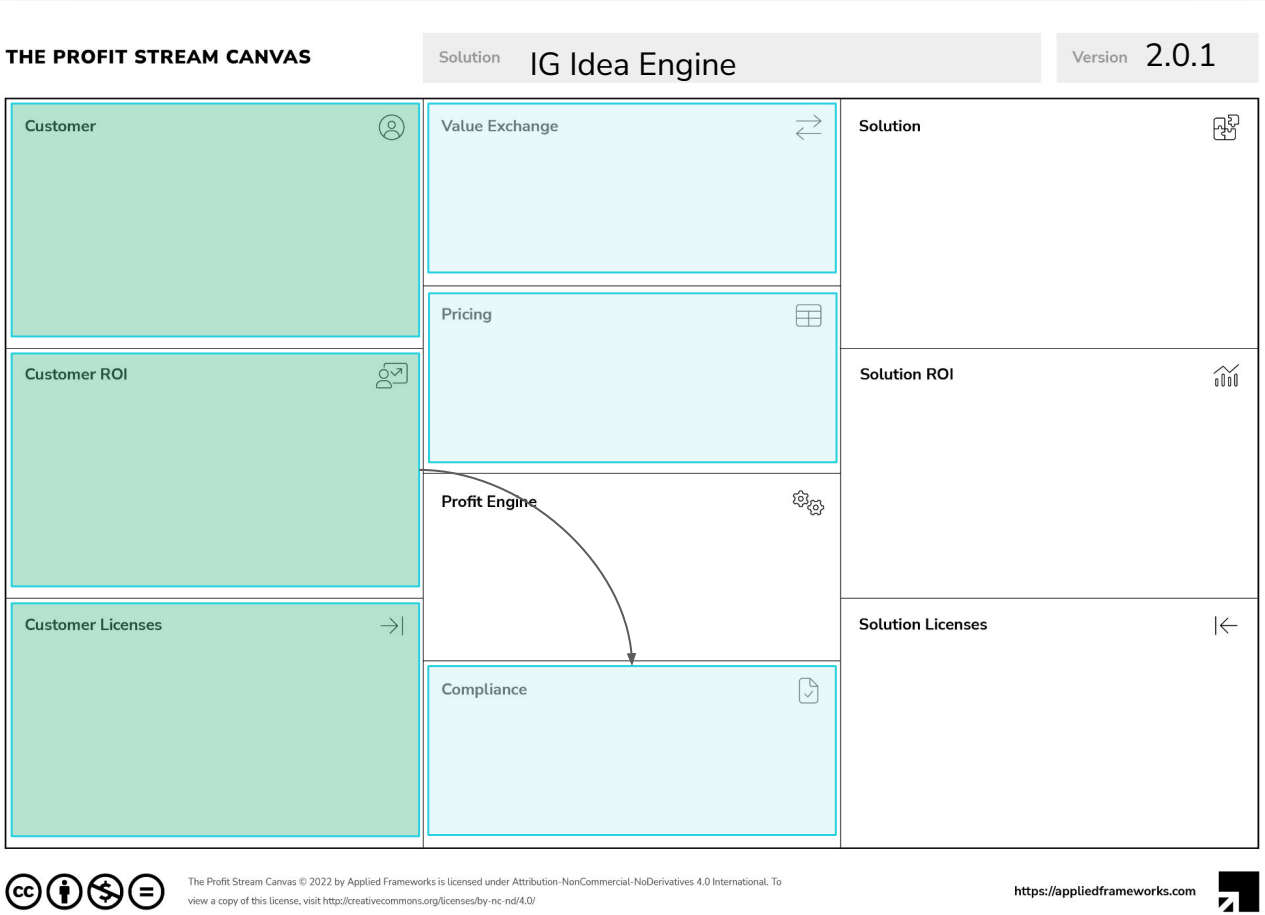
The good news is these changes would make it easier for customers to see the ROI benefit.



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However, they also realized their biggest customers were in the European Union...

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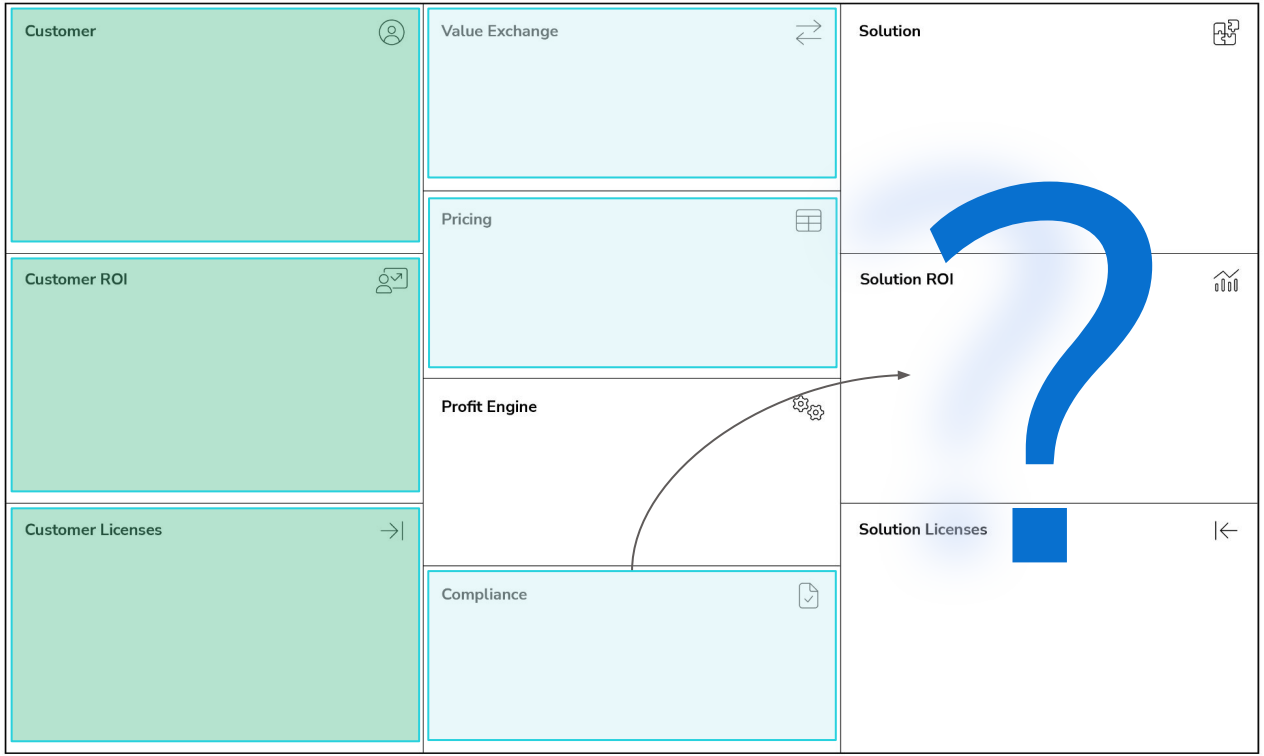

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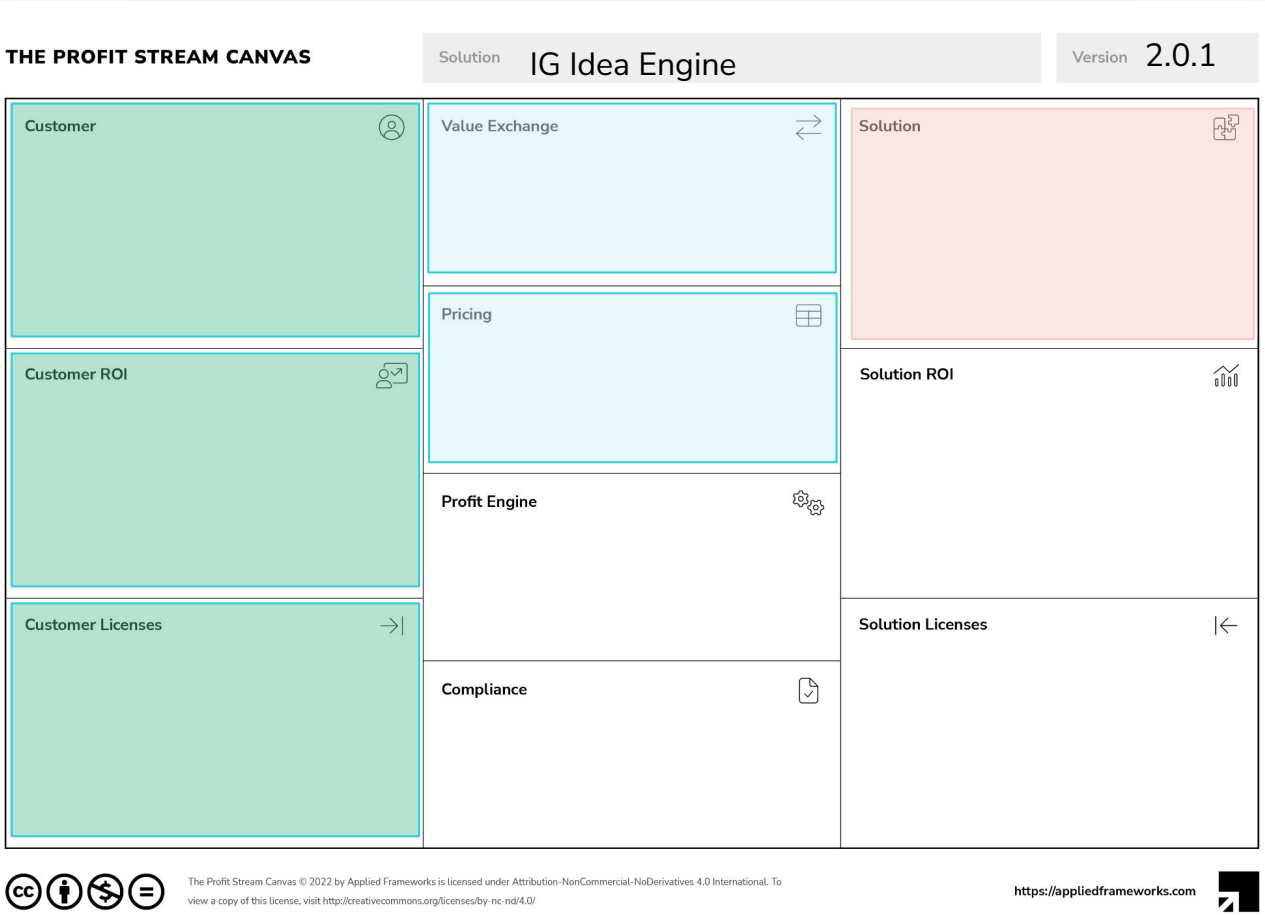
How would all this impact Conteneo's solution?

It's just a pricing change, right?



The architecture was built for metering and their data policies needed an overhaul.

That would require re-architecture of the system

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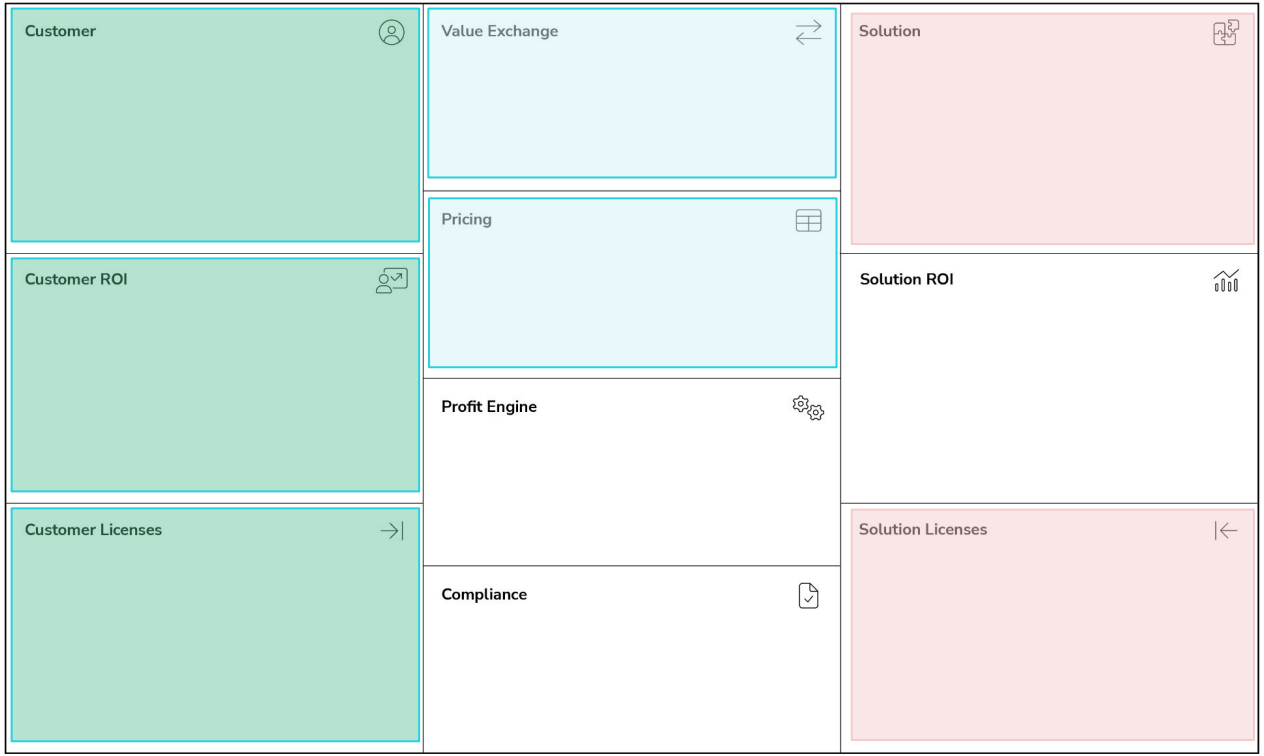

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These changes would require sub-licensing new 3rd party services

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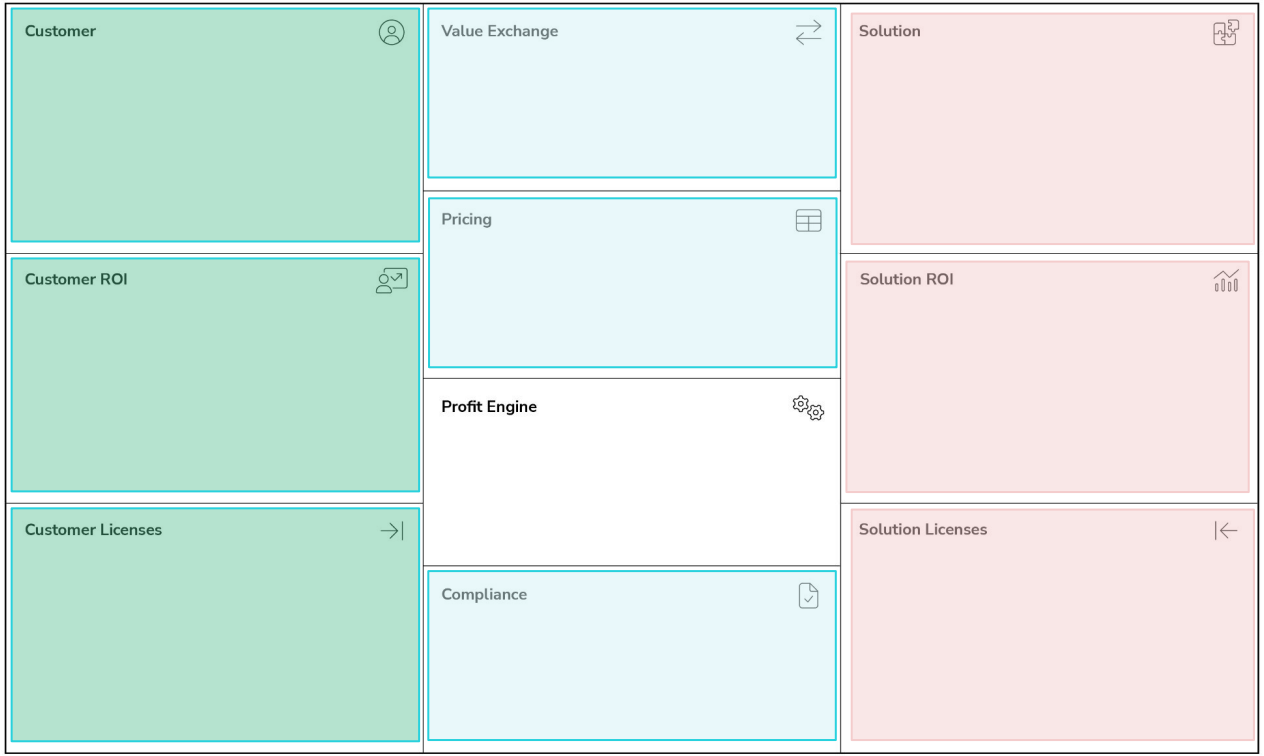

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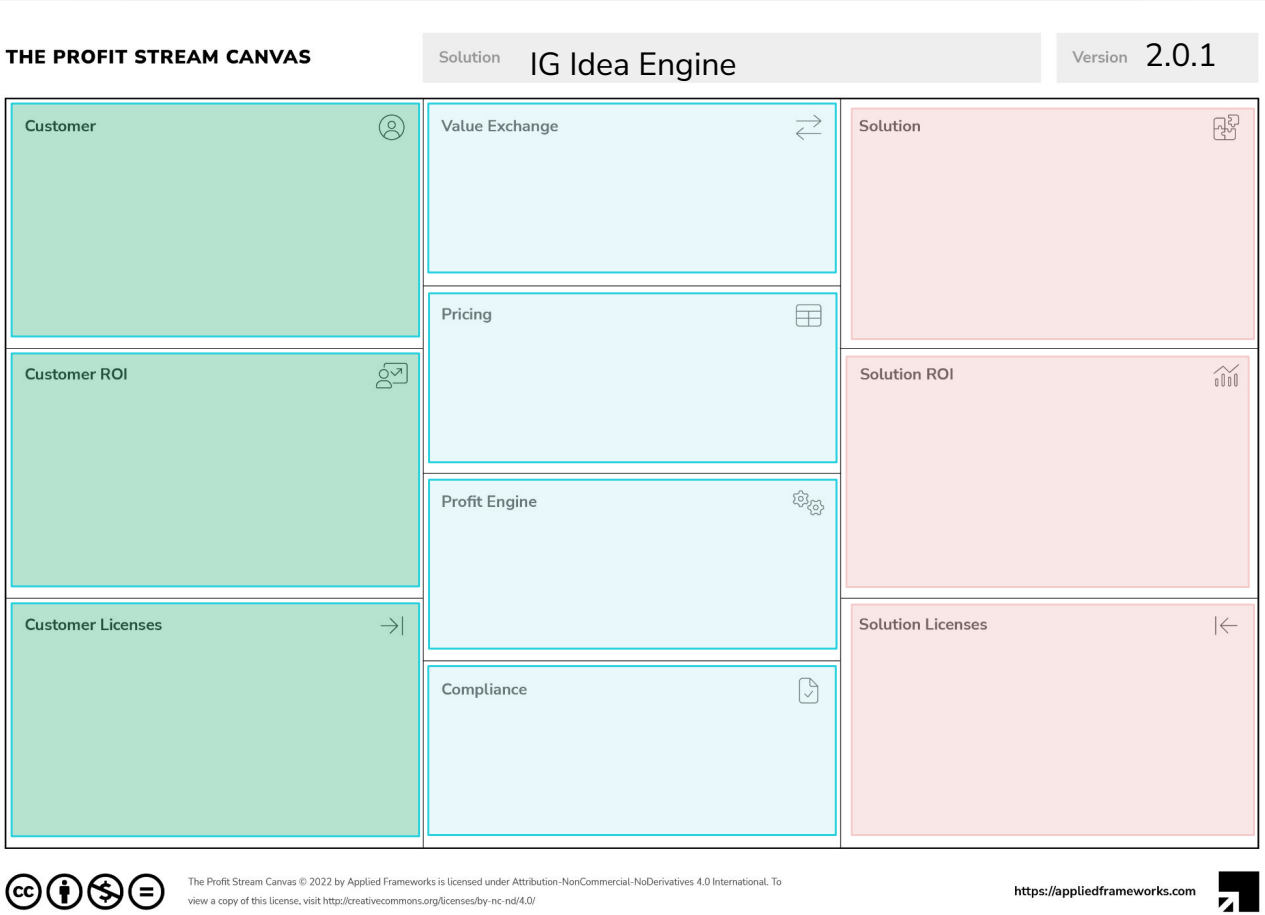
This would change the costs for Conteneo to run the service, impacting their overall profitability.



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However, the changes would open up the ability to more easily experiment with additional Profit Engines

The result...

- They adjusted the roadmap
- Focused on re-architecturing the platform
- Delivered a new solution to its existing customers
- Attracted more customers
- Created a sustainably profitable business model
- ...

The result...

- **Conteneo was eventually acquired by Scaled Agile as one of the first building blocks in the SAFe studio ecosystem.**

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A systems view of the product.

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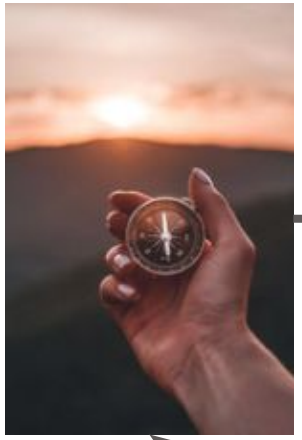
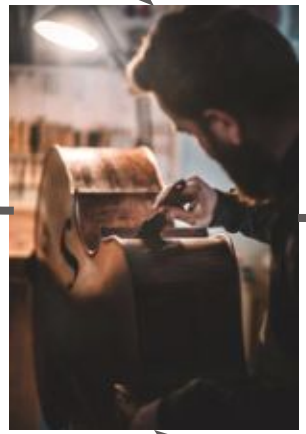
Autonomy...



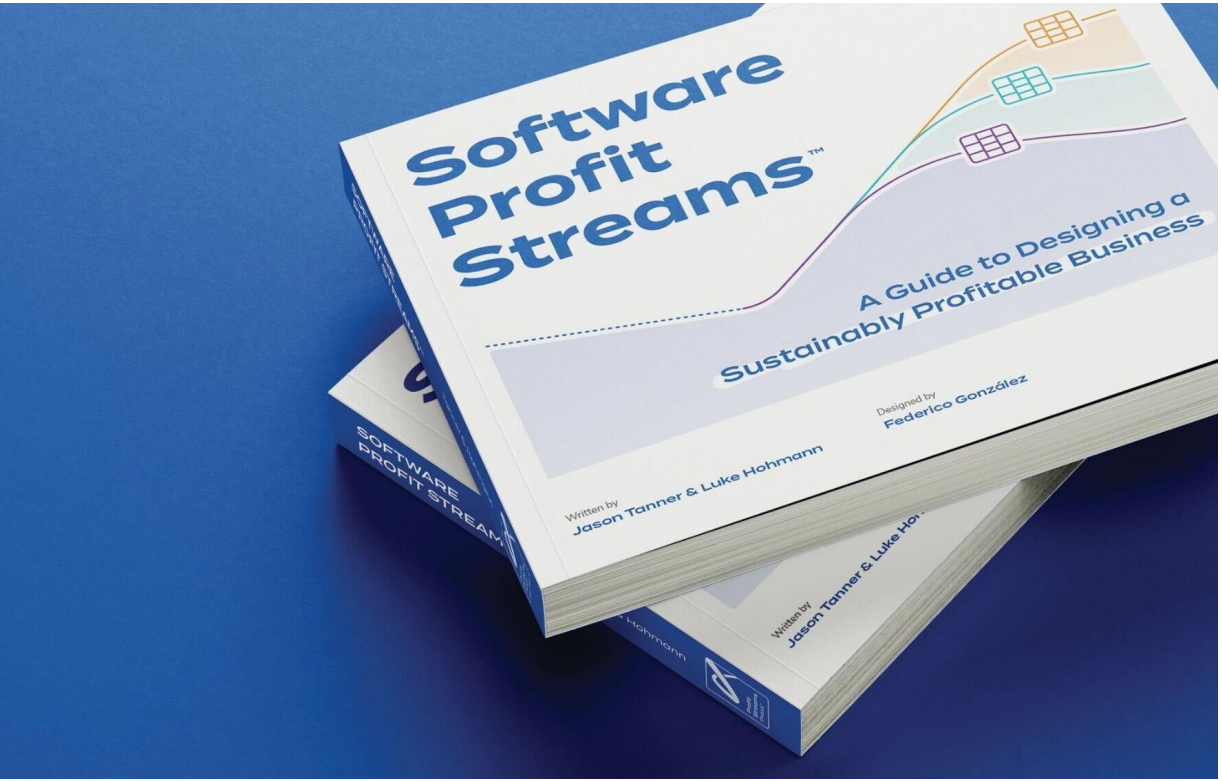
Mastery...



Purpose...

Autonomy, Mastery, Purpose

A systems view of team engagement



Introducing the

Software Profit Streams!

Available on Amazon:
https://a.co/d/0HQnCQa

Go to

Profit-Streams.com

For even more on Profit Streams

Q&A

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Thank You!