



Applied  
Frameworks

# My Scrum Team Doesn't Give a \_\_\_\_

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

April 27, 2023

# Welcome



## Laura Caldie

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

[laura@appliedframeworks.com](mailto:laura@appliedframeworks.com)

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/>



The screenshot shows the Applied Frameworks website homepage. The header includes the Applied Frameworks logo and navigation links for CONSULTING, TRAINING, BLOG, and RESOURCES. The main content area features a blue background with a wireframe graphic and the text "BUILD PROFITABLE SOFTWARE". Below this, it says "Profit Streams™ are the evolution of Value Streams" and "Create a profit engine that aligns to what your customers value most." with a "Learn How" button. A sidebar menu on the right lists "Webinars", "Frameworks", "Process", "Product", "Training", and "News". The footer includes the "SAFE TRAINING" logo.

## Understanding Value Exchange Models

Tuesday November 8th, 2022 @ 1:00PM ET



Carlton Nettleton  
SVP of Product, CST @ Applied Frameworks

### Webinar: Understanding Value Exchange Models

By Carlton Nettleton | October 27th, 2022 | Frameworks, Profit

Do you understand your value exchange model? The value of a software-enabled solution is the difference between what it receives less their costs. Join Carlton Nettleton to learn about Value Exchange Models and their impact on software-enabled solutions' profitability.

## Understanding Software Pricing Structure

Tuesday, November 29th, 2022 @ 12:00PM ET



Jason Tanner  
Chief Executive Officer @ Applied Frameworks

### Webinar: Understanding Software Pricing Structure

By Jason Tanner | November 15th, 2022 | Frameworks, Profit, Webinars

Creating a pricing structure provides a consistent and planned approach to pricing your software-enabled solution that helps to achieve your organizational goals.



## 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?

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# What motivates us?





# I found these results...



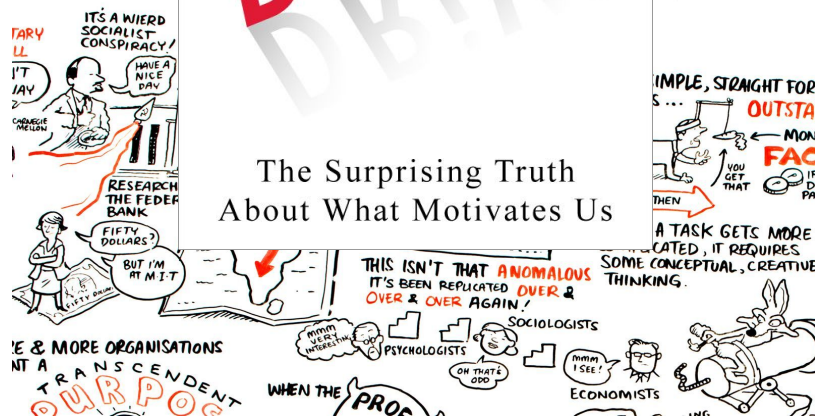
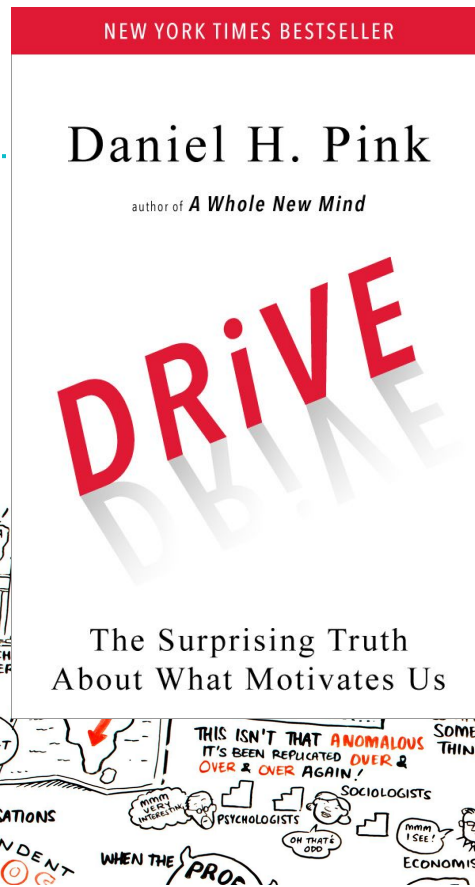
Google search results for "what motivates us".

Wikipedia: Drive: The Surprising Truth About What Motivates Us. It argues that human motivation is largely intrinsic and that the aspects of this motivation can be divided into autonomy, mastery, and purpose. He argues ...

Publisher: Riverhead Hardcover Author: Daniel H. Pink Publication date: December 29, 2009 Genre: Non-fiction

Videos:

- RSA ANIMATE: Drive: The surprising truth about what ... YouTube · RSA Apr 1, 2010
- Daniel Pink: The Surprising Truth About What Motivates Us YouTube · The Aspen Institute Apr 2, 2015
- Dan Pink - Drive: The surprising truth about what motivates us YouTube · RSA Mar 10, 2010





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...

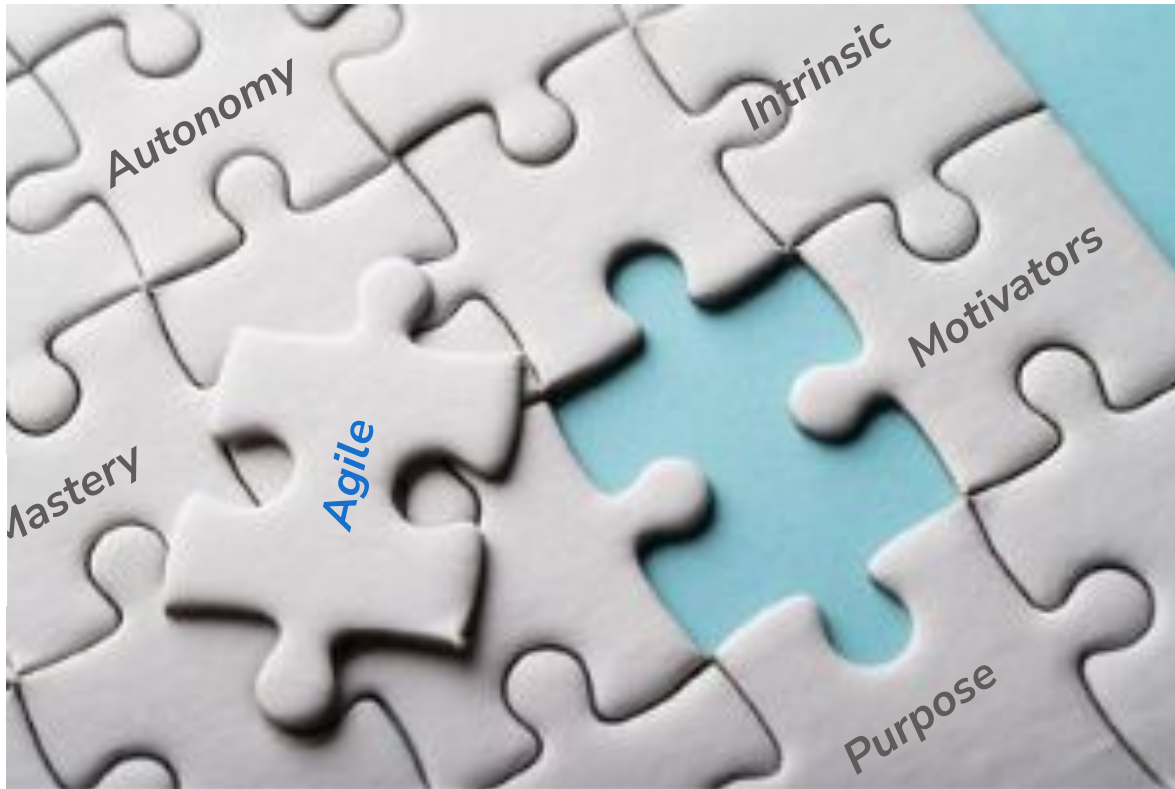


Purpose...





# 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.

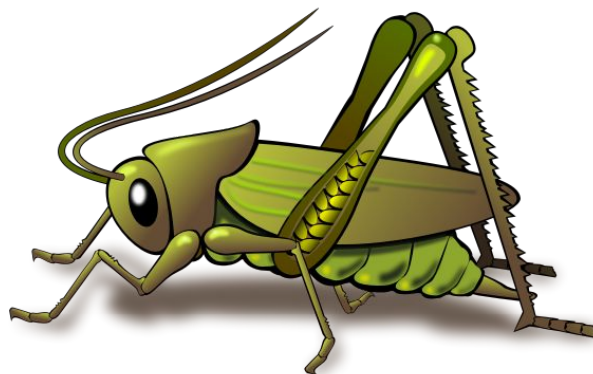
9. Continuous attention to technical excellence and good design enhances agility.



# Purpose



Chirp..  
Chirp..  
Chirp..





## 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?

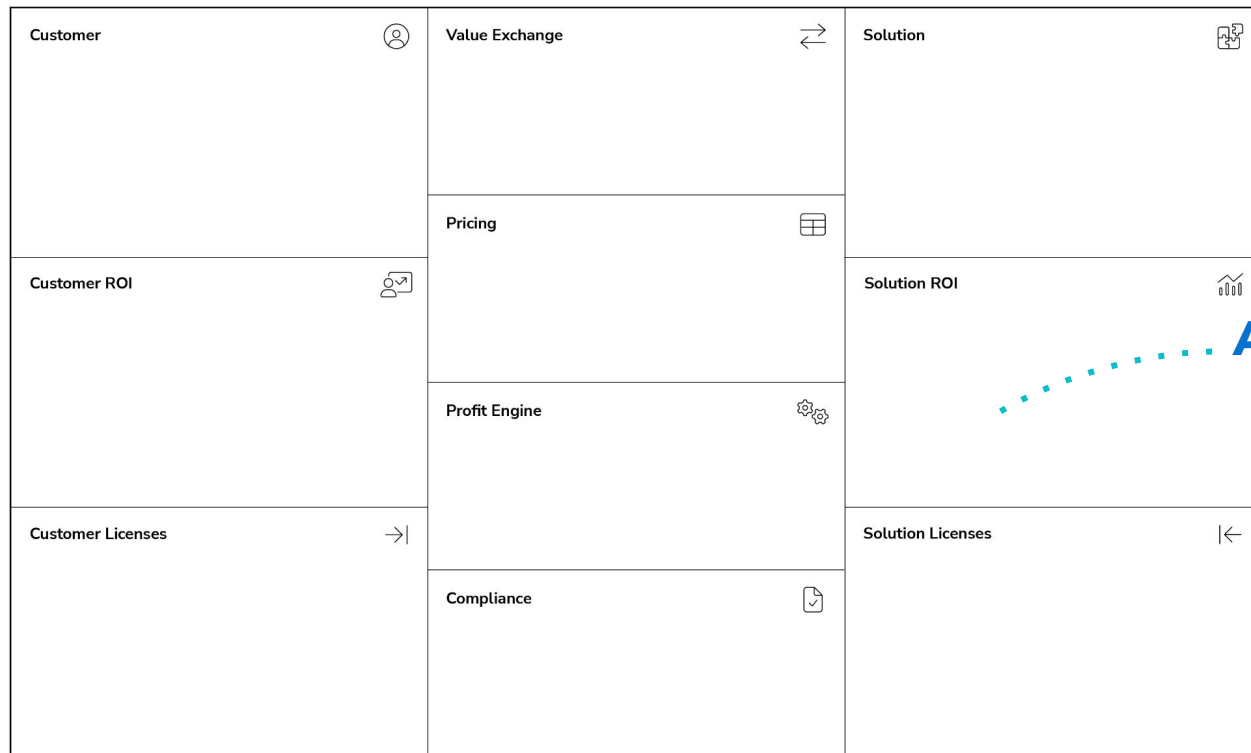




## THE PROFIT STREAM CANVAS

Solution

Version



The Profit Stream Canvas.

A systems view of the product.

Get the canvas here:  
[profit-streams.com](https://profit-streams.com)



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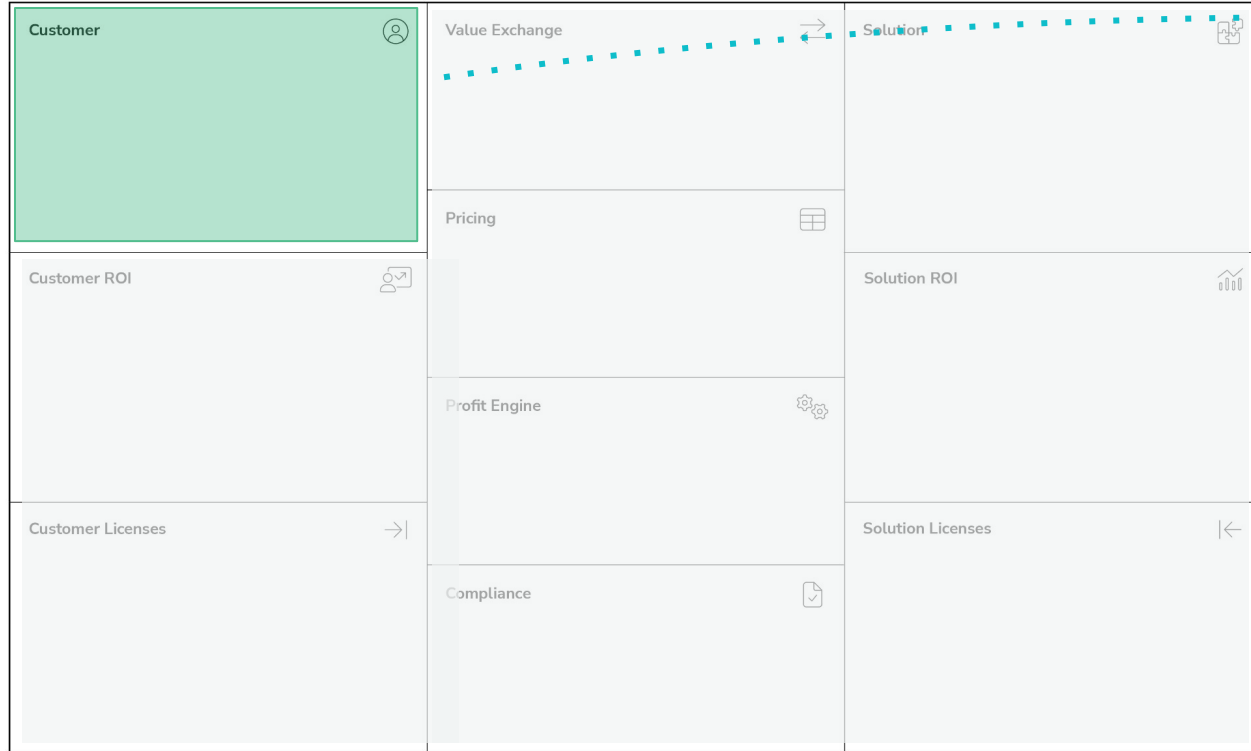
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**Product tends to focus here**



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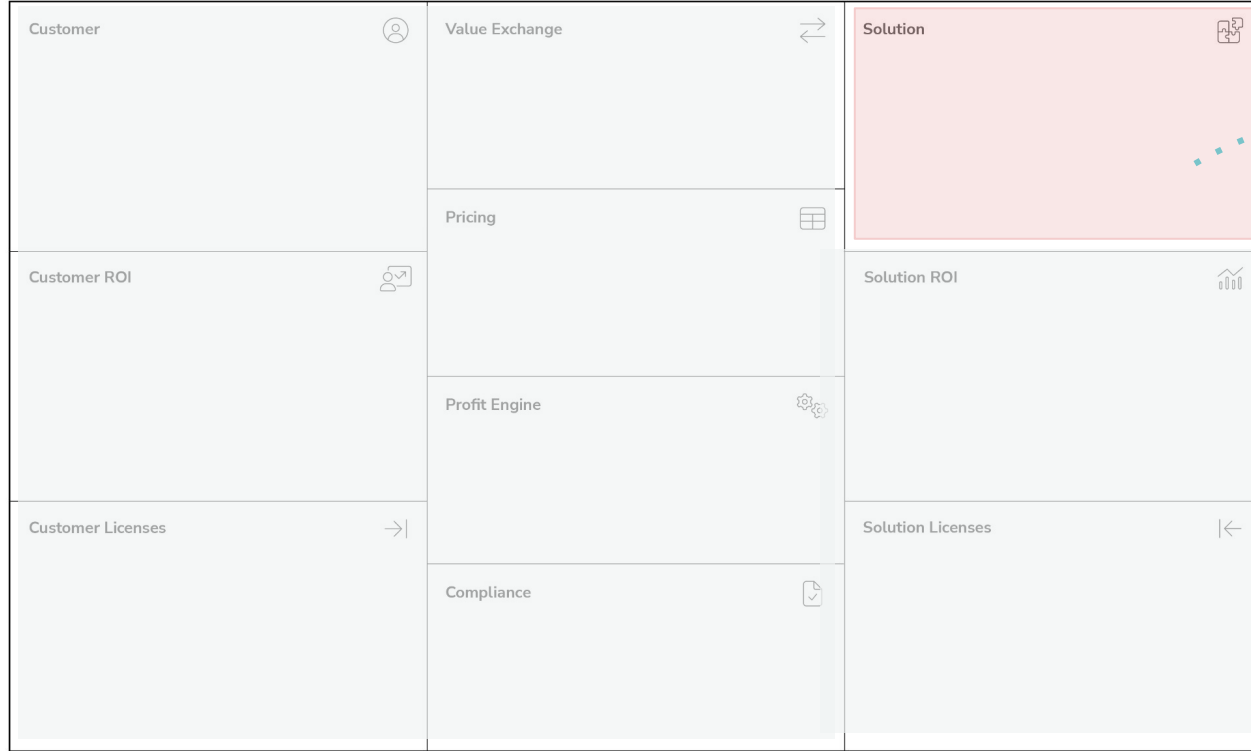




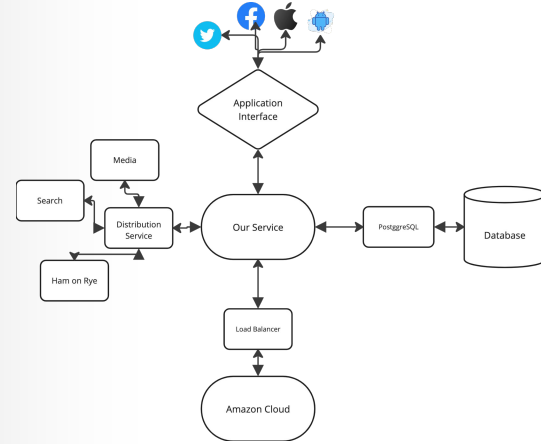
# THE PROFIT STREAM CANVAS

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Technology tends to focus here



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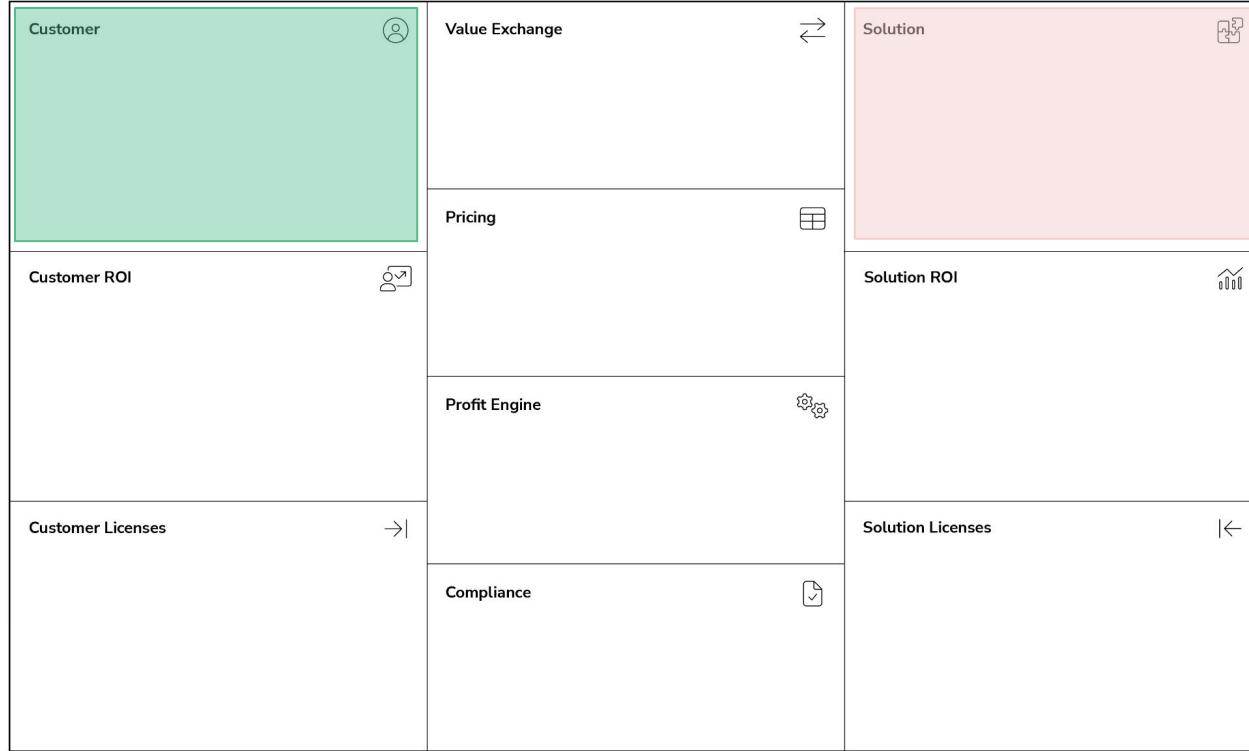
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There is a whole system that connects the two



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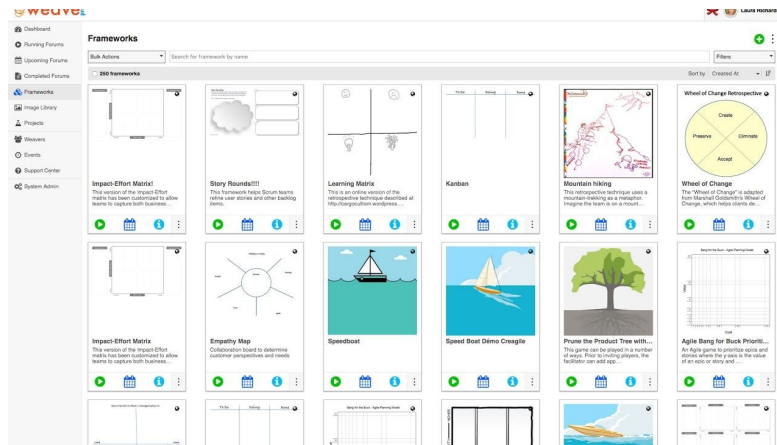




# Case Study: The wrong customers, the wrong way, the wrong price...



# conteneo



# THE PROFIT STREAM CANVAS

Solution IG Idea Engine

Version 2.0.1



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

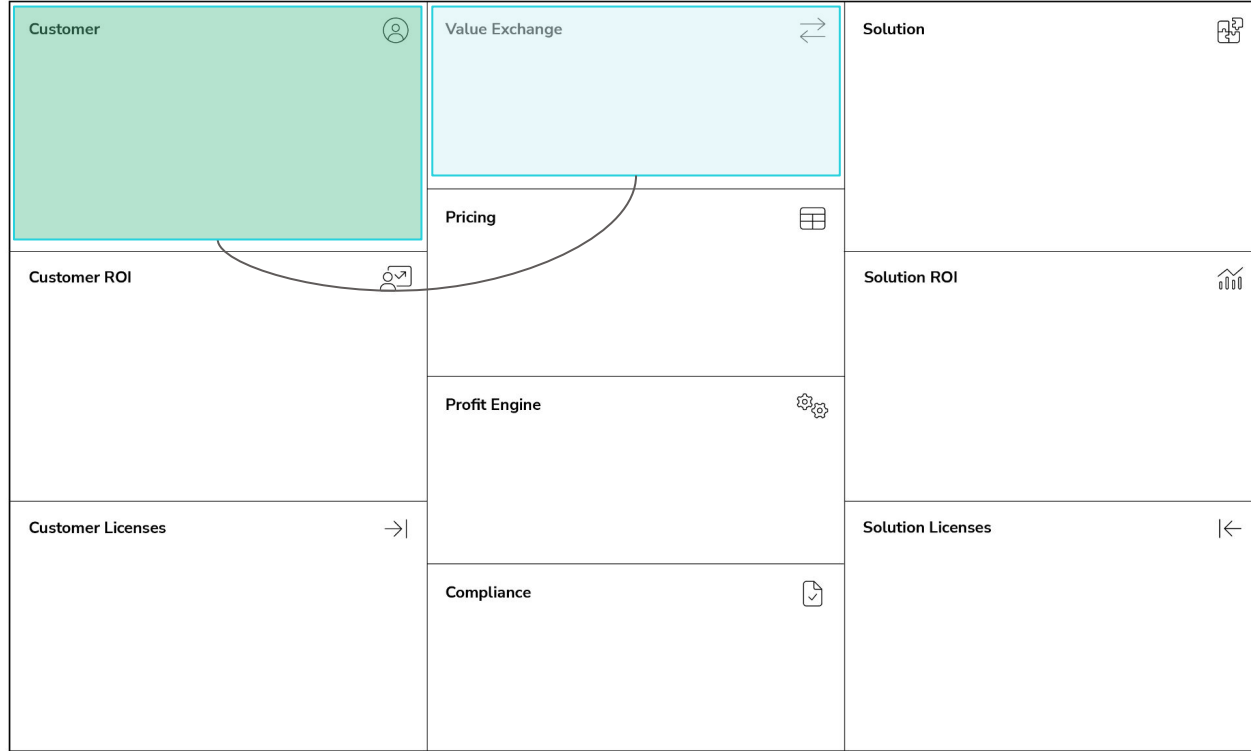
The problem the customers had wasn't the problem they really needed solved..



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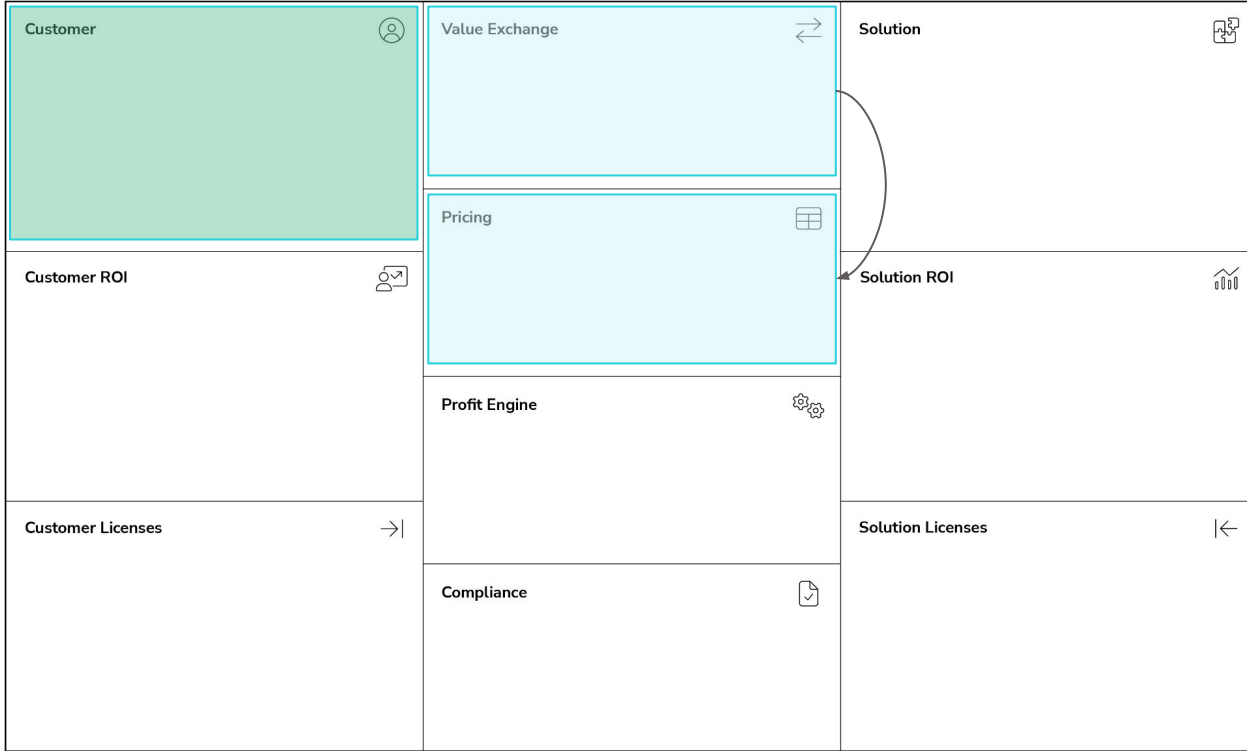
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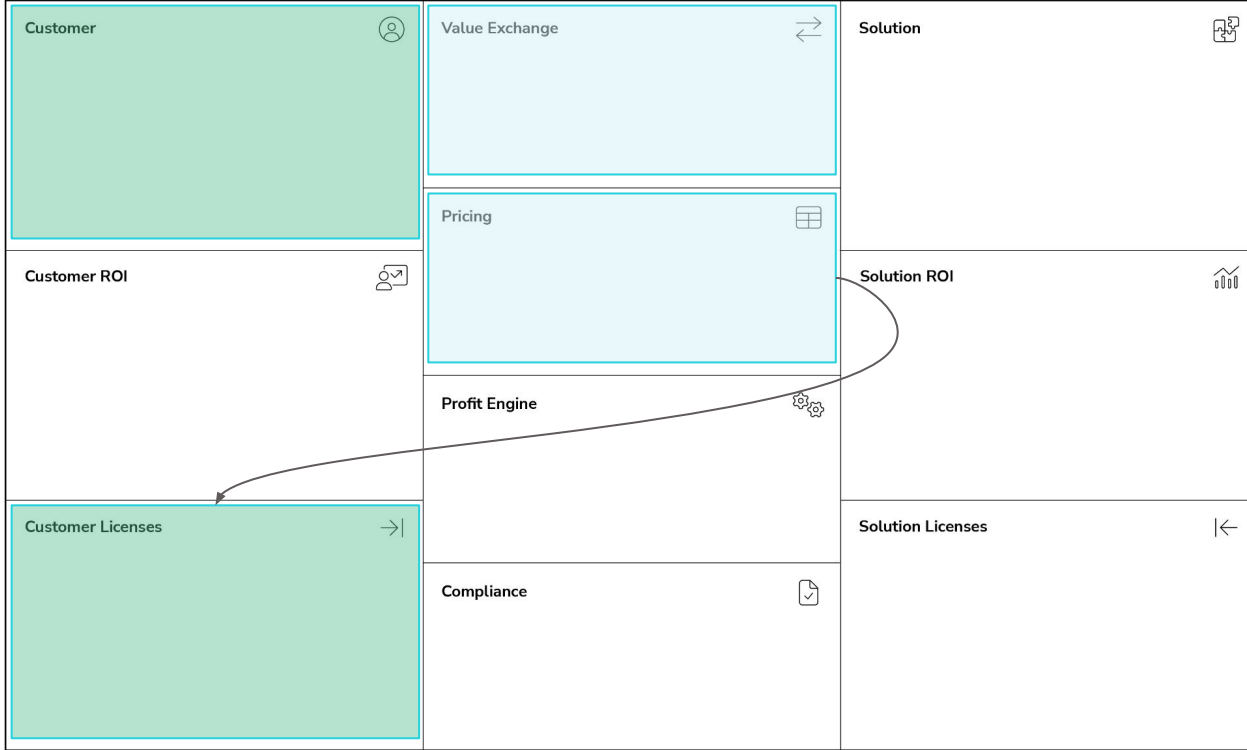
**By changing the value exchange model it would allow the customer to use the product the way they needed**





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





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

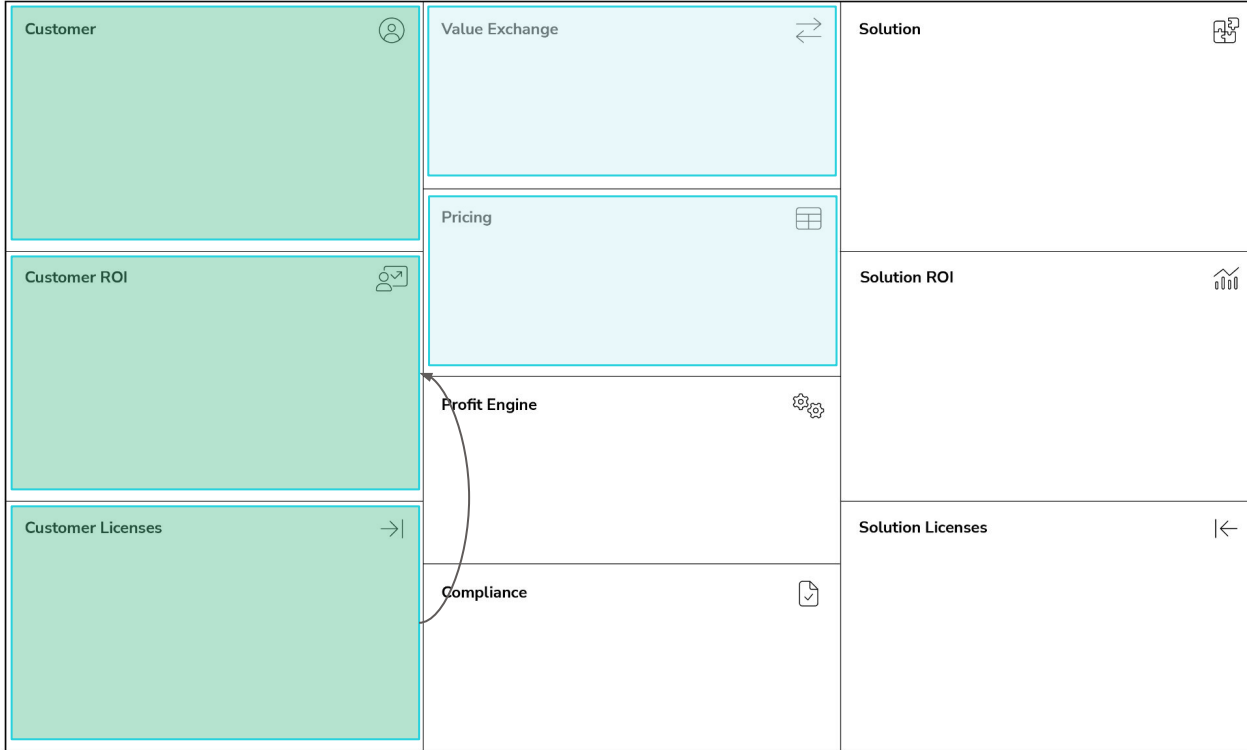




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The good news is these changes would make it easier for customers to see the ROI benefit.



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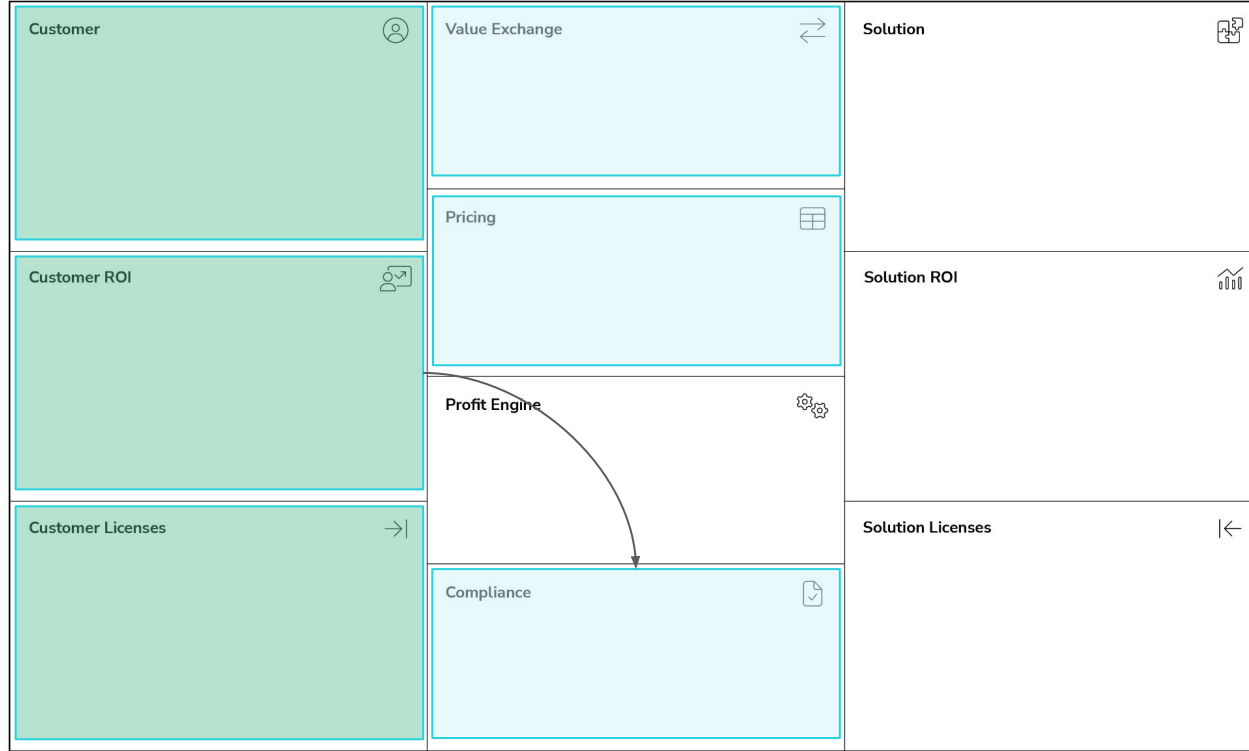
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However, they also realized their biggest customers were in the European Union...



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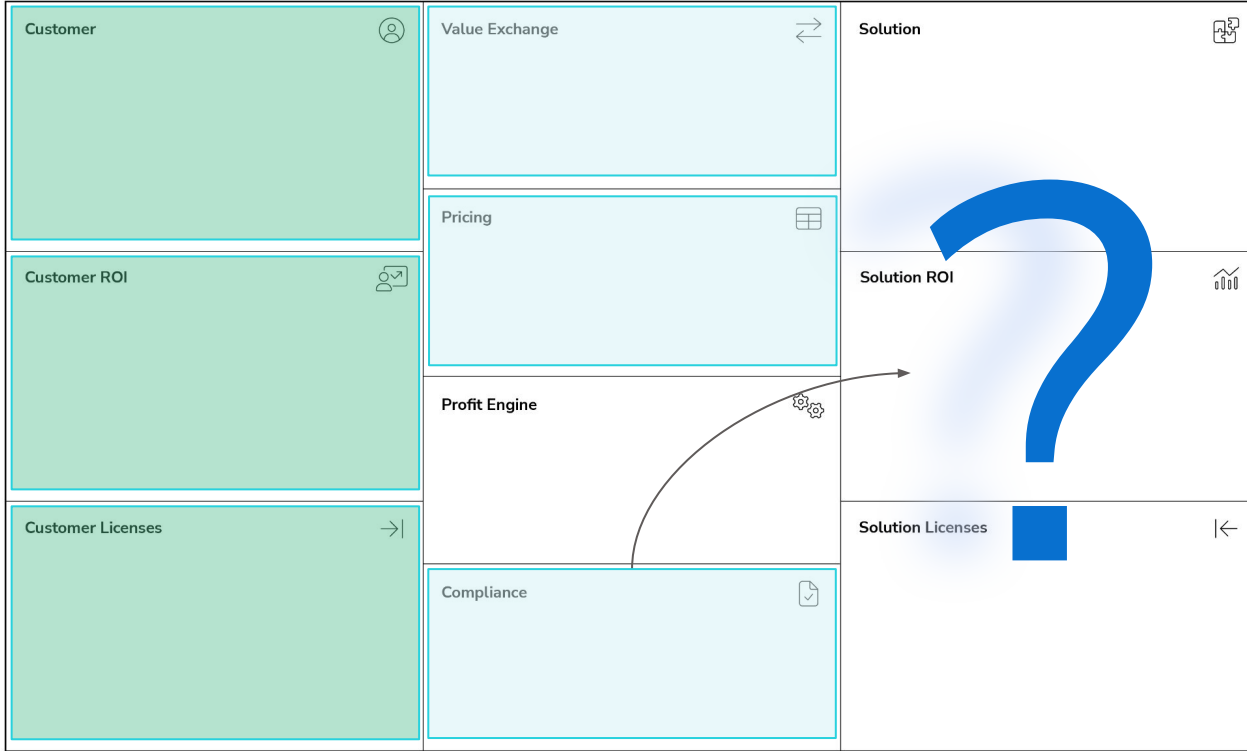
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How would all this impact Conteneo's solution?

It's just a pricing change, right?



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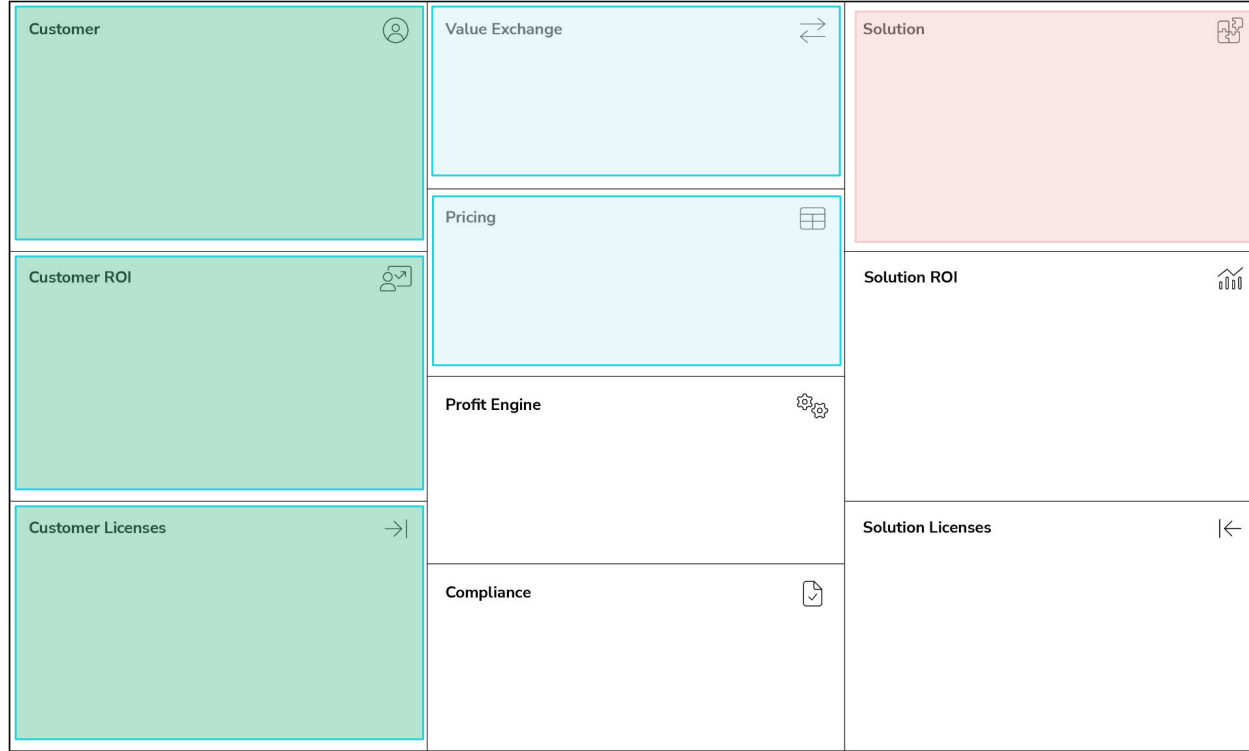
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## THE PROFIT STREAM CANVAS

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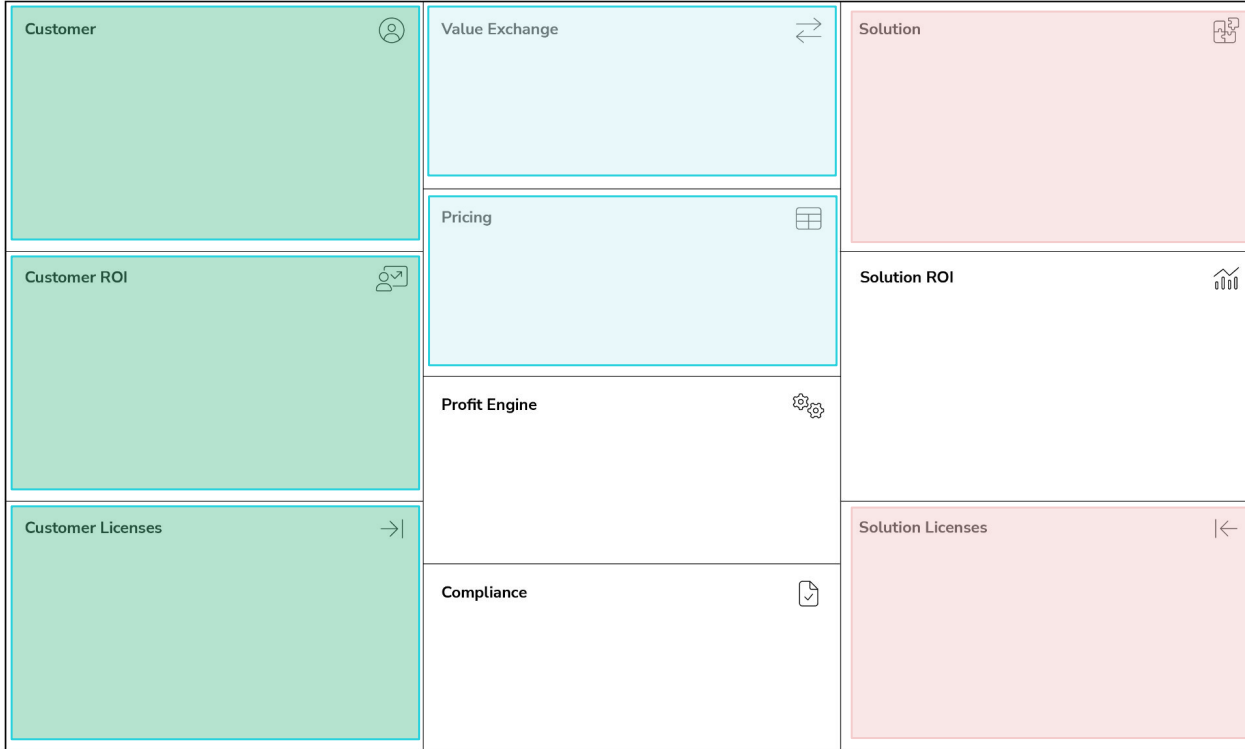
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**These changes would require sub-licensing new 3rd party services**



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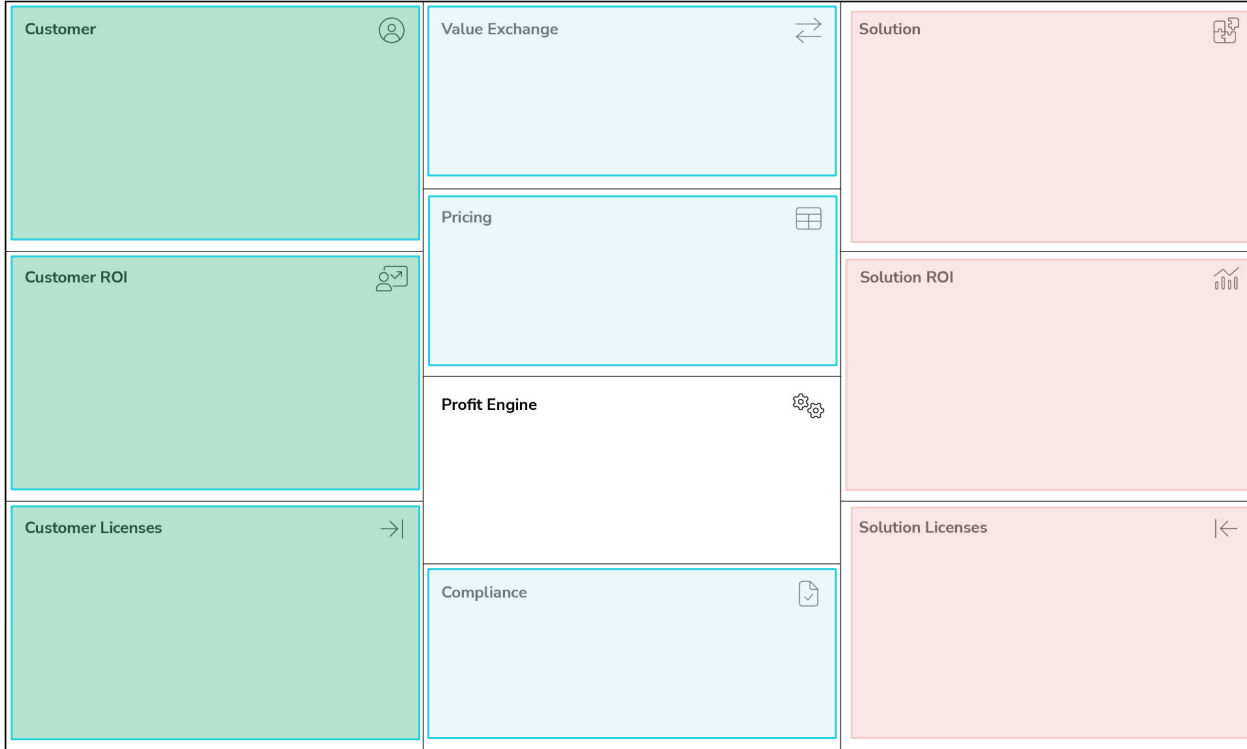
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**This would change the costs for Conteneo to run the service, impacting their overall profitability.**



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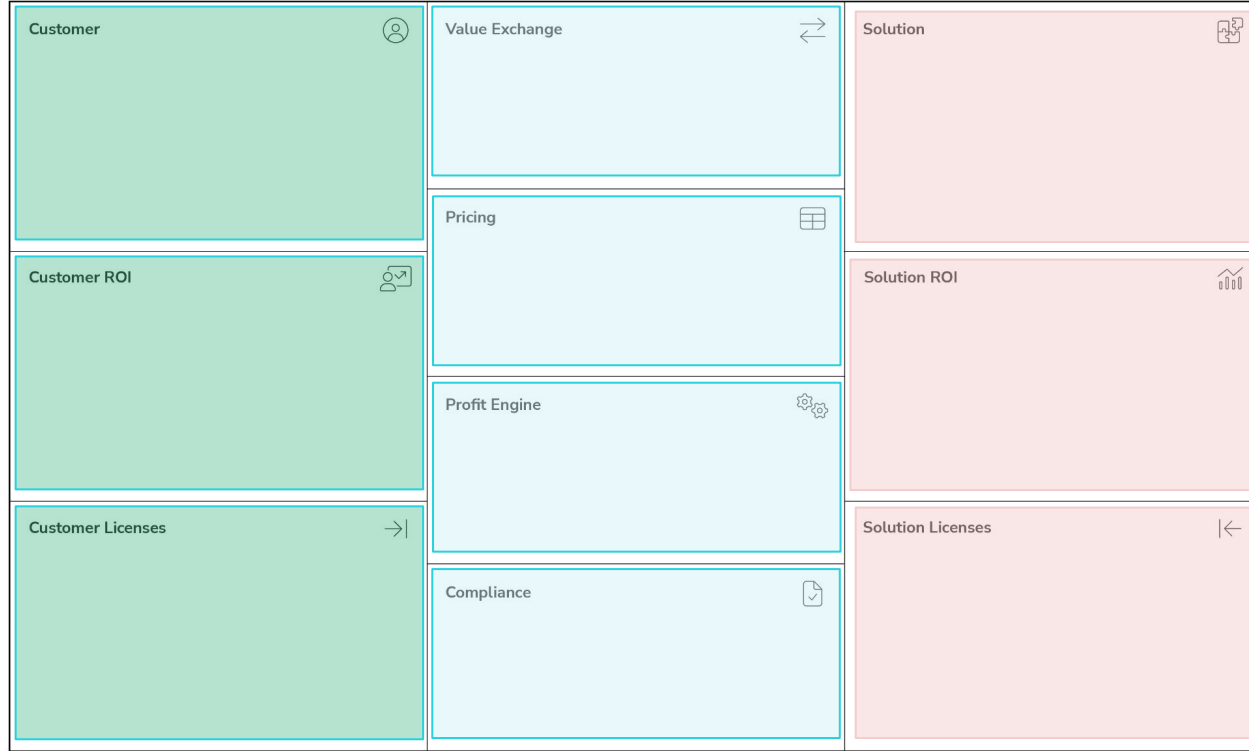
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## THE PROFIT STREAM CANVAS

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



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## The result...

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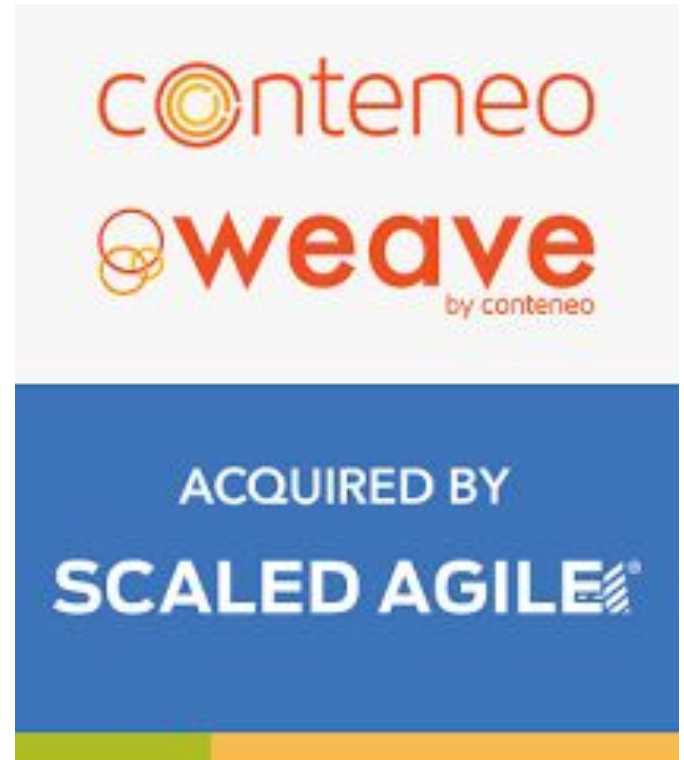
- They adjusted the roadmap
- Focused on re-architecting the platform
- Delivered a new solution to its existing customers
- Attracted more customers
- Created a sustainably profitable business model
- ...



## The result...

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

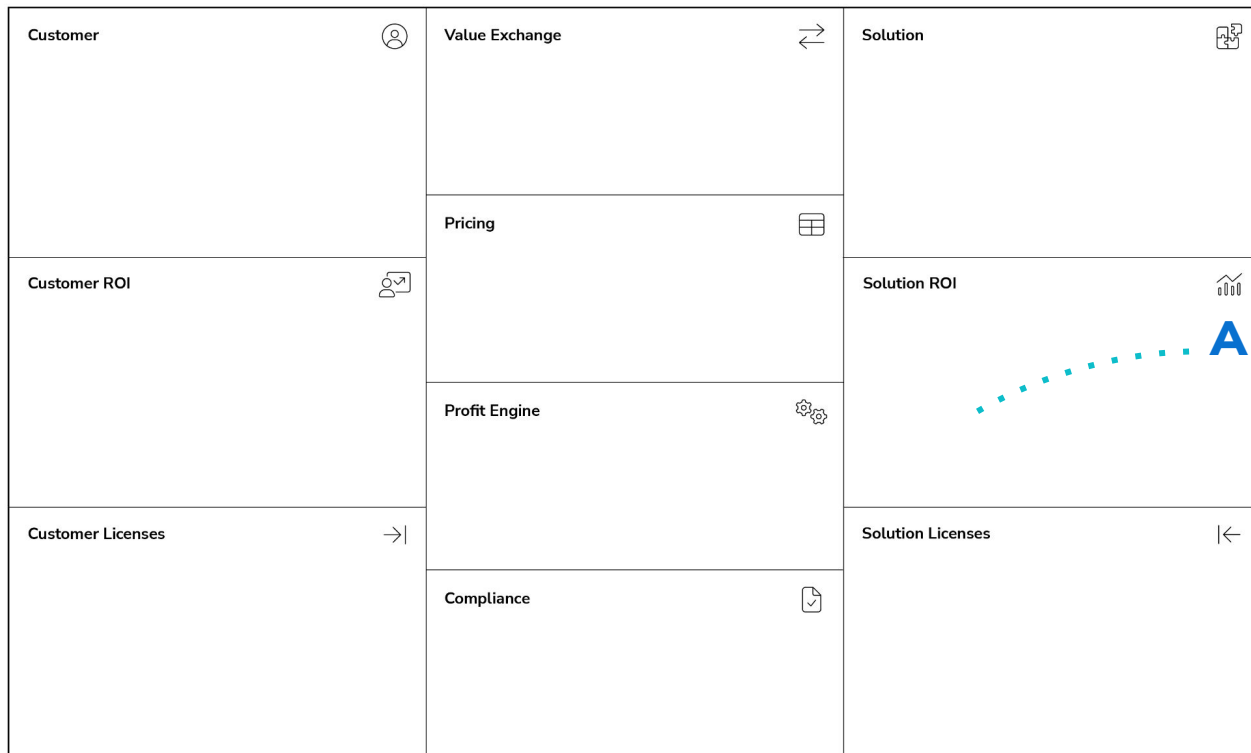




## THE PROFIT STREAM CANVAS

Solution

Version



The Profit Stream Canvas.

A systems view of the product.

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Autonomy...



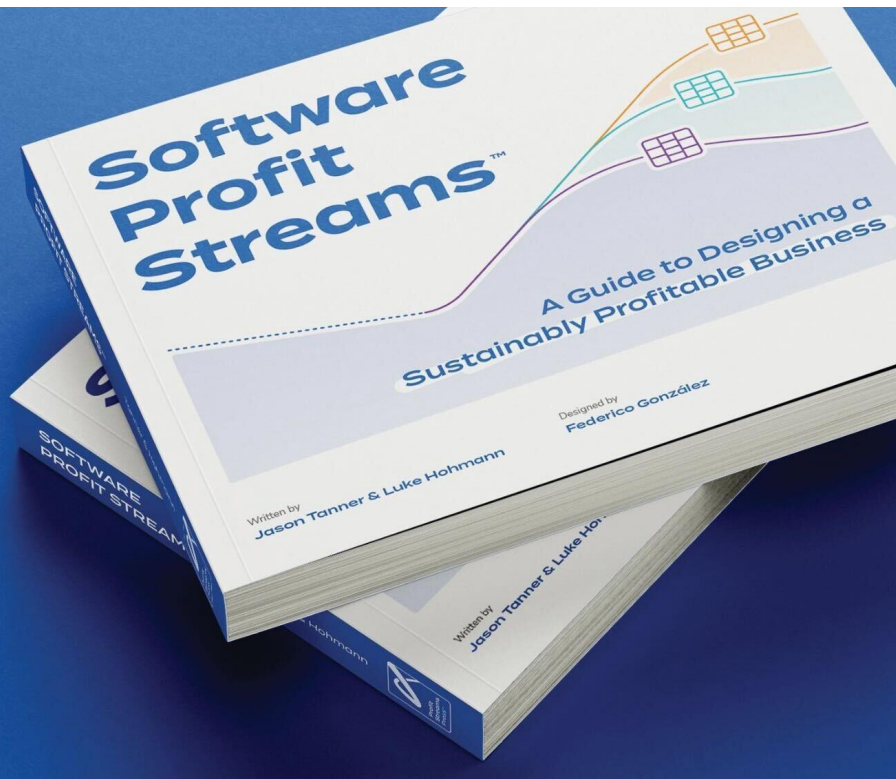
Mastery...



Purpose...

**Autonomy, Mastery,  
Purpose**  
A systems view of  
team engagement





Introducing the

## **Software Profit Streams!**

Available on Amazon:

<https://a.co/d/0HQnCOa>

Go to

[Profit-Streams.com](https://Profit-Streams.com)

For even more on Profit  
Streams



Q&A



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Thank You!