



Program

9:00 AM - 9:15 AM: Welcome + Opening Remarks

9.15AM - 10.10 AM: Bad Start: Why Agile Teams Ignore ...

A Bad Start: Why Agile Teams Ignore 75% of Their Customers and What to Do About It

One of the promises of adopting Agile is being better able to respond to customer needs. Often, we identify the “end customer” of our product while ignoring the “interim customers.”

In this talk Tirrell will discuss why our interim customers are important, how to identify and engage them and how to prioritize needs from competing customer constituencies. You will learn some core principles around customer development and how to apply these principles to build an engaged and satisfied stakeholder community.

Presenter: Tirrell Payton

10.10 AM - 10.25 AM: Break

10.25 AM – 11.20AM: Lifting Off: Launching Teams That Soar!

Lifting Off: Launching Teams That Soar!

“Well Begun is Half Done” is our 2015 Scrum Day theme. What’s the beginning of a Scrum? Is it a great product or service idea? Is it getting stories on the Backlog? Is it identifying the right ScrumMaster? While many elements must fall into place for successful delivery, the well-functioning, cross-functional Scrum Team is essential. How can we give our teams the best possible chance for high performing, satisfying success? How do we create an environment in which teams embrace the opportunity to learn, think, and make decisions together?

Launching is a missing practice from the Scrum/Agile canon. In this inspiring session with Diana Larsen, you will find ideas you can apply tomorrow to launch teams on a trajectory to success, including Five Rules for Team Learning and Agile Chartering, a proven technique for starting teams well.

Presenter: Diana Larsen

11.20 AM - 11.35 PM: Break

11.35 PM – 12.30 PM: Developing Business Agility with ...

Developing Business Agility with Scrum – Hit The Ground Running

We live in a world that continuously changes. For those of us who believe there must be a more efficient way to get things done, quickly adapt to changing business need and rapidly evolve our



organizations to a fast moving market, we need a framework that both enables Business Agility and is people-centric.

For organizations that have a proactive mind-set and the capability to adapt, Scrum is a powerful foundation to offer their products and services to a large audience, at very competitive prices. In this session, we will walk through some stories, techniques, lessons learned and challenges to establishing Business Agility and will help you enable your own Agile Teams to hit the ground running.

Presenter: Marcelo Fernández

12.30 PM - 1.00 PM: Lunch Break

1.00 PM - 2.00 PM: Leadership Panel

2.00 PM - 2.10 PM: Break

2.10 PM – 2.30 PM: Agile Awards Presentation

2.30 PM – 3.25 PM: Agile Jumpstart and the KJ Prioritization

Agile Jumpstart and the KJ Prioritization

Need help planning and prioritizing your product's Vision? Often times it's not the Vision of the product you have trouble with, rather it's the prioritizing and strategizing the execution to follow through on that Vision. Product planning can be a daunting task to facilitate, manage and execute and as a result many businesses struggle to get their horses out of the gate.

In this session, Lauren will focus on how to tackle these issues head on in a pragmatic JumpStart approach that will drive the success of your product. The KJ Prioritization Workshop is a collaborative technique to help organize subjective ideas, build consensus and set priorities across key stakeholders and decision makers. These workshops have helped prioritize objectives at all levels – corporate, product, and feature levels – and a KJ Workshop only takes an hour!

Presenter: Lauren Fehrer

3.25 PM - 3.50 PM: Break

3.50PM – 4.45 PM: Continuous Improvement: Mitchell's Journey ...

Continuous Improvement: Mitchell's Journey from Waterfall to SAFe

Learn about the journey of Mitchell International and hear how they went from one Agile team to a large scale Agile company that uses SAFe. The session will focus on how to take the first steps to create a direction for your team and then use continuous improvement to evolve your team.

Niv will share ways to gain organizational alignment around new processes and technologies that will help your team and company create a momentum for success. You will also learn about the techniques and processes that are used at Mitchell to develop and deliver high quality software to customers on a regular cadence.

Presenter: Niv Genchel

4.45 PM - 5.00 PM: Closing