

# Agile Customer Involvement



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## Agenda

1. What is Virtual Lunch & Learn
2. Your Expectations from this Webinar
3. Agile Customer Involvement
4. Upcoming Learning Opportunities from RefineM
5. How to get 1 PDU for this Webinar?
6. Q & A

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## RefineM's Virtual Lunch & Learn

**This is a monthly webinar delivered during the lunch hour in the first week (Wednesdays) of every month.**

**This month, it is on Friday afternoon.**

**It's designed to help you learn while you eat lunch, providing a relaxed environment to enhance your experience.**

**The monthly webinars will cover a variety of Project Management / Agile topics.**

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## Your Expectations

What are your expectations from this webinar?

Why are you here today?

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## RefineM

Helping organizations turn their project management capability into a *competitive advantage*



CEO/Consultant since Dec 2011

- \* Agile Transformation/Coaching/Adoption
- \* Project Management/ Process Improvement Consulting and Training
- \* Products for Project Professionals
  - ✓ Essential Gear for Project Managers
  - ✓ PMP Exam Simulator
  - ✓ PMP and Agile videos and PDU bundle at Vimeo

### My professional journey b/f RefineM

20+ years of Successful Project Leadership

- \* Led 100s of projects of all sizes, successfully
- \* Recovered many projects, saved millions of \$
- \* Implemented numerous process improvements
- \* Coached/mentored 100s of PMs, and executives
- \* Board Member – SWMO PMI Chapter (2008-2014)

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## What's New at RefineM



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## What's New at RefineM

Upcoming Free Webinars	Date
Scrum vs. Kanban: Which Works Best Where?	Apr 4
Leadership Skills for Project Managers	May 2

### \* New Training and Outreach

- ✓ Several in-person and virtual PMP classes in 2018
- ✓ New BA classes – Business Analysis Fundamentals and Business Requirements Gathering for Agile Projects
- ✓ New Agile class – Kanban Fundamentals / Kanban 101

### \* PMP Exam Prep Test Simulator

- ✓ <https://Examprep.RefineM.com>

### \* PMP Videos at <https://vimeo.com/ondemand/refinempmpexamprep>

### \* Live PMP video chat sessions every 1<sup>st</sup> and 3<sup>rd</sup> Thursday (next chat March 22)

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## Manifesto for Agile Software Development

We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:

**Individuals and interactions** over processes and tools  
**Working software** over comprehensive documentation  
**Customer collaboration** over contract negotiation  
**Responding to change** over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

*Developed in 2001 by 17 agile advocates at Snowbird resort in Utah*

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## Agile Twelve Principles

1. **Satisfy the customer** thru early and continuous delivery
2. **Welcome changing requirements** even late in development
3. **Deliver working software frequently** a couple of weeks to a couple of months
4. **Work together daily** (business people and developers)
5. **Motivated individuals**, build projects around them, and give them freedom
6. **Face-to-face conversations** is the most efficient and effective method
7. **Working software** is the primary measure of progress
8. **Sustainable development** i.e. maintain a constant pace indefinitely
9. **Continuous Attention** to technical excellence & good design enhance agility
10. **Simplicity** – the art of maximizing the amount of work not done – is essential
11. **Self-organizing teams** deliver the best architectures, requirements, and designs
12. **At regular intervals** the team reflects on how to become more effective

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## Agile Practices

- |  |                                  |
|--|----------------------------------|
| 1. <b>Maintaining a Backlog / Prioritized List</b> | 1. Continuous integration (CI)   |
| 2. <b>Progressive elaboration</b>                  | 2. Iteration planning meeting    |
| 3. <b>Daily standups</b>                           | 3. Planning poker                |
| 4. <b>Frequent reviews / demos</b>                 | 4. Refactoring                   |
| 5. <b>Retrospectives</b>                           | 5. Test-driven development (TDD) |
| 6. <b>Use of Wireframes for UI design</b>          | 6. User Stories                  |
| 7. <b>Visualizing work through Kanban Board(s)</b> |                                  |
| 8. <b>Limiting Work In Progress (WIP)</b>          |                                  |
| 9. <b>Customer involvement throughout project</b>  |                                  |
| 10. <b>Smaller iterations</b>                      |                                  |

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Source: PMI-ACP Exam Prep, Second Edition by Mike Griffiths, p. 62.

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## Top 10 Agile Practices for Waterfall Teams

1. **Maintaining a Backlog / Prioritized Requirements**
2. **Progressive Elaboration**
3. **Daily Standups**
4. **Frequent Review/Demos**
5. **Retrospectives**
6. **Using Wireframes for UI Design**
7. **Visualizing Work through Kanban Board(s)**
8. **Limiting Work in Progress (WIP)**
9. **Customer Involvement Throughout the Project**
10. **Smaller Iterations**

## Mapping to Agile Practices

**To which Agile principles would you map the practice of customer involvement?**

## Agile Twelve Principles

1. **Satisfy the customer** thru early and continuous delivery
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12. **At regular intervals** the team reflects on how to become more effective

## Mapping to Agile Principles

Agile Practice	Matching Agile Principle
Maintaining Backlog	Welcome changing requirements
Progressive Elaboration	Satisfy the customer through early and continuous delivery of valuable software
Smaller Iterations	Deliver working software frequently
Daily Standups	Work together daily
Retrospectives	At regular intervals, the team reflects on how to become more effective
Frequent Review/Demos	Working software is the primary measure of progress
Using Wireframes for UI Design	Continuous attention to technical excellence and good design enhance agility
Visualizing Work through Kanban Board(s) & limiting WIP	Sustainable development
Customer Involvement Throughout the Project	Business people and developers must work together daily throughout the project. Can also map to Welcome changing requirements

# Agile Customer Involvement



1. How is Agile Customer Involvement different?
2. Benefits of Agile Customer Involvement
3. Identifying Stakeholders
4. Building the Communication Plan
5. Implementing and adjusting
6. Conclusion

## How is Agile Customer Involvement Different?

- \* Needs to be daily, or as close as possible
- \* Needs to be face-to-face as much as possible
- \* Needs to involve demos / frequent review

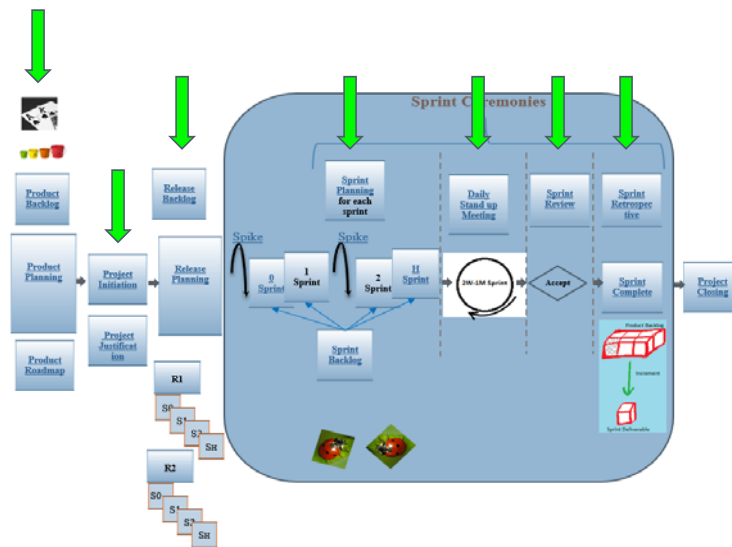
**Why?**



## Benefits of Agile Customer Involvement

- \* Customers see the value of what they are getting
- \* Customers can refine what they are asking for
- \* Customers will buy in to the process

## Where is Customer Involved in Agile?



## Adapting to Waterfall

- \* How to bring customers into Waterfall projects more frequently?
- \* Involve them in the following:
  - ✓ Planning
  - ✓ WBS Creation
  - ✓ Use cases
  - ✓ Acceptance Criteria (AC)
  - ✓ UAT
- \* Get as many face-to-face meetings as possible

## Discussion

**Do you think you will be able to implement more frequent customer involvement in your organization?**

**Why or why not?  
(2 minutes)**

## Conclusion

- \* **More frequent customer involvement means:**
  - ✓ Better customer satisfaction
  - ✓ Less turnaround time due to missed/misunderstood requirements
  - ✓ Better trust
- \* **Identify Opportunities for increased customer involvement – More the better**

**Improve your customer involvement today**

## Next Lunch and Learn

- \* ***Scrum vs. Kanban: Which Works Best Where?***
  - ✓ What are Scrum and Kanban and how are both used?
  - ✓ Which will work best in a particular situation?
  - ✓ How can you get started implementing Scrum or Kanban?
- \* ***Wednesday, April 4, 12:00-1:00 PM Central***

**Register Today - Don't wait for the last Minute**

## RefineM's PMP Exam Prep Classes in 2018

Earn your certification with confidence before or after the exam changes in March 2018.

\$1,495 until 2 weeks before course start date; \$1,700 afterwards

4 days in-person; 9 half-day sessions over the Web

Online	Springfield, MO	Kansas City, MO	Raleigh, NC	Los Angeles, CA	San Diego, CA
Jun 04-15	May 16-19	Apr 04-07	Apr 25-28	May 23-26	Apr 18-21
Sept 10-21	Nov 07-10	Oct 03-06	Jul 25-28	Aug 22-25	Jul 18-21
Dec 03-14			Oct 24-27	Nov 14-17	Oct 16-19

Please visit <https://refinem.com/pmp-exam-prep-course-public/> for more details.

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Updated to include *PMBOK® 6<sup>th</sup> edition version*

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## Free PMP Live Video Chat

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### FREE LIVE PMP® CHAT with NK Shrivastava

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from 12 to 1 PM Central

Join NK Shrivastava to discuss passing the Project Management Professional (PMP)® Exam. Whether you're looking for the best study materials, building a study plan, or need help with your application, NK is here to help you get on the path to certification.

*Next chat March 22.*

*Bring your questions about the PMP Exam.*

More details at <https://refinem.com/free-pmp-live-chat-with-nk/>

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## Next Online Training Course

### Leadership Skills for Managers

**April 18, 8:30 AM-4:30 PM CT  
Over the Web**

**\$395 until April 4, \$500 afterwards**

*Learn key leadership skills to drive results on your teams.*

More info at <https://refinem.com/leadership-skills-for-managers-public/>

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## How to Claim 1 PDU for this Webinar?

1. Visit [ccrs.pmi.org](https://ccrs.pmi.org) and log in.
2. Click on "Report PDUs" link.
3. Click "Courses and Training" in upper left.
4. **Activity Name:** "Agile Customer Involvement"  
*(complete this first, before you go to #5)*
5. **Provider:** "RefineM LLC" *(don't select dropdowns)*
6. **Date started:** March 9, 2018
7. **Date completed:** March 9, 2018
8. **Contact person:** NK Shrivastava
9. **Contact phone:** (417) 763-6762
10. **Contact email:** [Trainings@RefineM.com](mailto:Trainings@RefineM.com)
11. **PDUs:** 1.00 Technical.
12. Click on the "I agree this claim is accurate" box and then Submit.

## Rewarding Our Star Attendees

- \* Anyone who attends 3 Lunch and Learn Webinars in a row is a Star Attendee and is eligible for a prize drawing for a \$10 Amazon gift card.

**This month's winner is:**  
**Michelle H.**



**Congratulations to our winner!**  
**Stay tuned for our next drawing in March.**

## Questions?



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## More Training Opportunities From RefineM

Training Title	Online	Springfield	Kansas City	Raleigh
PMP® Exam Prep	Jun 04-15	May 16-19	Apr 04-07	Apr 25-28
Project Management Fundamentals			Apr 02-03	
Agile Fundamentals / Agile 101	May 28-Jun 01	Aug 27-28	Mar 21-22	
PMI-ACP® Exam Prep	May 28-Jun 03	Aug 27-29	Mar 21-23	
First Steps Toward Agility	Apr 17	May 07	Aug 30	
Kanban Fundamentals / Kanban 101	May 02	Mar 28	May 05	
Business Analysis Fundamentals		Apr 09-10	Aug 27-28	
Business Requirements Gathering for Agile Projects		Apr 09	Nov 03	
Leadership Skills for Managers	Apr 18	Apr 11	Aug 18	Jun 21

Please visit <https://refinem.com/training/public> for more details.

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Training Title	Los Angeles	San Diego
PMP® Exam Prep	May 23-26	Apr 18-21
Project Management Fundamentals	Jun 07-08	Jun 14-15
Agile Fundamentals / Agile 101	May 16-17	Apr 11-12
PMI-ACP® Exam Prep	May 16-18	Apr 11-13
Leadership Skills for Managers	Jun 06	Jun 13

Please visit <https://refinem.com/training/public> for more details.

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