Scrum: Incubator for Innovation

“Innovation is what agile is all about.”
Jeff Sutherland

• The inventor and co-creator of Scrum, CTO of eleven different software companies, author of Scrum: The Art of Doing Twice the Work in Half the Time.

Moses Ma

• The inventor of the Agile Innovation process, partner at FutureLab Consulting, inventor of internet gaming and e-commerce technologies, and co-author of Agile Innovation.

FutureLab helps bring your organization to mastery of innovation by providing you with the tools to address the core elements of innovation, uncertainty, ambiguity, creativity, and possibility.
Agile innovation methods have revolutionized information technology. Over the past 25 to 30 years they have greatly increased success rates in software development, improved quality and speed to market, and boosted the motivation and productivity of IT teams.
These are the Questions

▪ How do you build an innovation process that sticks?
▪ How do you train an innovation skillset that can actually move the needle?
▪ How do you overcome corporate anti-bodies to change?
▪ How do you build an innovation management system that really works?
AGILE + INNOVATION IS THE ANSWER
Something Wonderful Is Happening
Global innovation is driving poverty reduction

Share living in Absolute Poverty by World Region (1981-2011) – by Max Roser
The absolute poverty is defined as living with less than $1.25/day. This is measured by adjusting for price changes over time and for price differences between countries (PPP adjustment).

Data source: World Bank (PovcalNet)
The interactive data visualisation is available at OurWorldinData.org. There you find the raw data and more visualisations on this topic. Licensed under CC-BY-NC-SA by the author Max Roser.
War is dying
VIOLENT CRIMES ARE ON THE DECLINE

**MURDERS WORLDWIDE**

- **2001**: [Bar Graph]
- **2008**: [Bar Graph]

**VIOLENT CRIME RATE, U.S.**

- **Early 1990's**: [Bar Graph]
- **2008**: [Bar Graph]

Per 100,000 People
Literacy is increasing
Why is this Happening?
### Digital Power =

<table>
<thead>
<tr>
<th>Computing</th>
<th>Communication</th>
<th>Storage</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth Rate = Doubles Every 18 months</td>
<td>Growth Rate = Doubles Every 9 months</td>
<td>Growth Rate = Doubles Every 12 months</td>
<td>Growth Rate = (2^N) but not (N^2)</td>
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An exponential rate of growth that reduces computing and networking costs 95-97% every ten years
digital power is driving a manufacturing revolution

Customers loved this…

…Until they tried this…
digital power is driving an energy revolution
digital power is driving a biology revolution

Moore’s Law
DNA Sequencers
DNA Synthesizers

Humanity is doing twice the work

Global productivity increasing

[Graph showing global productivity trends from 1945 to 2015]

Global Productivity

U.S. Productivity and Median Family Income (1980=100)

Productivity: Output per hour

Median Family Real Income

housofdebtblog.org, @profsuli & @AtifRMian. Data source: BLS, CPS
In half the time
BECOMING MORE AGILE

and Innovative is part of the
Human Condition
Cool Scrum Innovation Styles

- Global innovations centers in one of world’s largest hardware companies - see previous online course in ScrumLab
- Implement Aggressive Scrum
- Use Design Sprints
- Johns Hopkins Applied Physics Laboratory
- King Games - one of the most awesome and profitable innovation teams ever
- Organize your entire innovation portfolio with Scrum for Ideas and FutureLab’s toolkit
Aggressive Scrum Team
• Get $100M from the government to solve a problem
• Develop a dozen or more strategies for implementation
• Create a map of research stories
• Time box every story and burn them down in sprints
• Trim the tree until the best solution is achieved
• Scrum provides better solutions twice as fast
Candy Crush May Be the Most Profitable Game in the World

- 100 million real time online users
- 70 big data analysts dedicated to 70 Scrum teams

- Two week sprint to go live with online prototype
- One day sprints for two weeks to optimize game
  - Daily big data analysis and game tuning
- Profit or die within 4 weeks!
INNOVATION INHIBITORS

1. Without a comprehensive and systematic approach to innovation, you simply won’t be able to move the needle. Contests, hackathons and design sprints are good... but they’re like trying to lose weight with the latest diet, they cannot effect lasting and transformative change. No one can do your push ups for you.

2. Innovation white blood cells will seek to “defend” the enterprise, and must be included as active participants in the IdeaScrum process.

3. Cargo cult innovation and AINO

There is no “off the shelf” innovation product that can address the specific culture and unique challenges/success factors of your company. You need to carefully develop an innovation prescription that works for you.
Innovation Scrum

Agile model

- product vision
- roadmap
- release plan
- sprints
- daily standup

Agile Innovation model

- corporate strategy
- innovation portfolio
- challenges & visions
- roadmap
- release plan
- brainsprints
- idea scrum
Our Way to do Scrum for Ideas
The Problem
How to move the needle

Margot Golding, formerly EVP Wholesale Loan Servicing Wells Fargo...

“We wanted to ramp up innovation in a group that was considered by some to be ‘one of the less innovative’ in the company, with no expectation that things would change in any substantive way, since improvements were thought to have been ‘wrung out’ of the system over the previous decades.”

HERE’S THE SOLUTION

FutureLab Process:

▪ Detailed ethnographic assessment
▪ Intensive six week innovation training
▪ Dedicated Thinkspot brainstorming rooms
▪ New ideation software tool – configured to rewrite that group’s cultural DNA

The Result: –400 people produced 700 ideas within 6 months, outperforming the “more innovative” groups by a factor of 10x.
Here’s Our Solution
OS/i

- **OS/i is the Operating System for Innovation**
- Leverages machine learning & computation linguistics to simplify the idea harvesting process
- Leverages “social workflow” to track collaboration efforts via lightweight Agile
- System is fully open to empower collaboration at a higher level
- It’s how we put the “Agile” in Agile Innovation
- Fully enabled for mobile computing; SAAS soon
Simplifies the idea harvesting process, using an Agile approach, enabling both contests & strategic initiatives to be used, and integrates advanced gamification.
InnoMetrics uses adaptive boosting to enable smarter analysis of ideas in your innovation pipeline. Novel pivots map technology enables self-optimizing teams.
really understanding innovation

From

Adhoc Invention
Gut Feel
Serendipitous
Opportunistic
Localized R&D
Project Mgmt Discipline
Product Function

To

Managed Innovation
Structured and Validated
Well Organized
Directed and Purposeful
Globalized Multi-disciplinary Collaborative Teams
Agile Innovation Mgmt Discipline
Customer intrinsic model
Be there!
Silicon Valley
July 16-17, 2016

Early Bird Registration

Large Agile Practitioner Summit (LAPS)
Wed, 2016-July-20 @ SAP Palo Alto
Dr. Boris Kneisel, SAP SE
2016-May-24

What is LAPS? – What is the Purpose?
Spend a Fortnight with the Founder of Scrum
Palo Alto, CA - July 2016

• Certified Scrum Master - SAP Palo Alto 14-15 July
• Agile + Innovation Leadership Workshop - 16-17 July
• Certified Scrum Product Owner - SAP Palo Alto 18-19 July
• Large Agile Practitioner Summit - SAP Palo Alto 20 July
• Certified Scrum@Scale - SAP Palo Alto 21-22 July

• Special deal for multiple events - info@scruminc.com
Closing time

Poll
Please participate in our exit poll

Contact
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Parting thoughts
“If you always do what you always did, you will always get what you always got.” – Albert Einstein
“Innovation is the ability to convert ideas into invoices.” – L. Duncan
“The key to success is for you to make a habit throughout your life of doing the things you fear.” – Vincent Van Gogh