

## AgileNorth Speakers 2014

### Dave Browett – Micro Focus

Dave has been working in IT since 1985 and has held various positions in Project/Development Management since 1988. He has worked in a range of sectors (including Aerospace, Healthcare, Legal and Telecoms) and has worked with organisations and companies such as the European Union, FSA, BT and BAe. He has been working with Agile and Agile Project Management since 2003 and has presented at Project Challenge ([www.projchallenge.com](http://www.projchallenge.com)) at the NEC in Birmingham and London Olympia. He is currently a Project Manager working for Micro Focus in Newbury ([www.microfocus.com](http://www.microfocus.com)).

### **Title: "Scaling Agile - Factors to consider when assessing a release payload and determining risk".**

The session commences with a few slides on planning an agile release payload which will be played out across multiple teams. The main section is then a role-play running through several iteration planning-execution-review phases after which there are a few slides to summarise.

I hope that it will make attendees consider more carefully how agile planning activities are carried out and for those not used to larger scale scenarios it may give them a taste of factors to consider when scaling agile.

---

### Ian Carroll – Independent

Ian is a Transformation Ninja, coach, and speaker on all topics related to Lean, Kanban and Agile software development. His 25 years of hands-on experience in the software industry have been a second classroom, where issues and hurdles inspired him to dive in, find solutions, and follow his passion to explore the optimal ways to apply these principles in the real-world.

#### PERSONAL MISSION:

- 1) Revolutionise the IT industry in the Northwest UK.
- 2) Advocate passionately for productive, collaborative, and fun workplaces.
- 3) Nurture and expose exceptional industry talent.

He now helps clients transform their organisations using Kanban and other Lean and Agile techniques to lower costs while increasing their ability to respond to changing market demands and outperform competitors. In the past 10 years Ian has trained and coached hundreds of teams in Lean Agile techniques, and is breaking new ground by scaling lean principles to the portfolio level and beyond.

Ian founded Lean Agile Manchester. He has a deep interest in studying tribal behaviours within corporate environments, and is a regular speaker at Lean and Kanban related conferences including Agile in the Public Sector, Kanban Leadership Retreat, Lean Agile Scotland, Agile Yorkshire, Manchester Barcamp, Lean Kanban France, and Modern Management Methods: Lean Kanban UK.

Specialties: Lean, Kanban, Lean Portfolio Management, Systems Thinking, Inventor of Systemic Flow Mapping, Agile Enablement and Transformation, Coaching, Scrum, XP, Continuous Delivery, Software Estimation, Software Delivery.

### **Title: Lean Estimation & Planning**

**Duration:** Can be modified to fit anywhere from 1 to 2 hours

**Target Audience:** Project Managers, Developers, Business Analysts, Testers, and pretty much anyone involved in the delivery of software projects.

#### **Description:**

*How long will it take? How much will it cost?* The two questions that constantly haunt development teams. This session is in two parts. Part one is how to estimate before the project has even started - normally in the context of when you're building the business case to secure funding for the project to proceed. Part two then covers the detail of how to size, estimate, plan, and track progress once funding has been secured and the project has started. This is an instructor led hands-on workshop where attendees will work out how much a phantom project will cost and when it will be complete.

---

### **Lynda Girvan - AssistKD**

Lynda has over 25 years' experience in the business analysis and IT field as consultant, manager and trainer in both the public and private sector. She has worked in enterprise and strategic modelling and analysis, and worked on product level consultancy and agile coaching. Lynda has experience throughout the business change and system development lifecycles, and has used traditional 'waterfall' and 'agile' approaches. She is a Member (MBCS) of BCS, The Chartered institute for IT, and is an examiner for the BCS's International Diploma in Business Analysis and Solution Development. Lynda has extensive experience of adding value to organisations through her business analysis work and is keen that agile software development is understood within the context of delivering business improvement.

### **Title - "Putting the BA into Backlog : Agile in the business context"**

Business Analysis is a growing profession which is helping organisations to manage business transformation in an ever changing and complex world. BA's work across the business change lifecycle; they develop early understanding of business needs so that the right projects are funded for the right reasons and ensure that the solutions are developed that meet these needs. As a result, the Agile philosophy and techniques are fundamental to BA work.

Lynda will share her experience of being an agile BA in the public sector and how applying agile principles and techniques have enabled her to transform business operations and improve performance in both IT and non IT departments. Lynda's experience demonstrates that agile approaches are not just reserved for developers but can – and should – be utilised by business analysts in the wider business context, thus paving the way for agile development to succeed. Lyn believes that BA's are underutilised within agile development approaches and that development teams need to embrace the qualities that BA's bring in order to enhance the business benefits that IT projects deliver.

---

## **Dave Green & Thomas Dittmer – MoneySupermarket**

Dave Green has worked in Application Development for the last 12 years mainly in the Insurance and Financial services sector. Having first worked for a Loss Adjusters as a Developer and moving to work at a Software House specialising in Sage products and finally moving to MoneySupermarket in 2006 where he currently works as a Technical Architect. Dave is a strong advocate of agile and working as one team to deliver business value and he is always looking for ways to make that 'last mile' in software development effortless and streamlined.

Thomas Dittmer has worked in Application Development for the last 9 years, working for MoneySupermarket for the last 7 years, starting with the company as a developer Thomas has taken on a variety of roles in his time with MoneySupermarket and is now a Technology Delivery Lead. Thomas champions delivery and development best practices, leads the internal MoneySupermarket training academy and focuses his efforts and research on making the technology delivery function more effective by increasing flow, improving quality and improving predictability.

### **Title: From the Eventful to the Boring**

A look at the evolution of technology teams within MoneySuperMarket and our journey from a very un-agile organisation with stressful early morning releases to automated anytime deployment. The talk looks at the change in process and culture over a 5 year period. The talk has funny stories and real experiences throughout with practical advice on little things you can do to become more agile and achieve anytime automated releases.

---

## **Gareth Lees – Codeweavers**

Having worked with mobile phones in a sales-led company where the pressure was always on and fire fighting was the order of the day and previously working for myself I now work at Codeweavers, one of those nice companies where the quality of code is very highly valued. In my spare time I sharpen my skills in many languages and on my ukulele.

### **Title: From Chaos to Codeweavers**

Before I joined Codeweavers they had an agile coach in, embraced the whole agile world and were very well settled in. Their chaos days were now a distant memory of somewhere they never wished to return to. Meanwhile I was constantly firefighting at my previous job... Fixing one thing, breaking two more, no tests and bugs piling up around me. I knew better was out there, I had heard of agile, but never used it in anger. Now was my chance, I joined Codeweavers and was thrown into a new world. In this session we will explore the journey, the adjustments I had to make and how the process can be made easier for the next person to be thrown in.

---

## **Kevin Murray & Imran Younis – Valtech**

Kevin is a Delivery Director for Valtech with over 18 years' experience in the industry, Kevin has successfully managed a number of successful digital projects including our recent work creating the FlightGlobal <http://www.flightglobal.com/Pro/What-is-Pro/> and Estates Gazette (EGi) <http://www.estatesgazette.com> platforms for the successful digital publisher Reed Business Information. Kevin manages and oversees the successful delivery of our GDS exemplars for DWP. He is also an acknowledged expert on the subject of Public Sector Agile, and regularly talks at conferences.

Imran is an award winning UX specialist with over 12 years' experience. He has experience in a wide range of client domains from large corporate (e.g. AstraZeneca, Littlewoods) to start-ups (CarLoan4U, On the Beach). He has created the user experience for a number of digital exemplars including Carer's Allowance and Single Tier Pensions. He has also played a lead role in contributing to the UX aspects of the service manual and digital by default standards for GDS.

## Digital Diversity in the Public Sector

This session describes two very different UK government projects where we have taken a UX and user needs driven development approach. The presentation will show how using key UX techniques like guerrilla testing we have been able to influence and change the set in stone government policy.

The first project is the new digital Carer's Allowance service. We will explain UX techniques which brought the average claim entry time down from 1 hour to 16 minutes and ensured a doubling in the digital uptake percentage. More importantly we can explain how guerrilla testing for what is a very emotive benefit allowed us to soften and even remove question considered mandatory by the policy team. We will show a number of videos of the real user testing, some of these are humorous, but the really powerful clips show how some real users brought to tears by some of the original questions. These testing clips really resonated with the policy team who allowed change when they were presented with the tangible evidence.

The second project is an Asbestos App for the UK Health and Safety Executive (HSE). Here we were able to use UX techniques to ensure we targeted the most at risk from asbestos, which is very difficult due to a significant amount of misinformation and macho peer pressure. The guerrilla testing helped the HSE amend very strict guidance which focuses on always avoiding asbestos to accepting that the target audience will need the safety information to identify and deal with the asbestos risk appropriately. Very surprisingly the guerrilla testing also ensured a change in behaviour for several of the real test subjects who made an immediate decision to review their current project or arrange a doctor's visit.

Previously these two separate government departments had only worked with the waterfall approach, this resulted in big bang deliveries, which were 100% driven by legal and policy in a legislation first approach. One of the biggest problems we found was there was no analytics or evidence to measure what areas were working or failing.

We took a user needs focused approach on both these projects. Using an agile approach we incorporated iterations of prototyping, guerrilla testing and user insight testing which dovetailed into the development teams continuous delivery cadence. It was important that we incorporated qualitative and quantitative testing along with important UX techniques such as:

- Customer journey mapping
- Affinity sorting
- Focusing on content editorial, removing jargon and focusing on the concept of plain English
- Guerrilla testing
- Pop up testing
- User Insight
- Analysing Google Analytics to understand completion rates, drop off points and time taken
- Accessibility testing

---

## **Arbor Pllana - Unruly**

I am the the EMEA Product Manager at Unruly, global leaders in social video and dedicated to agile principles since its startup days in 2006. I have a cross-functional background that spans Operations, Product Support and Product Management. I have been with Unruly for four years over a period of rapid growth from a team of just 30 to 140, now liaising with a globally distributed network of stakeholders across 12 offices. I work at the heart of Unruly's XP product development team facilitating the incubation of user stories and researching new ideas that feed into our ever evolving product set.

### **Title: Extreme Product Development**

Unruly is the leading global platform for social video marketing. Founded in 2006, we now have 12 offices and employ over 140 people globally. We've been applying eXtreme Programming (XP) from the start and that's still a core part of how we develop our software products. As our company and customer base has grown, we've had to figure out how to shape user stories and make plans with stakeholders spread across the US, Europe and Asia. Our developers are at the frontline in ensuring that we are building out our products in a way that will drive our company forward whilst being scalable and delivered in a sustainable way. We don't employ testers or BIs as we believe that a ground up approach supported by XP, TDD and Lean principles ensures that we can continue to develop new product offerings with rich user-experience while improving our underlying infrastructure to handle a growing amount of traffic, data and user demands.

Come to this session to hear about how our Product Development teams use XP and where we've had to make adjustments to adapt to scale. The sessions will last 1hr and 30mins.

---

## **Avinash Roa - Mindtree UK**

Avinash Rao is a Program Director at Mindtree UK, and currently program manages Mindtree's largest enterprise Agile program out of London. A certified SPC, Avinash has a rich and varied experience in Program, Product and Platform Management, New Product Development Consulting, Market Research, IT Business Value, and Process re-design & Optimization. Avinash is a thought leader with extensive speaking experience.

### **Title: Enterprise agile Programme Plan Cookbook**

This interactive, step by step session takes the audience through the challenges faced in an enterprise Agile setting, presents the structure and governance needed to succeed in the enterprise, and builds an Agile Program Plan.

Agile adoption in large enterprises is different from traditional Agile projects that use Scrum. There are significant changes in the way large enterprise Agile programs are funded, structured and measured; also scope, funding and outcome management are more deterministic in large enterprise programs.

---

## **Phran Ryder - Lloyds Banking Group**

Phran Ryder wrote his first programme in 1978 and soon became an enemy of inefficiencies in software development. In his first job in 1986, developing a GUI centric design tool for a Macintosh,

he soon wearied of testing his code and wrote automated tests - a strategy he followed until the end of the century when he stumbled on the then novel idea of writing the test before the code. That innovation came with the discovery of eXtreme programming and the Agile methodologies.

In the nineties Phran formed OOPS North West, a Branch of the British Computer Object Oriented Programming Specialist Interest Group. That group morphed into AgileNorth. A few years later the first AgileNorth conference took place in Preston.

Phran works for a very very large organisation where agility is challenging but possible. He still hates inefficiency in software development.

### **Title: Agile Requirements**

Many or most Agile teams collect requirements as User Stories. Traditional waterfall teams record requirements in a Requirements Catalogue. Straddling the gap are Use Cases that have been used on Agile and Waterfall projects.

This workshop will explore the relationship between these three forms of requirements. Understanding that relationship will help bridge the gap between Waterfall and Agile, guiding stakeholders familiar with traditional methodologies along the path to enlightenment.

---