

#### **Gene Gendel**

Gene Gendel is an organizational design specialist, agile/lean coach and trainer, consultant and adviser to senior leadership. Almost 15 of 20+ years of his professional experience – Gene dedicated to working with companies of various sizes and lines of business, trying to help them improve internal dynamics, organizational structure and and becoming a better place to work. Gene engages at all organizational levels: senior- and mid-level management, teams and individuals. In his work, Gene uses various methods, tools and techniques to amplify learning by others and to ensure that people gain autonomy after Gene "coaches himself out of the job".

Gene is Certified Agile Coach (CAC), by Scrum Alliance – small elite community of Scrum Alliance Certified Enterprise Coaches (CEC). Today, he is the only CEC who resides in NY State. Gene is also one of the co-creators of Team Level Coaching Certifications (CTC) program for Scrum Alliance.

Gene is also one of very few <u>Certified LeSS Trainers (CLT)</u> that are based in the United States.

He is also well-recognized blogger and publisher. He is the author of <u>Adaptive Ecosystems</u>: <u>Collection of Independent Essays About Agility</u> and co-author of:

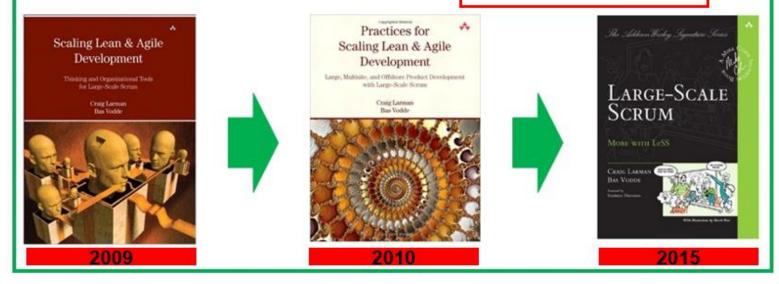
- <u>Agile Coaching: Wisdom from Practitioners</u> (free <u>pdf</u>).
- Best Agile Articles of 2017 and 2018



Gene significantly contributes to global and local agile communities, where he influences people by running workshops, webinars, seminars, panel discussions, lunch & learn, coaching retreats, professional gatherings and other events. While teaching and coaching Large Scale Scrum (LeSS) to organizations, Gene has built the biggest in world (today) LeSS meetup community that is used as a free educational hub about LeSS available to many people.

## **History of LeSS**

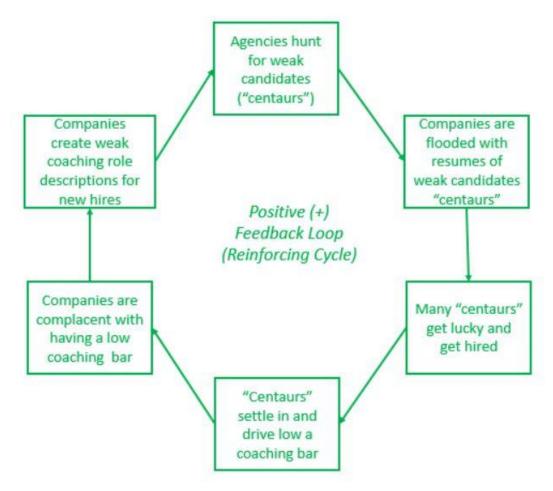
Large Scale Scrum (LeSS) - is Scrum. It is a <u>DE-SCALING</u>, organizational design framework for large-scale, multi-site agile product development. LeSS is based on close to 20 years of extensive research and deep learning. In LeSS, a team is an organizational building block. Understanding LeSS requires learning the whole system, not just some of its parts. LeSS adoptions are <u>DEEP & NARROW</u>.



#### **Your Question:**

- "When I tell people I am an Agile coach, no one really understands."
- "What is the job description you would give for an Agile Coach?"

# Most of 'Agile Coach' job descriptions, posted on job portals, are weakly defined.



https://www.keystepstosuccess.com/2017/07/you-get-what-you-ask-for-agile-coaches-centaurs





It is amazing if your company, creates the following important titles (marked in red) in its HR database, to support agile roles and careers. However, it is a sign of a deep systemic dysfunction and 'agile masquerade', if the following SQL queries are ran, as a batch job, overnight... . .

UPDATE table\_employee

SET table\_employee.title = 'Senior Agile Coach'

WHERE table\_employee.title = 'Senior Project Manager'

UPDATE table\_employee

SET table\_employee.title = 'Scrum Master'

WHERE table\_employee.title = 'Junior Project Manager'

UPDATE table\_employee

SET table\_employee.title = 'Product Owner'

WHERE table\_employee.title = 'Business Analyst'

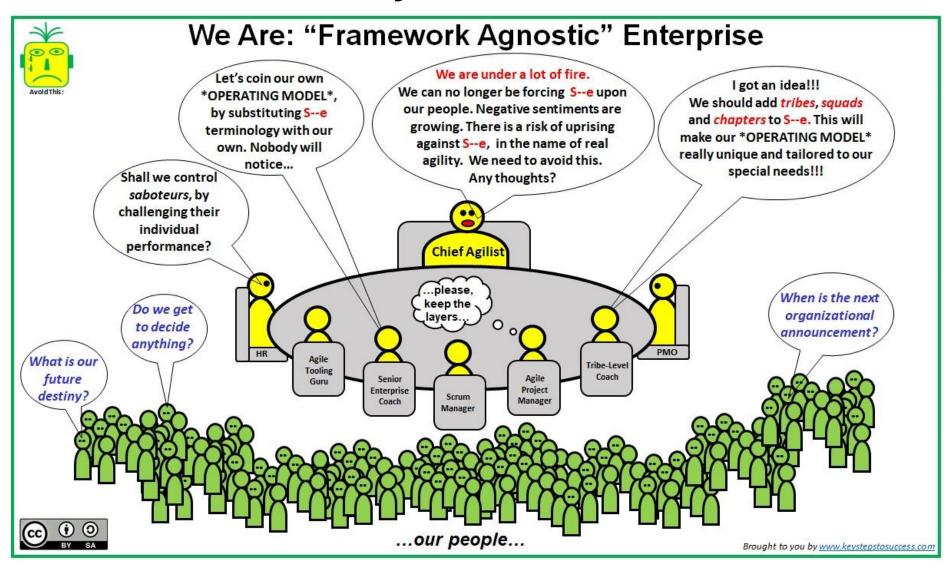
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#### Larman's Laws of Organizational Behavior

(Spanish translation)(Russian translation) (Japanese translation)(Persian/Farsi translation)(Polish translation)(Portuguese translation)

After decades of observation and organizational consulting, here are Larman's Laws of Organizational Behavior. These are observations rather than laws to follow;)

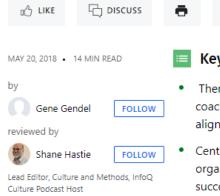
- 1. Organizations are implicitly optimized to avoid changing the status quo middle- and first-level manager and "specialist" positions & power structures.
- 2. As a corollary to (1), any change initiative will be reduced to redefining or overloading the new terminology to mean basically the same as status quo.
- 3. As a corollary to (1), any change initiative will be derided as "purist", "theoretical", "revolutionary", "religion", and "needing pragmatic customization for local concerns" which deflects from addressing weaknesses and manager/specialist status quo.
- 4. As a corollary to (1), if after *changing the change* some managers and single-specialists are still displaced, they become "coaches/trainers" for the change, frequently reinforcing (2) and (3), and creating the false impression 'the change has been done', deluding senior management and future change attempts, after which they become industry consultants.
- 5. (in large established orgs) *Culture follows structure*. And in tiny young orgs, structure follows culture.



Extensive reference: <a href="https://www.keystepstosuccess.com/?s=agile+coach">https://www.keystepstosuccess.com/?s=agile+coach</a>

please, read

#### Centralized vs. Decentralized Coaching



#### Write for InfoQ

Join a community of experts.

Increase your visibility.

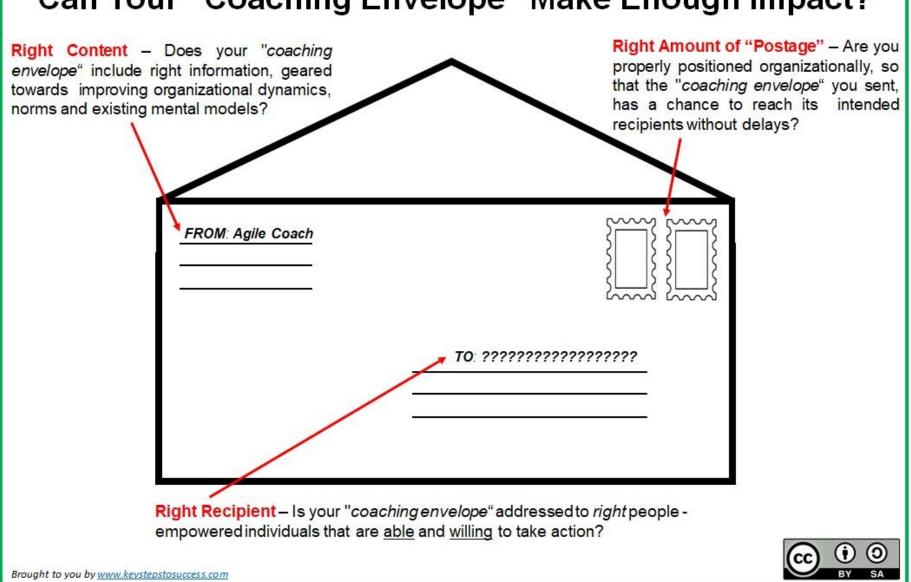
Grow your career.

Learn more

- Key Takeaways
  - There is a frequently seen confusion with respect to the definition of agile coaching: coaching focus (e.g. enterprise vs. team) is confused with coaching alignment (centralized vs. decentralized) within an organization
  - Centralized coaching departments run the risk of turning into a single-specialty organizational silos that are locally optimized for their own expansion and personal success; they are also removed from real action. The reasoning behind: standardization - has its weaknesses.
  - Centralized coaching is often limited to being "responsible for introducing KPIs, documentation of script-style-one-size-fits-all best practices and cookie-cutting approaches". This leads to system gaming by other departments and organizational silos that must "meet numbers goals"
  - Centralized Agile coaching makes sense only when it takes place within an
    organization that is small enough to be effectively managed front-to-back
    (including its all organizational layers) and is genuinely supportive of its own
    coaches, by providing them with "organizational immunity" and operational safety to enable them perform their challenging duties
  - The main advantage of decentralized coaching approach is that coaches are close to real action: deeply engaged with products/services, and are intimately engaged

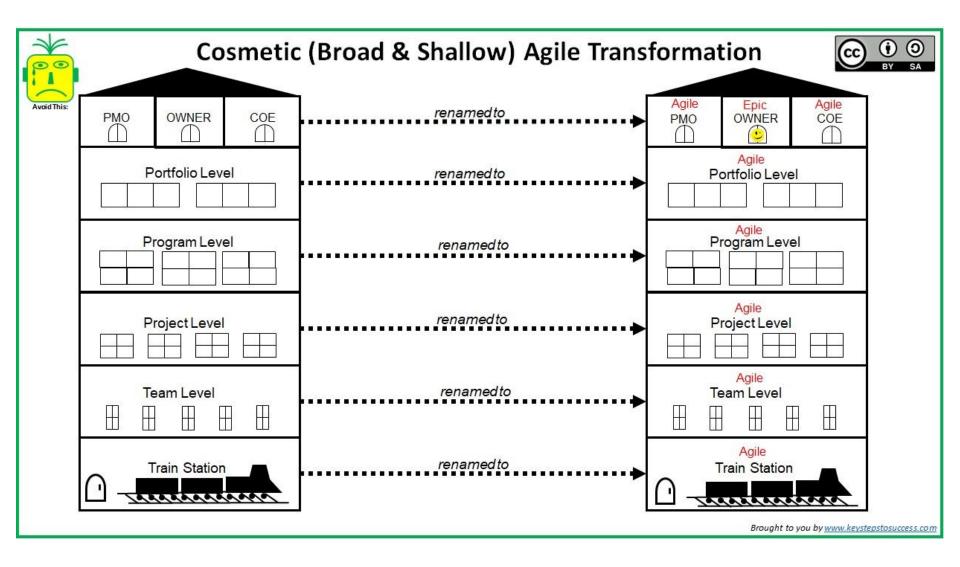
https://www.infoq.com/articles/centralized-decentralized-coaching/

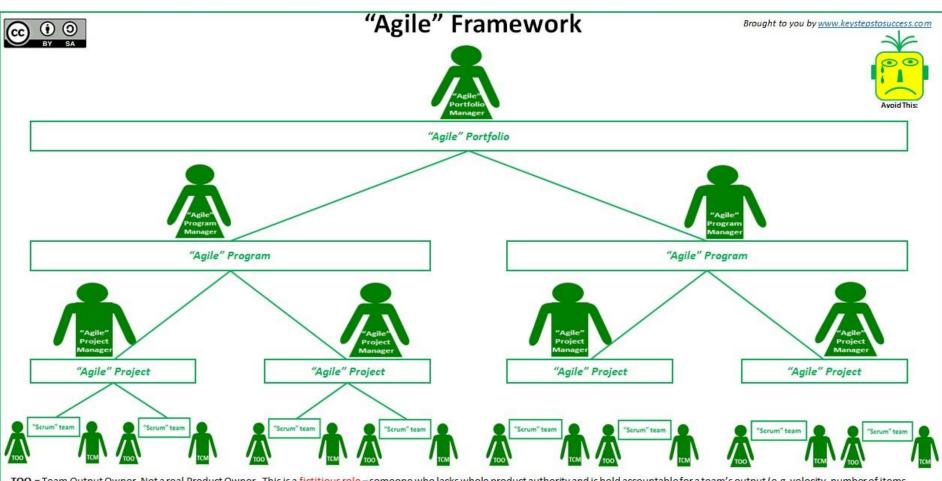
#### Can Your "Coaching Envelope" Make Enough Impact?



#### **Your Question:**

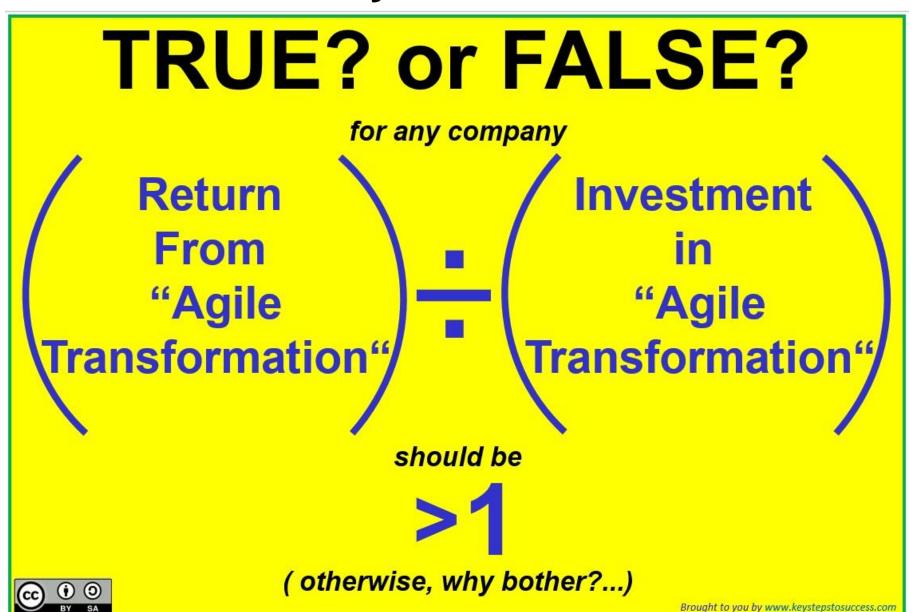
- "What are some of the biggest/most common pit falls you see organizations make when trying to apply a scaling operating model?
- And How do you avoid such pitfalls?"

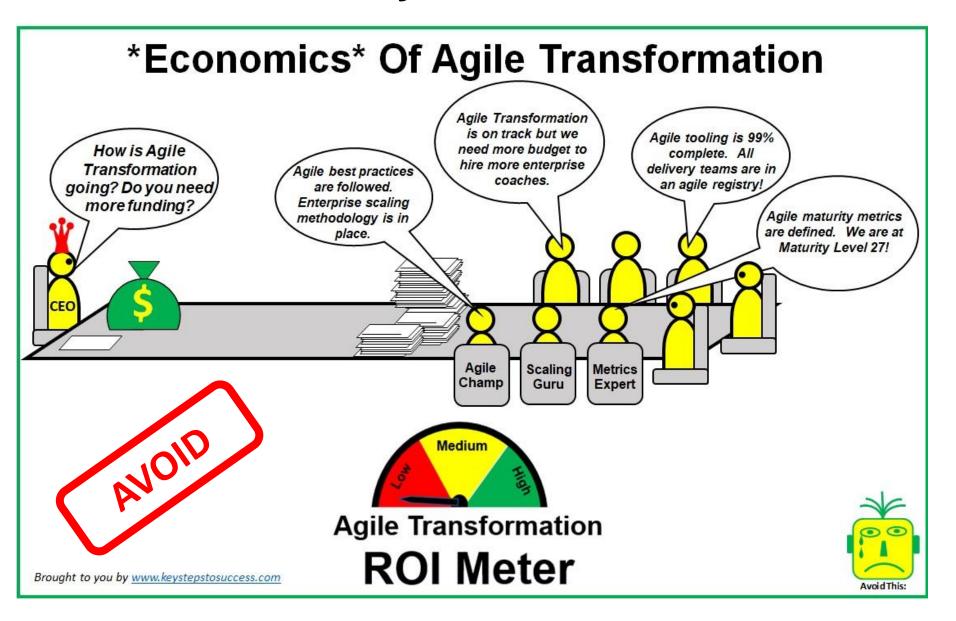


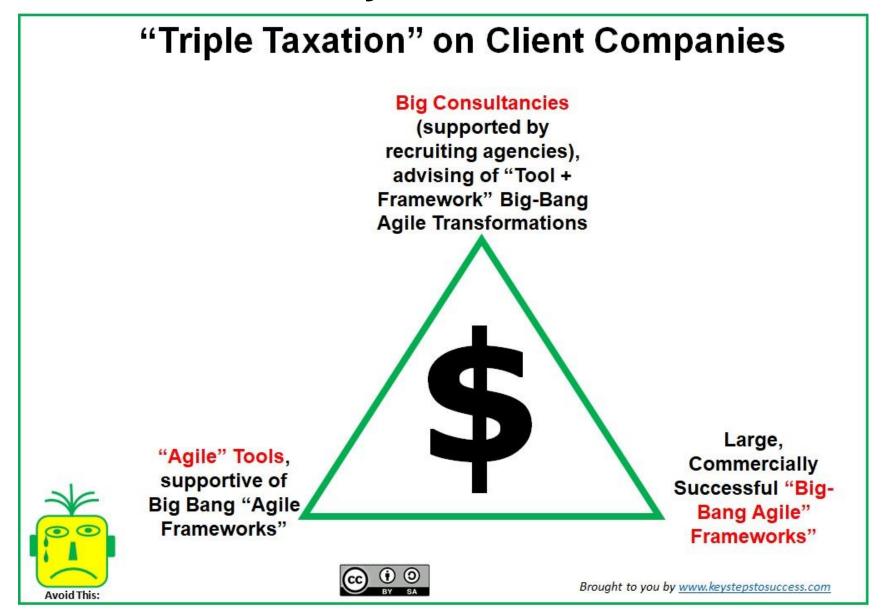


TOO = Team Output Owner. Not a real Product Owner. This is a fictitious role\_someone who lacks whole product authority and is held accountable for a team's output (e.g. velocity, number of items delivered). This term was originally coined and is best described by Michael James (<a href="https://seattlescrum.com/">https://seattlescrum.com/</a>) at <a href="https://

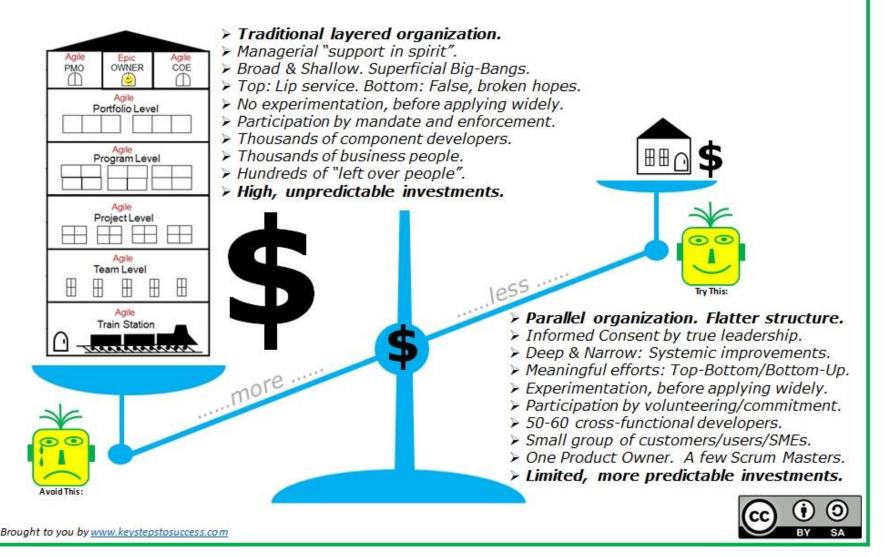
Source: https://www.keystepstosuccess.com/agile-anti-patterns-with-irony-and-satire/

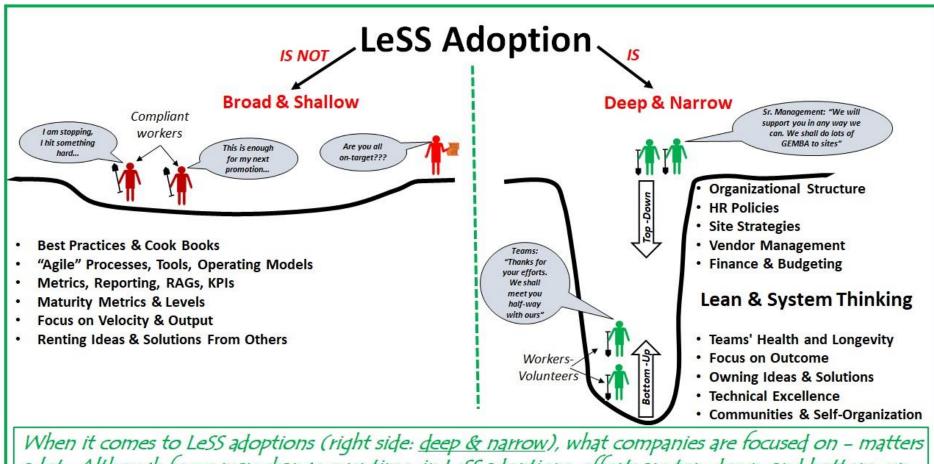






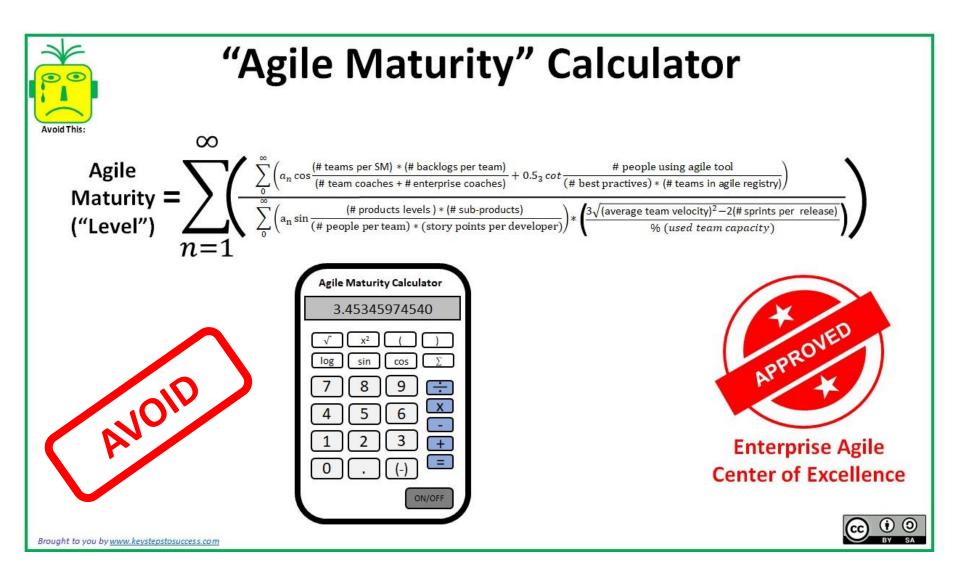
# \*Economics\*\* Of Agile Transformation





When it comes to Less adoptions (right side: <u>deep & narrow</u>), what companies are tocused on - matters a lot. Although focus may change over time, in Less adoptions, efforts are <u>top-down</u> and <u>bottom-up-and</u> they are complimentary.

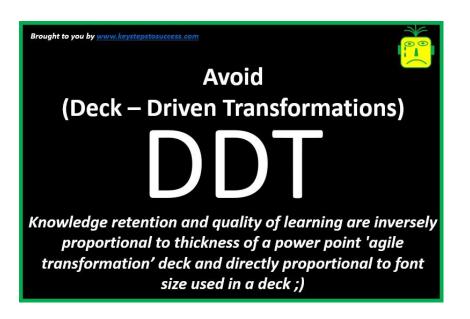
By Gene Gendel. 2020



Sourced from: https://www.keystepstosuccess.com/agile-anti-patterns-with-irony-and-satire/

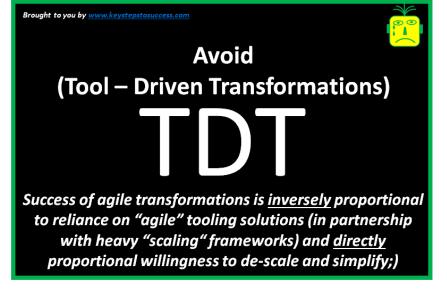
#### **Your Question:**

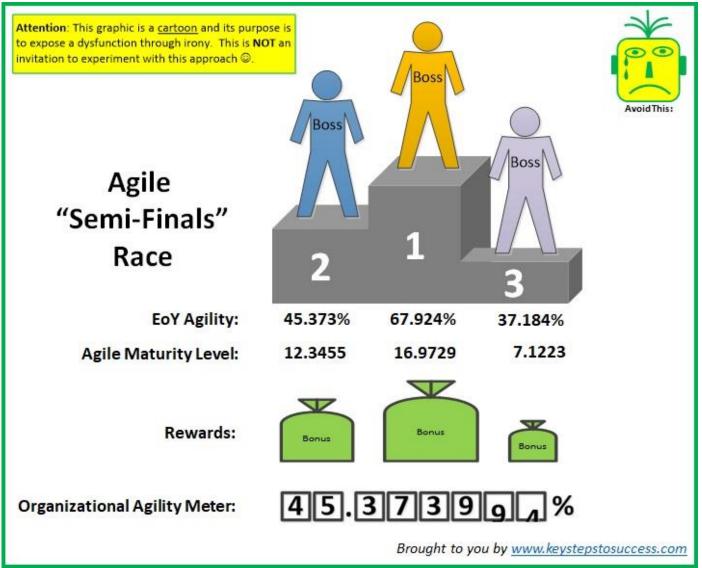
"What have you learned over your lifetime that you would like to share with the next generation of Agilists?"



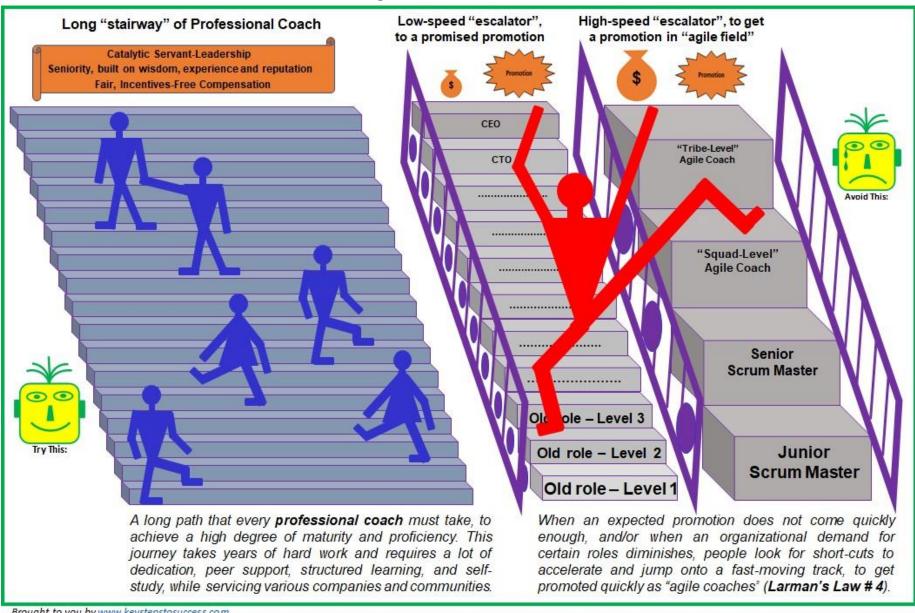






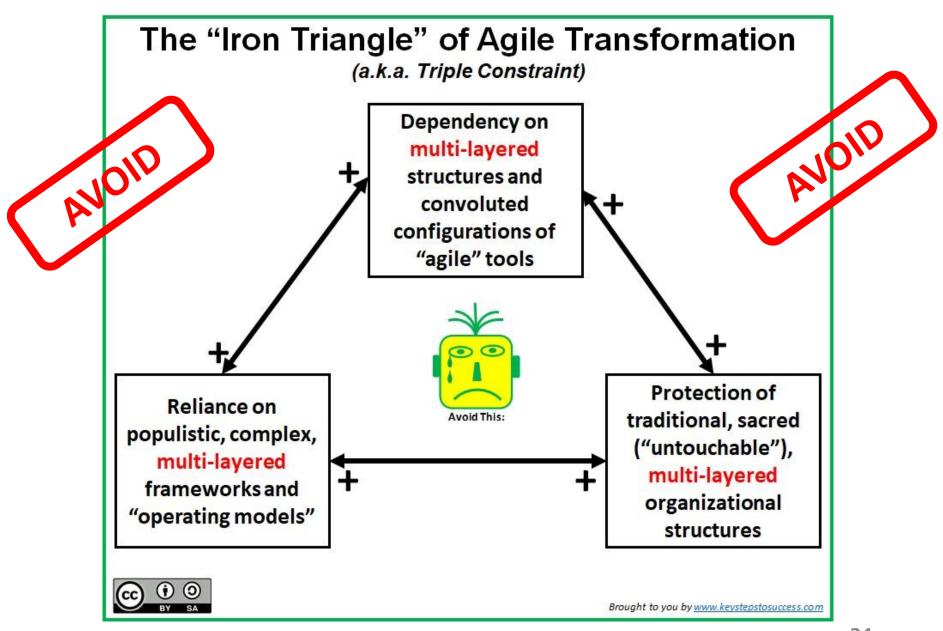






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#### **Your Question:**



#### **Your Question:**

- "Is it possible to for a place like ours
  - as large and as complex as we are
  - to follow a framework like a checklist or Bible?"
- ❖ Is this true that a framework does not answer how to do everything and there's room/flexibility to mold its work in our environment?"

#### **Agile Anecdote**

...350 lb. patient comes to Obesity Clinic, with the following chief complaints: heart palpitations, shortness of breath, excessive perspiration, sleeplessness and dizziness, also accompanied by a wide array of secondary complains.



Initial medical examination (triage) reveals hypertension, high cholesterol, low HDL, increased WBC count, decreased RBC count, low hematocrit level and other abnormalities in standard blood work.

**Patient**: "Doctor, I need your help. I would like to lose weight, improve my overall health condition and start feeling better. What can you do to help me?"

**Doctor**: "Great, I admire your aspirations. You should start with watching your diet, quit smoking, significantly cut down on alcohol intake, start exercising regularly and change your overall life style."

**Patient**: "Well Doctor, you are not being flexible. Your recommendations are two rigid, unrealistic and not pragmatic enough. They sound more like a theory and purism, than a practical advice. You should be more sensitive to my long-time habits and appreciate uniqueness of my case. Can you please recommend less radical methods?"

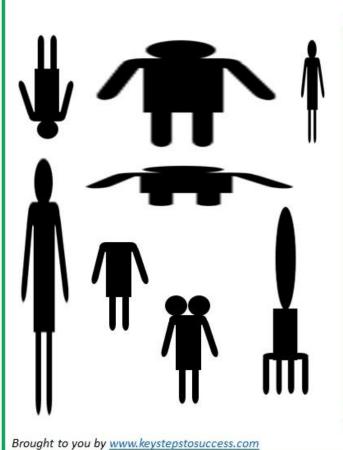


...the above, is an excerpt from a diary of unknown Agile Coach, whose preferred way of describing work experience was through medical analogy...

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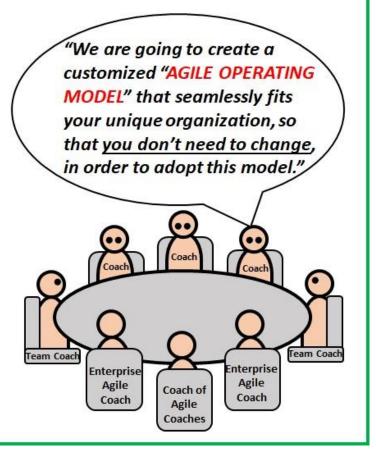
#### **Customized "AGILE OPERATING MODEL"**

Your Unique Organization



Unfortunately, you are NOT helping your organization by doing this! **How will your** organization improve, if your model is so "forgiving"?

Agile Center of Excellence



https://www.keystepstosuccess.com/agile-humor/

#### How many basic Scrum check boxes can you check off, as 'YES'?

#### The Scrum Master Checklist

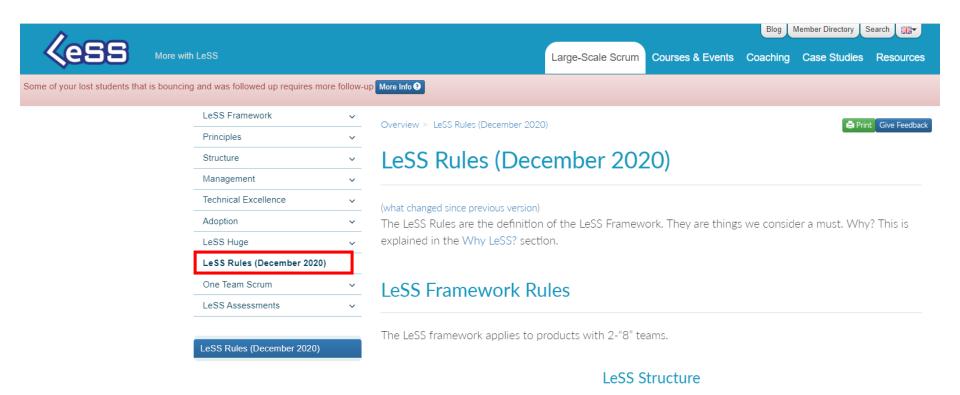
Welcome! This site is dedicated to Michael James' Example Scrum Master Checklist, an example list of things a Scrum Master should pay attention to in a typical organization.

#### You can find the checklist at:

- Scrum Master Checklist in English (8 Feb 2022 version)
- Scrum Master Checklist in Spanish
- Scrum Master Checklist in Japanese
- Scrum Master Checklist in Chinese (简体中文版)
- Scrum Master Checklist in Chinese (繁體中文版)
- Scrum Master Checklist in German
- Scrum Master Checklist in Dutch (8 Feb 2022 versie)
- Scrum Master Checklist in Polish
- Scrum Master Checklist in French
- Scrum Master Checklist in Russian
- Scrum Master Checklist in Hebrew
- Scrum Master Checklist in Portuguese
- · Scrum Master Checklist in Vietnamese
- · Scrum Master Checklist in Turkish
- Scrum Master Checklist in Latvian
- Scrum Master Checklist in Korean
- Scrum Master Checklist in Thai
- Scrum Master Checklist in Bosnian Croation Serbian
- Fill it out online using Google Docs (English)

https://scrummasterchecklist.org/

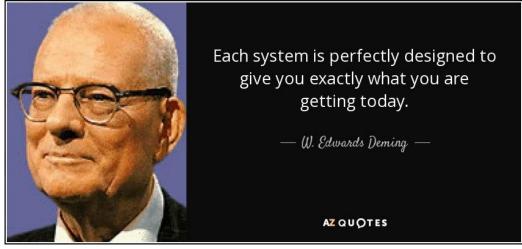
#### How many minimalistic LeSS Rules can you check off, as 'YES'?



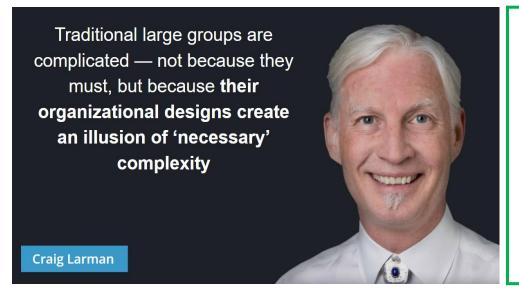
https://less.works/less/rules

It is not about right or wrong...

It is about being consistent or inconsistent with...

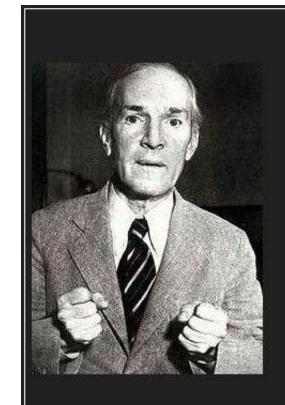


Source from: https://www.azquotes.com/quote/1411417



Organizational Design
elements should be
consistent with the System
Optimizing goals
(...passing "consistency
test"...)

Sourced from creative commons repository of Certified LeSS Trainers: https://less.works/courses/become-less-trainer



It is difficult to get a man to understand something when his salary depends upon his not understanding it.

(Upton Sinclair)

izquotes.com

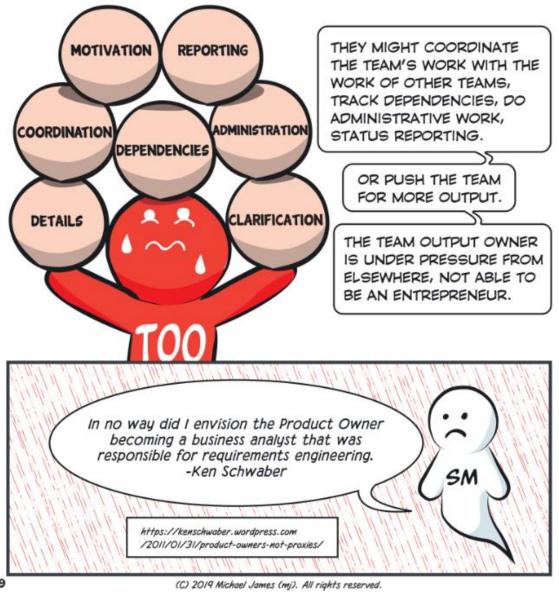
Sourced from: https://www.reddit.com/r/anticapitalism/comments/eivy6c/it is difficult to get a man to understand/

#### **Your Question:**

"Can you describe the role of Area Product Owner who sets priorities for "Area Product"?"



Sourced from: https://www.linkedin.com/posts/activity-6775692099992997888-tDW3



https://www.youtube.com/watch?v=cr2rjaGmUzo&t=41s

#### My Answer: **Product** Owner by DE-SCALING organizational complexity Area Area Area Product Product Product Owner (APO) Owner (APO) Owner (APO) [Product] [Product] [Product] Requirement Requirement Requirement Area Area Area **Product Product Product** Large Scale Scrum (LeSS) **Huge Large Scale Scrum (LeSS Huge)** Scrum

Hundreds and hundreds of developers Beyond 8 teams

~50 developers

2-8 teams

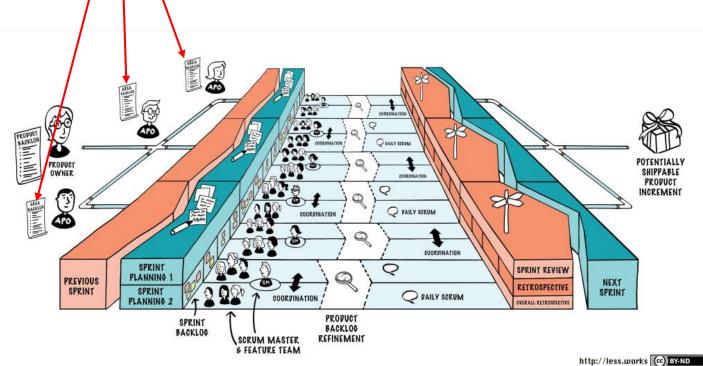
3-9 developers

1 team

#### https://less.works/less/less-huge/requirement-areas

Requirement areas are scaled-up feature teams. Scaling up by structuring teams according to the product's architecture is called development areas. The table below summarizes the differences.

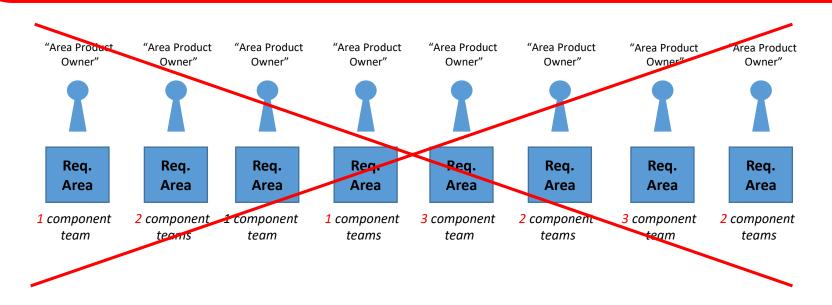
Requirement Area		Development Area
	organized around customer-centric requirements	organized around product's architecture
//\	collective subsystem code ownership	code ownership per subsystem
ter	porary in nature; should change over the lifetime of the	tends to be more fixed over the lifetime
	product, but not at every iteration	of the product
	ocus on the customer, using customer language	focus on the architecture, using
/ <u></u>		technology language
Develo	Development areas are <i>not</i> recommended and are only shown to show the contrast with Requirement Areas.	



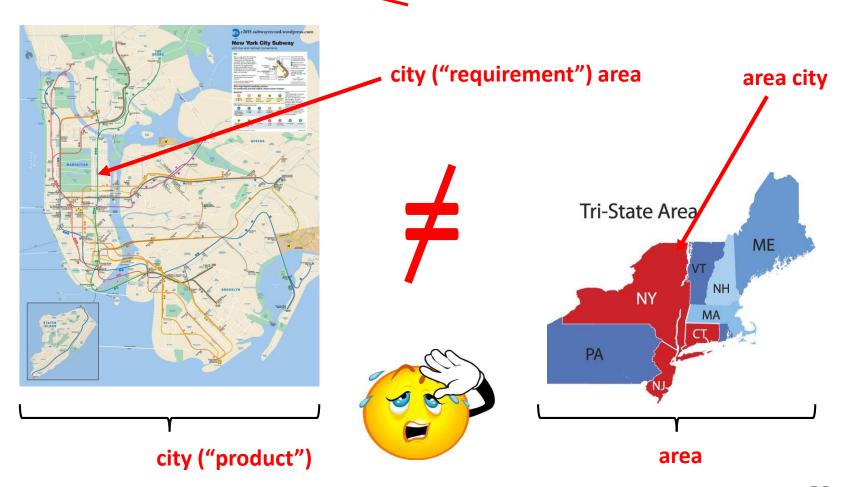
not

Avoid tiny (fake) Requirement Areas, with less then 4 Teams (a.k.a. Feature, a.k.a. Product, a.k.a. Scrum) working in each.

Try collapsing tiny (fake) RAs, by expanding your product definition (from a user's / customer's perspective)



## "Area Product" – there is NO such term in Less



\*"Can you outline the difference between a feature team, a component team, a delivery team etc."

## Component teams a.k.a.

**Application teams** a.k.a.

#### **Delivery teams**

• • • •

These teams are all **optimized** for super-sonic speed of delivery/rate of OUTPUT (jargon — "velocity").

They are **not optimized** for product focus or customer centricity, or OUTCOME (business impact).

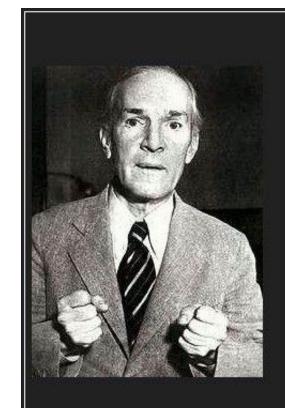


## In LeSS and LeSS Huge,

as we define products wider and make them more inclusive, we build teams that can work on a broad variety of <u>features</u>, servicing a much wider/broader <u>product</u> definition.

As such, a feature team and product team

 are pretty synonymous terms and mean the same thing. As such, creating a distinction and false dichotomy and reminds of Upton Sinclair's quote....



It is difficult to get a man to understand something when his salary depends upon his not understanding it.

(Upton Sinclair)

izquotes.com

Sourced from: https://www.reddit.com/r/anticapitalism/comments/eivy6c/it is difficult to get a man to understand/

please, read

#### On "Product Teams" and "Feature Teams"





(by Bas Vodde and Craig Larman)

#### On "Product Teams" and "Feature Teams"

This post has its origins in a post by Marty Cagan at https://svpg.com/product-vsfeature-teams/ in which he compares what he calls "product teams" with what he calls "feature teams." We're not quite sure where Marty's definition of "feature team" originates from, as what he calls "product team" seems to be more like a feature team to us than his definition

That said, the article is strong even when some of the reasoning is weak.

https://less.works/blog/2019/09/05/on-product-team-and-feature-team.html

please, read

logic weakness - Notice how the article's argument is framed: either (1) you have "product teams" that are empowered and focus on outcomes, or (2) you have "feature teams" that aren't. This is an example of the "false dichotomy" logic/argument fallacy, so widespread that we highlighted seeing this as a major thinking tool in the first LeSS book. And of course our suggestion is to consider more options beyond the false binary. For example, here's a radical idea: How about a team in a large product group that can either be empowered to focus on an outcome with their own innovative discoveries, or that can take on a presented feature request and implement it? Mind... blown!

https://less.works/blog/2019/09/05/on-product-team-and-feature-team.html

#### Such false dichotomy thinking, will lead to:

- Trivializing Scrum and Feature Teams
- Trivializing Product Owner Role
- Relabeling All Ex-"P" Managers Into Product Managers



Coaching, Consulting, Training

Home V Services V

please, read

## Feature Teams vs. Product Teams? A Organizational Implications of False Dichotomy.

April 27, 2022 by Gene

This post is an extension of an older discussion and therefore, briefly, about the history:

Back in 2019, the Founder and Partner of SVPG (Silicon Valley Product Group), Marty Kagan wrote the post "Product vs. Feature Teams", where he defined two types of teams: product and feature, and then compared-contrasted them. He also contrasted them with the third type of teams: delivery teams. His writing had a lot of great content. Later, the same year, the co-creators of Large Scale Scrum (LeSS), Craig Larman and Bas Vodde wrote the post "On 'Product Teams' and 'Feature Teams' ", in response to Marty's original post, giving their own perspective (also, shared by many LeSS coaches and trainers) on the subject and pointed out some weaknesses in reasoning (logical and terminology) in Marty's original post (pointing out false dichotomy/binary), while still acknowledging that it was a strong post.

https://www.keystepstosuccess.com/2022/04/feature-teams-vs-product-teams-organizational-implications-of-false-dichotomy/

# 

#### LeSS is not:

- · Many teams doing their own so-called "Scrum", and
- Working on different so-called "products"
- Delivering components that need further integration
- Working for many so-called "Product Owners" ("TOO")
- Maintaining private, silo-ed and dependent backlogs

<u>Many people</u> with different strategy, vision, mission. Competing with each other.

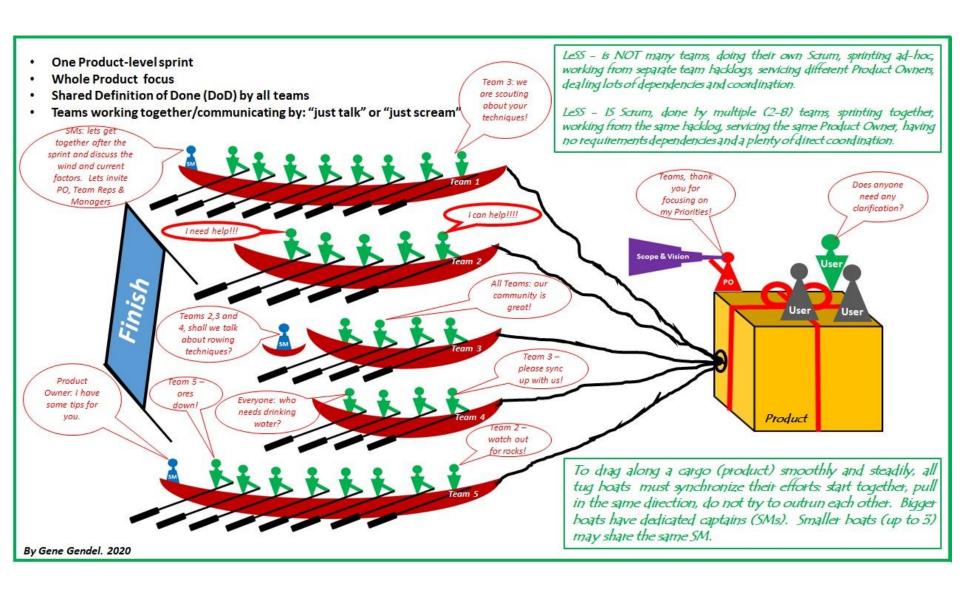


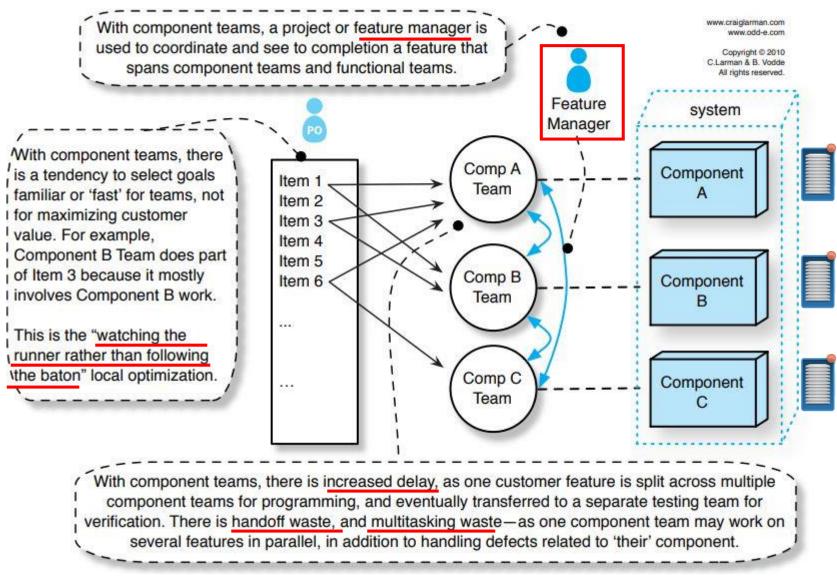
#### LeSS is:

- · 2-8 teams, working together in real Scrum, and:
- Working on the same, widely defined product
- Delivering fully integrated, end-to-end features
- · Working for only one REAL Product Owner
- · Maintaining only one, shared backlog

Only one person with shared strategy, vision, mission. No internal competition.

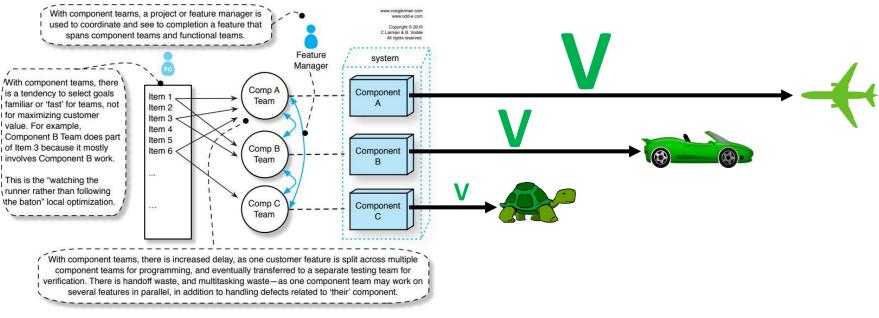






Sourced from: https://less.works/resources/graphics/index.html

#### **Component Teams**



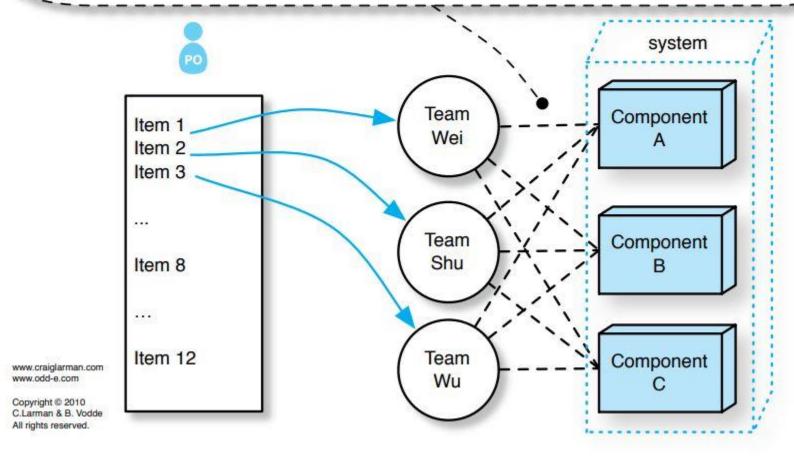
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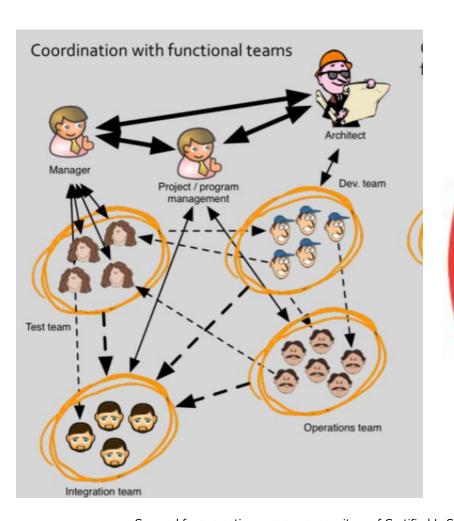
#### Big Mistake # 2

Can these velocities be used to reliably estimate volume and complexity of delivered features?

With feature teams, teams can always work on the highest-value features, there is less delay for delivering value, and coordination issues shift toward the shared code rather than coordination through upfront planning, delayed work, and handoff. In the 1960s and 70s this code coordination was awkward due to weak tools and practices. Modern open-source tools and practices such as TDD and continuous integration make this coordination relatively simple.



Sourced from: https://less.works/resources/graphics/index.html

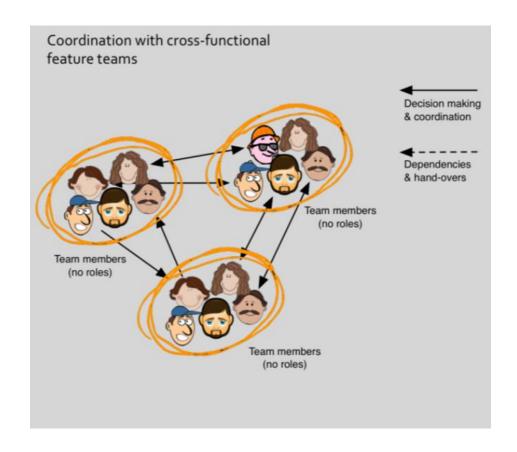




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#### LeSS Guides: Organize by Customer Value

Cross-functional/Self-Managed/Long-lived Feature Team Cross-functional/Self-Managed/Long-lived Feature Team

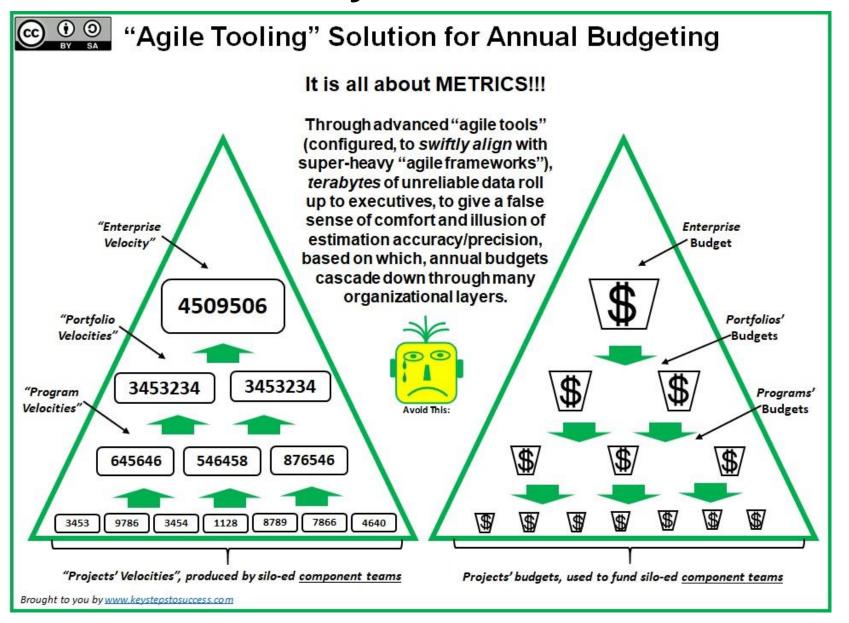


Sourced from creative commons repository of Certified LeSS Trainers: https://less.works/courses/become-less-trainer

"What suggestions do you have for early collaboration on annual roadmap planning when numerous lines of business have dependencies on the same enterprise Product team with limited development resources /capacity?"

Organizational <u>STRUCTURE</u> – is the <u>1<sup>st</sup> Order Factor</u> (Variable) that has impact on everything else in an <u>ECOSYSTEM</u>: behaviors, norms, values, principles, policies

"Any advice you have for Product teams who customize internal enterprise tools which are owned by another Products and their scrum teams?"



"Please share some information about LeSS trainings"

Large Scale Scrum Learning (Training, Workshops & Webinars)

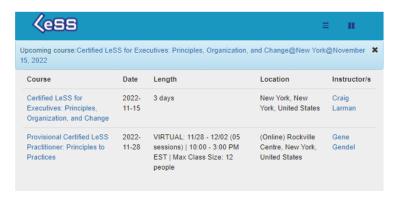
Training



If you are self-funding your education, please inquire about a personal discount. You may also request a **private class** for your company, instead of attending a public class. Please submit an inquiries through the form at the bottom of this page.

If you are willing to make a **100 USD** donation for Ukraine, please request a special deep (30%) discount code (Gene Gendel's classes), prior to registering.

You are 3 clicks away from the registration page – please forgive extra navigation steps.



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https://www.keystepstosuccess.com/large-scale-scrum-training/

https://less.works/courses/less-courses