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Product over Project (PoP)
- The True Agile Approach

May 28, 2021 @ HKSIA Event

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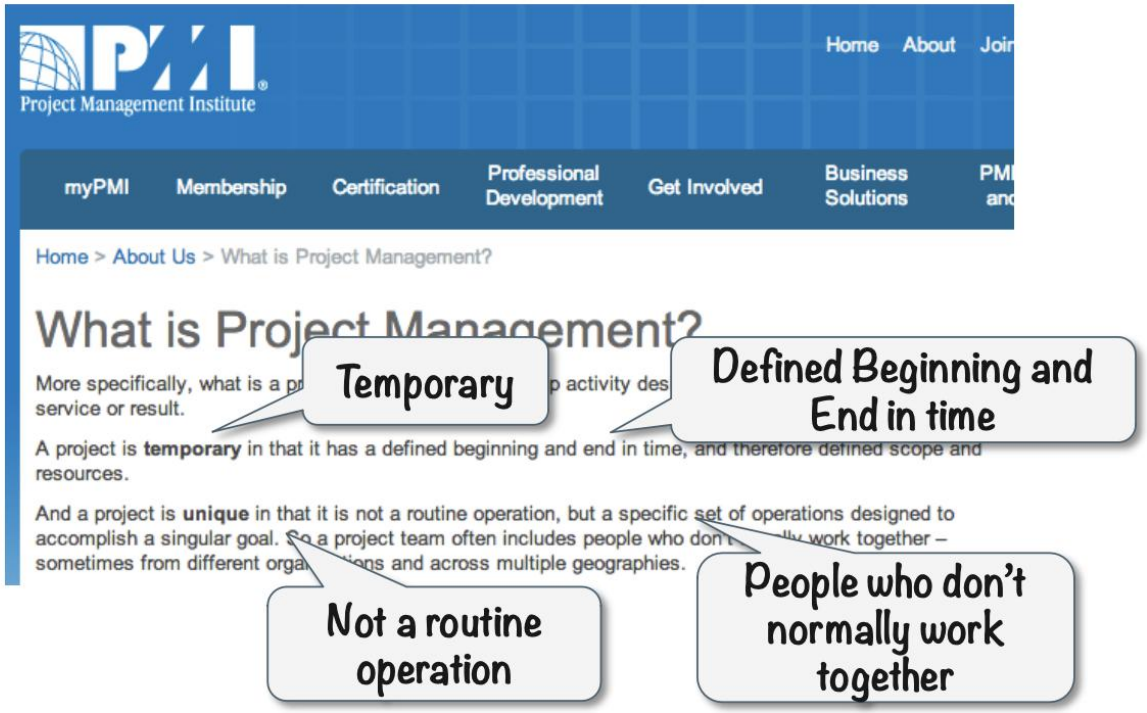
Definition of "Project"
- What do people really mean

This?



Or this?

Henrik Kniberg "Unproject" speech at PMI Conference, 2013

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Maximize Outcome, Not Output

Henrik Kniberg “Unproject” speech at PMI Conference, 2013

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AGENDA

01 PoP: The Product - Start with the End in Mind

02 PoP: The Product Backlog - One Single Artifact

03 PoP: The Product Owner
- True Leader in Value Creation Game

04 PoP: The Team - Engine in Value Creation Game

05 Fina Q&A

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PoP: The Product -
Start with the End in Mind

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Symptoms of Agile BS

Image from CBC

Outcome over Output

Key
Metrics

Key
Challenges

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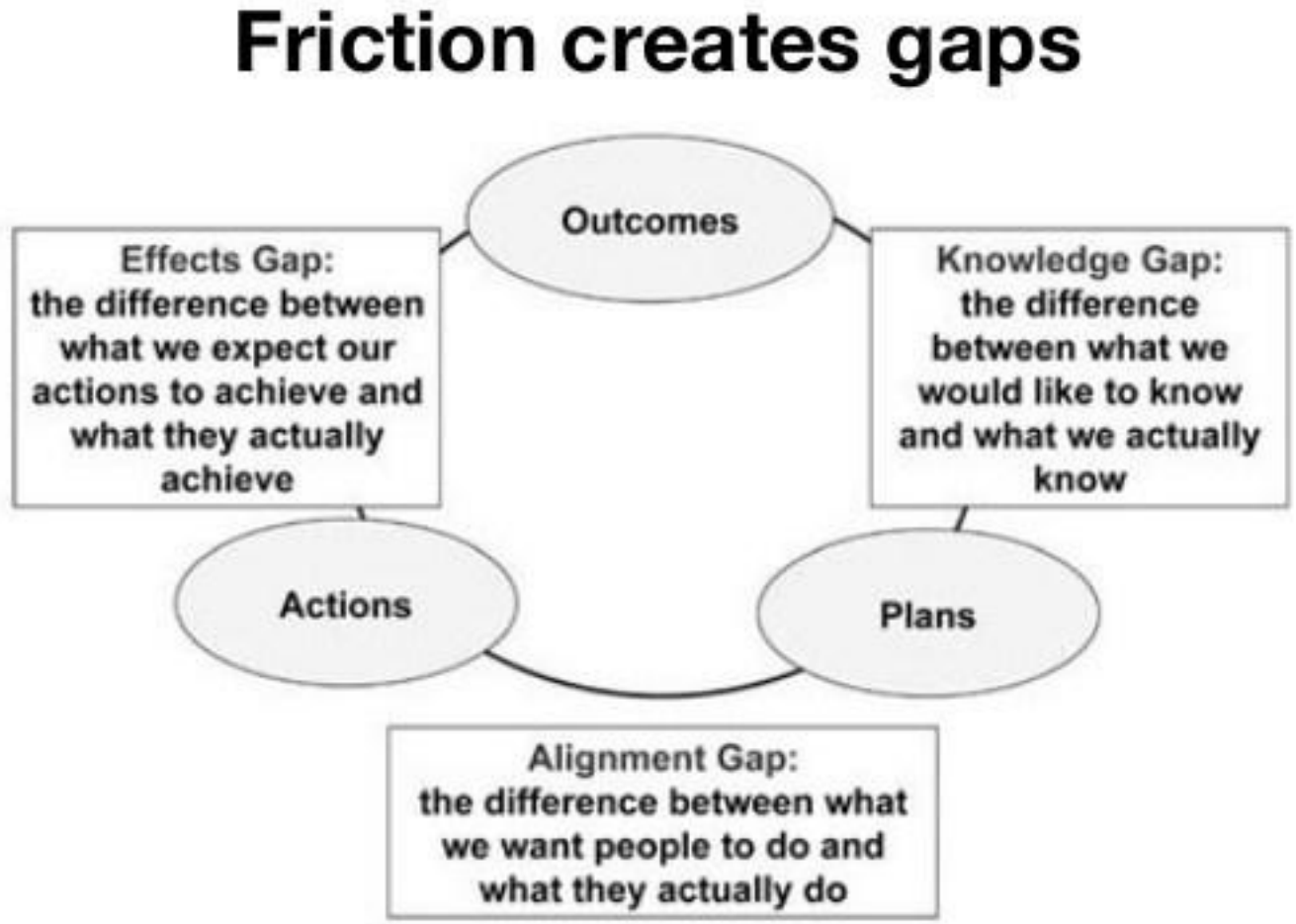
Complex Adaptive Situation:
3 Types of Common Gaps



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(Inspired by a book: *The Art of Action*, author: Stephen Bungay)

Video: Agile Product Ownership

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PoP: The Product Backlog -
One Single Artifact

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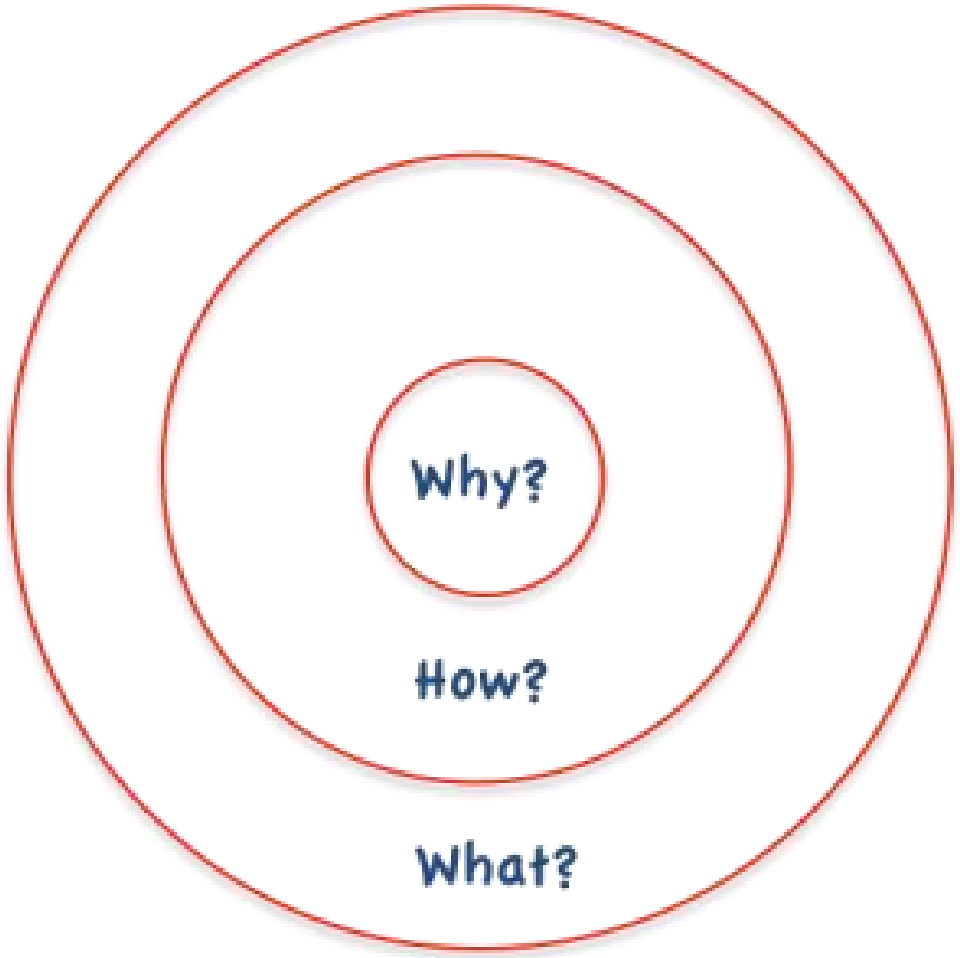
Purposeful Product Visioning



The Golden Circle from Simon Sinek

RESPECTFUL

EASY TO DEAL WITH

DEPENDABLE

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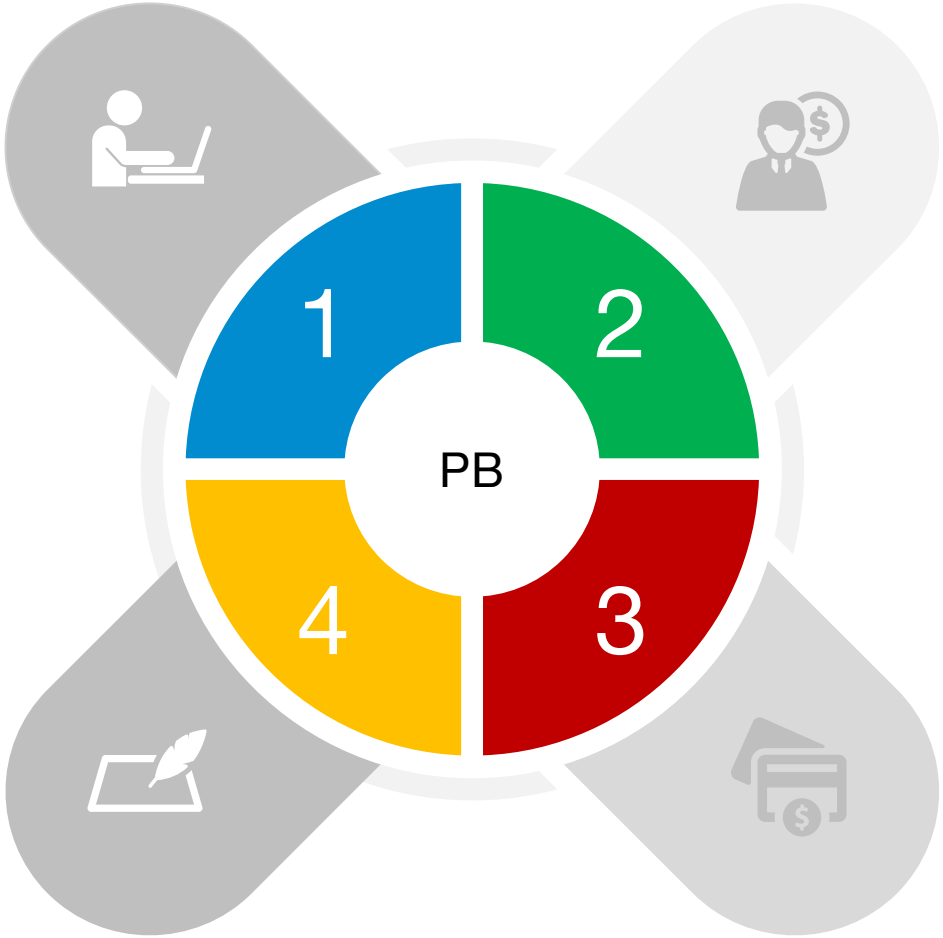
Major Types of Items in Product Backlog

Our Goals

Knowledge & Risk

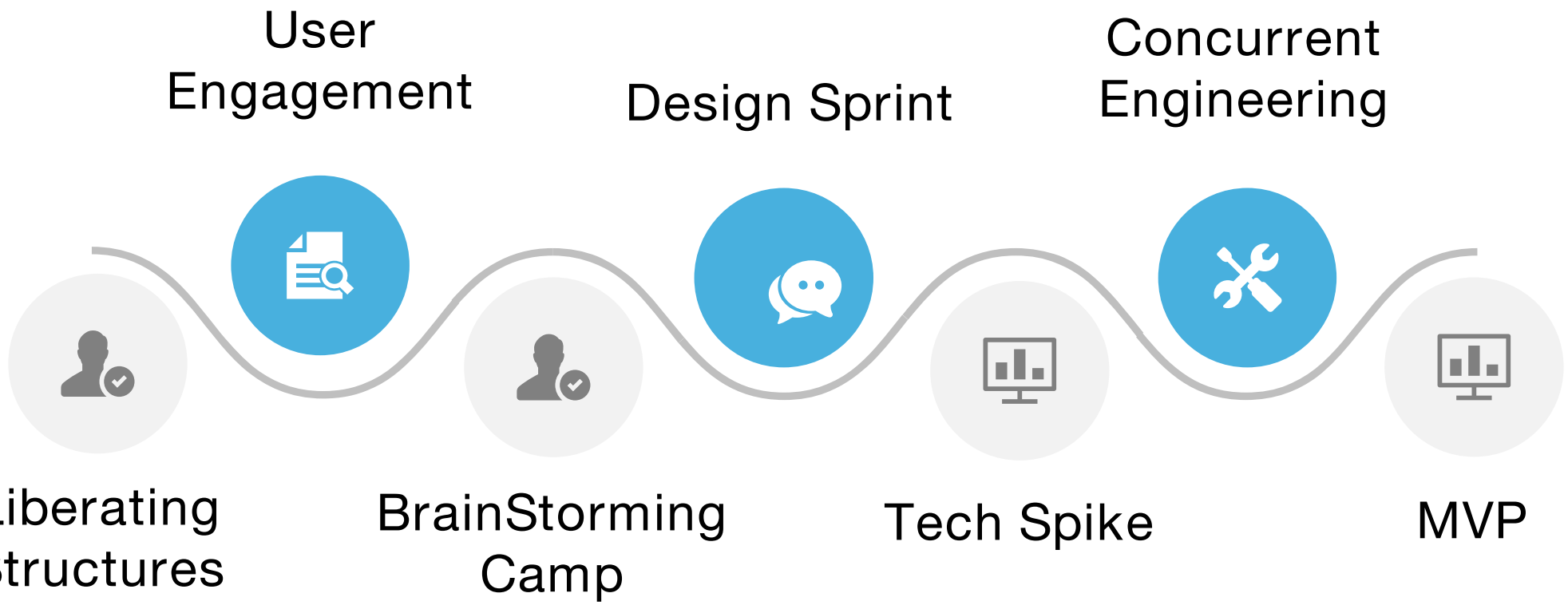
Customer Value



Defects

Enhancement & Tech Debt

Customer Insights and Innovations: Tacit to Explicit Knowledge Conversion



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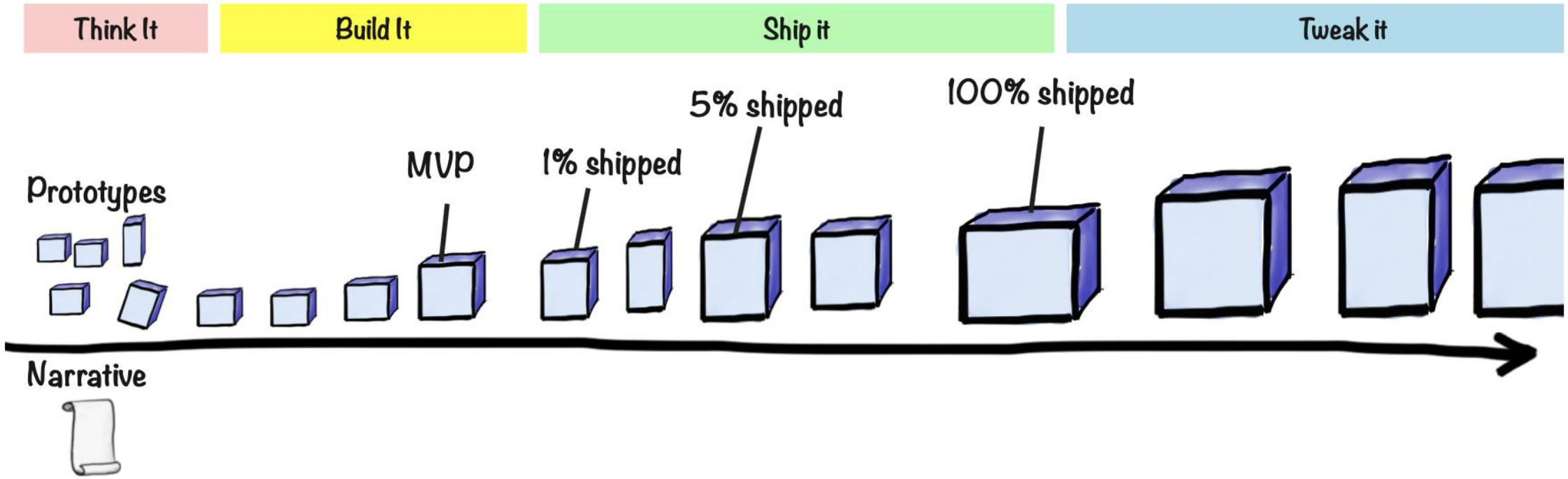
Turning Knowledge into Customer and Business Value



Henrik Kniberg "Unproject" speech at PMI Conference, 2013

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PoP: The Product Owner -
True Leader in Value Creation Game

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Steering the Dragon-Boat

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Core Competences of the Product Owner

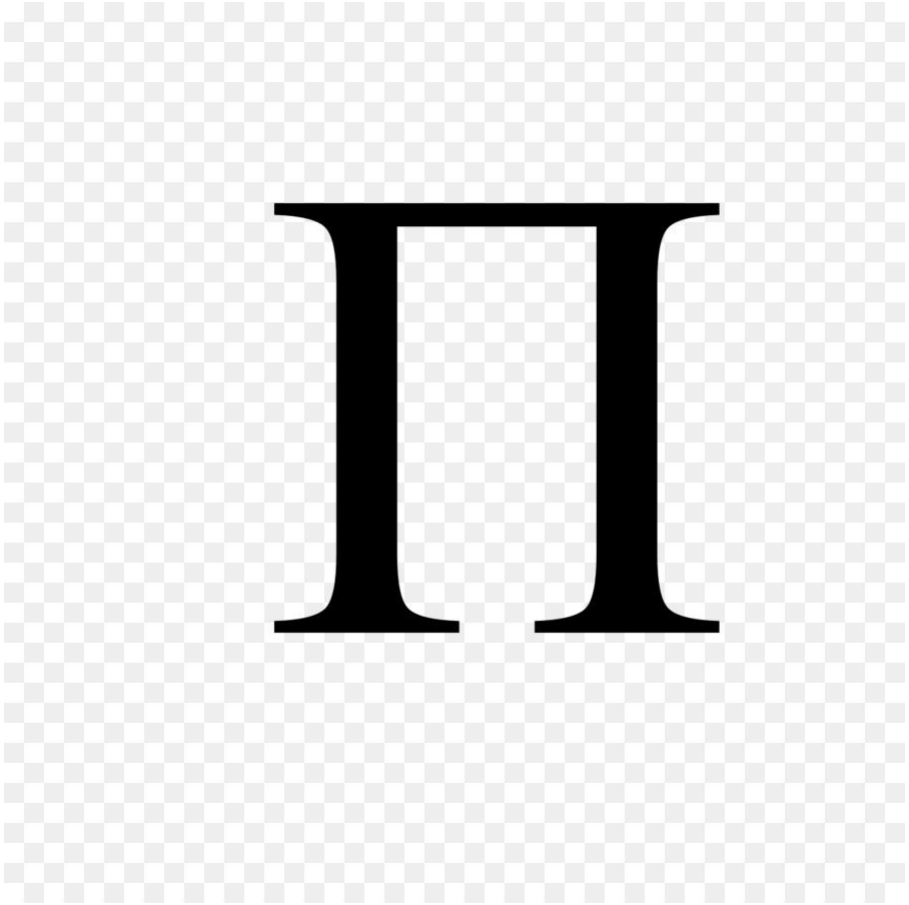

Image from CleanPNG Web

The Arts of Steering the Boat

WHAT to deliver
&
HOW to deliver

(image from Fabiola Eyholzer's presentation: Boost Business Agility with Contemporary HR Practices)

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PoP: The Team -
Engine of Value Creation Game

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Video: Parable of Stones

Enablers for a Great Team

Image from PicFair

Team Performance: Key Impacting Factors

Image from Anadolu Agency

DONE

?

DoD: Definition of Done

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THANKS

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