

Catalyzing Traction

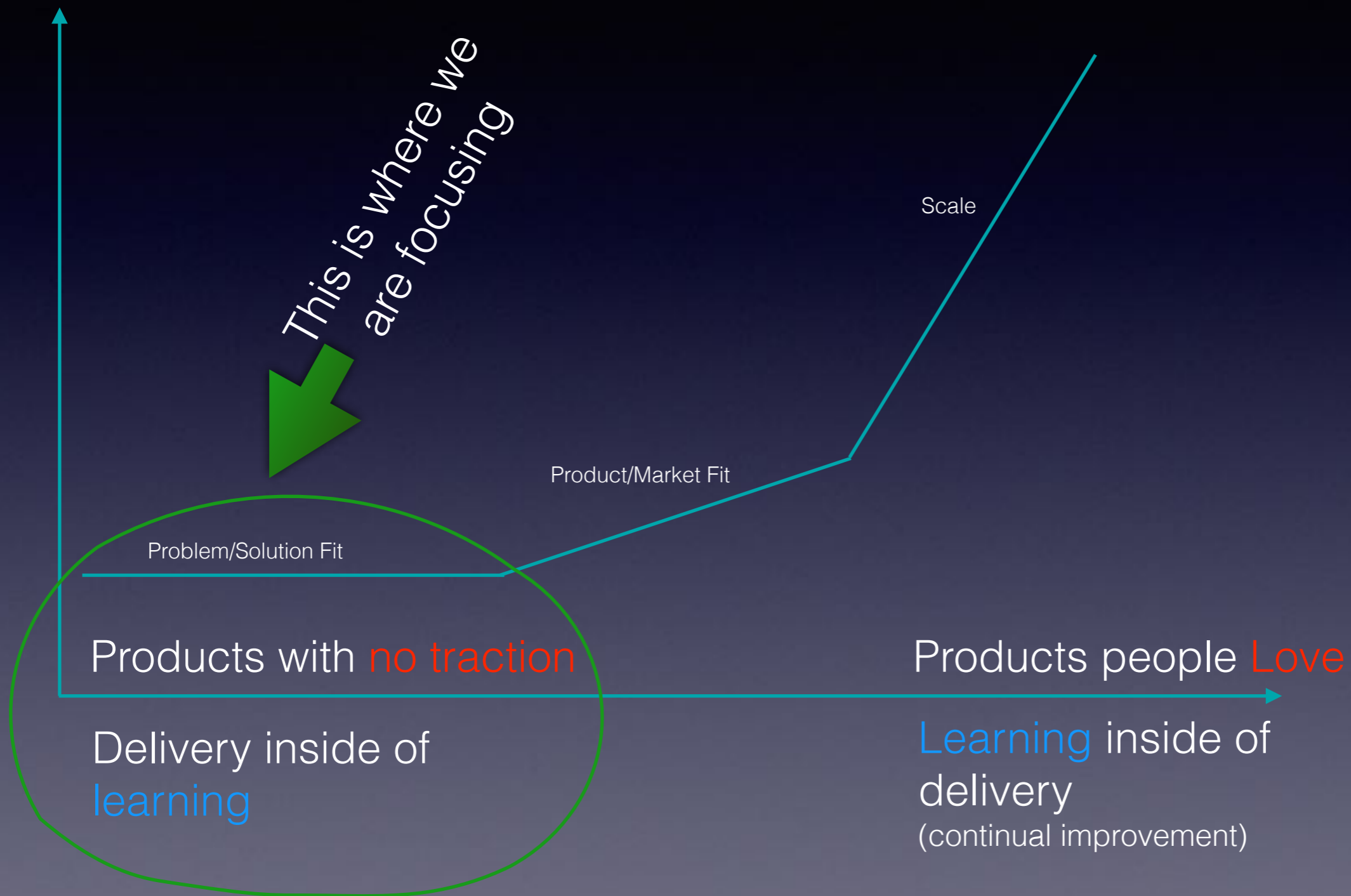
Looking at Agile Practices as a way to **discover** products
that people **love**

Dramatic Results without the Drama

playbooksandpathways.com

Experts in Reducing Time to Market and in the process
creating Bullet Proof Kickass Teams

From Zero to Scale



Investment Performance

Products with **no traction**

Increasing negative investment cash flows

Focus on finding product/market fit

Asset valuation speculative

Products people **love**

Increasing net positive operating cash flows

Focus on expanding markets

Asset valuation anchored by CLTV, COCA & TCO

Delivery and Learning

Products with **no traction**

Delivery inside of
learning

This is the basis for systematically applying in market learnings to **pivot** the product towards discovering **product/market fit**

Products people **love**

Learning inside of
delivery

This is the basis for continual improvement... where in market learnings are applied **incrementally** to **evolve** the product

Product Maturity...

Assertion: What makes a real difference in these circumstances is being organized for **in-market LEARNING**



Products with **no traction**

Not reliably producing results for customers

Many assumptions yet to be validated

Many insights being discovered

Surprises are unsurprising

Products people **love**

Reliably producing results for customers

Most assumptions validated

Few insights being discovered

Surprises are surprising

Finding Traction

Building the Product that Customers love:

maximize opportunities to learn from customers....



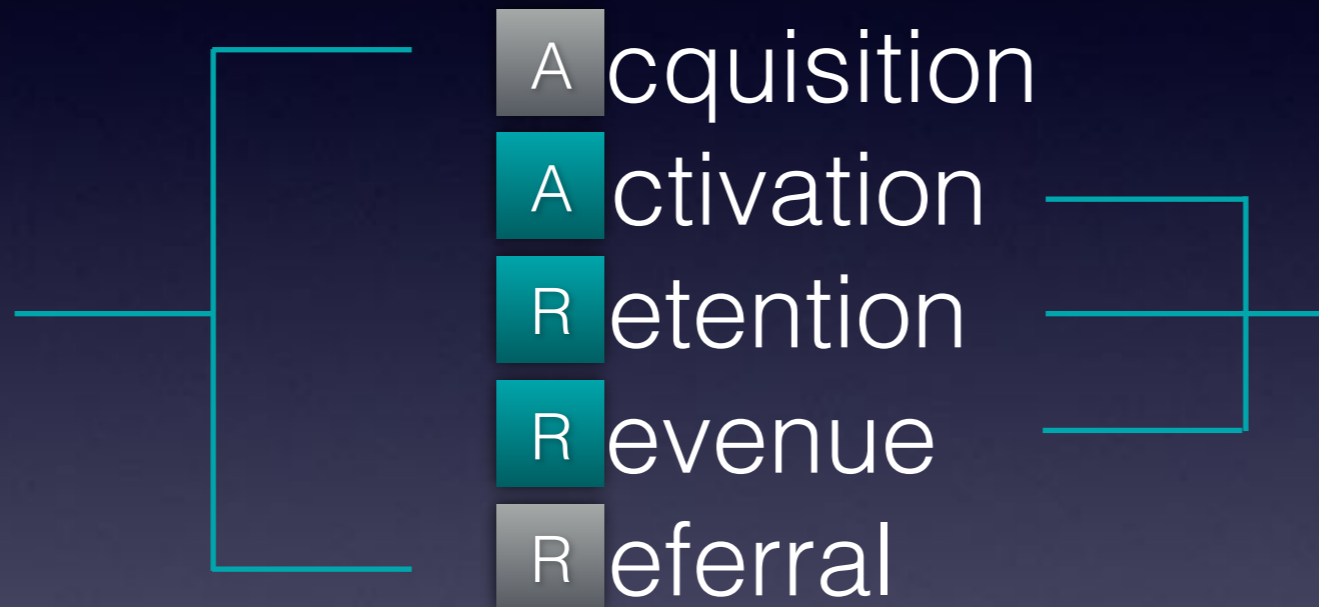
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use metrics that show when we are learning from customers....

- A cquisition
- A ctivation
- R etention
- R evenue
- R eferral

Metrics that show us **when** we are **learning** from customers

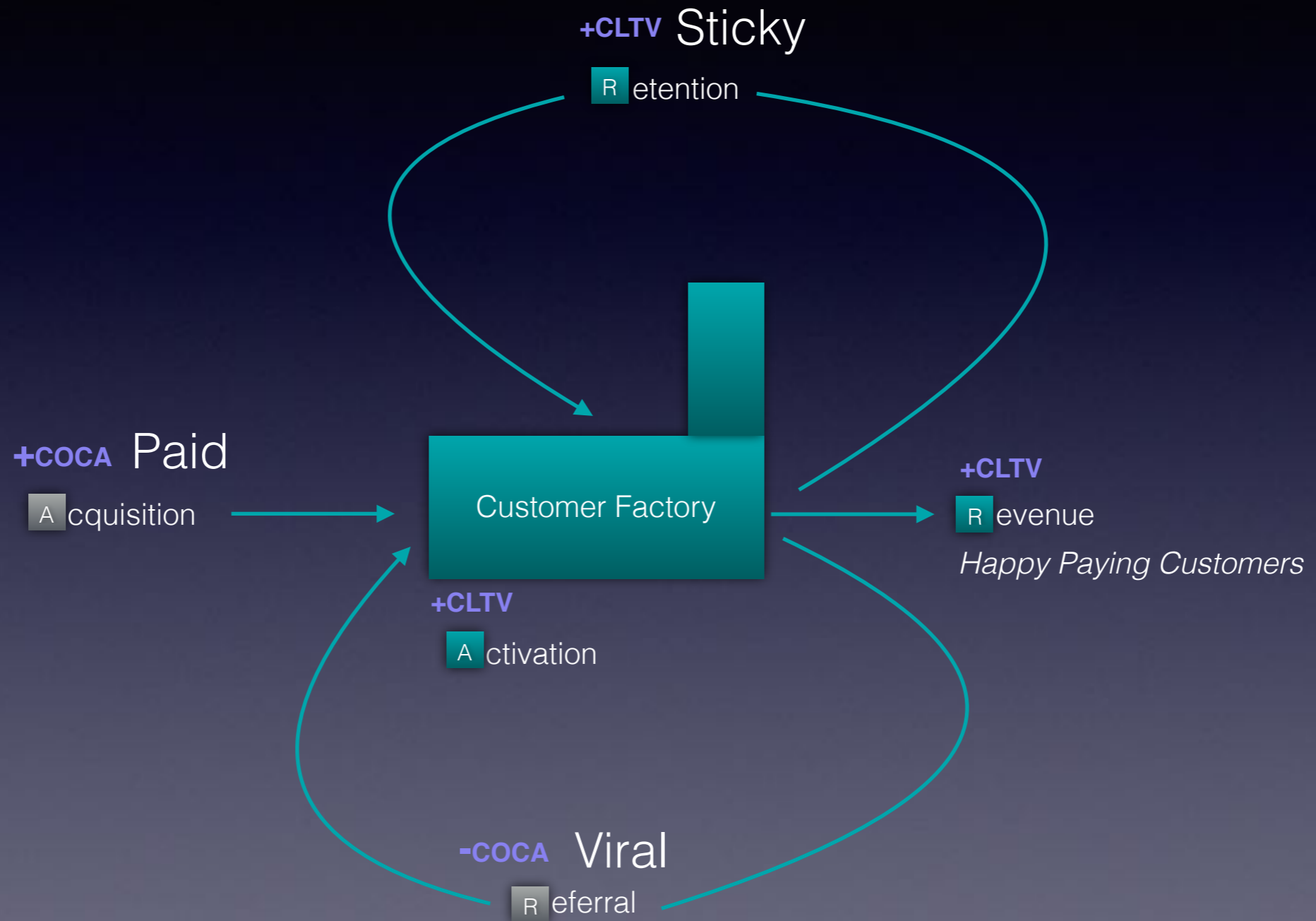
These rates increase with growth and drive **COCA**



These rates increase with customer sat and drive **CLTV** up

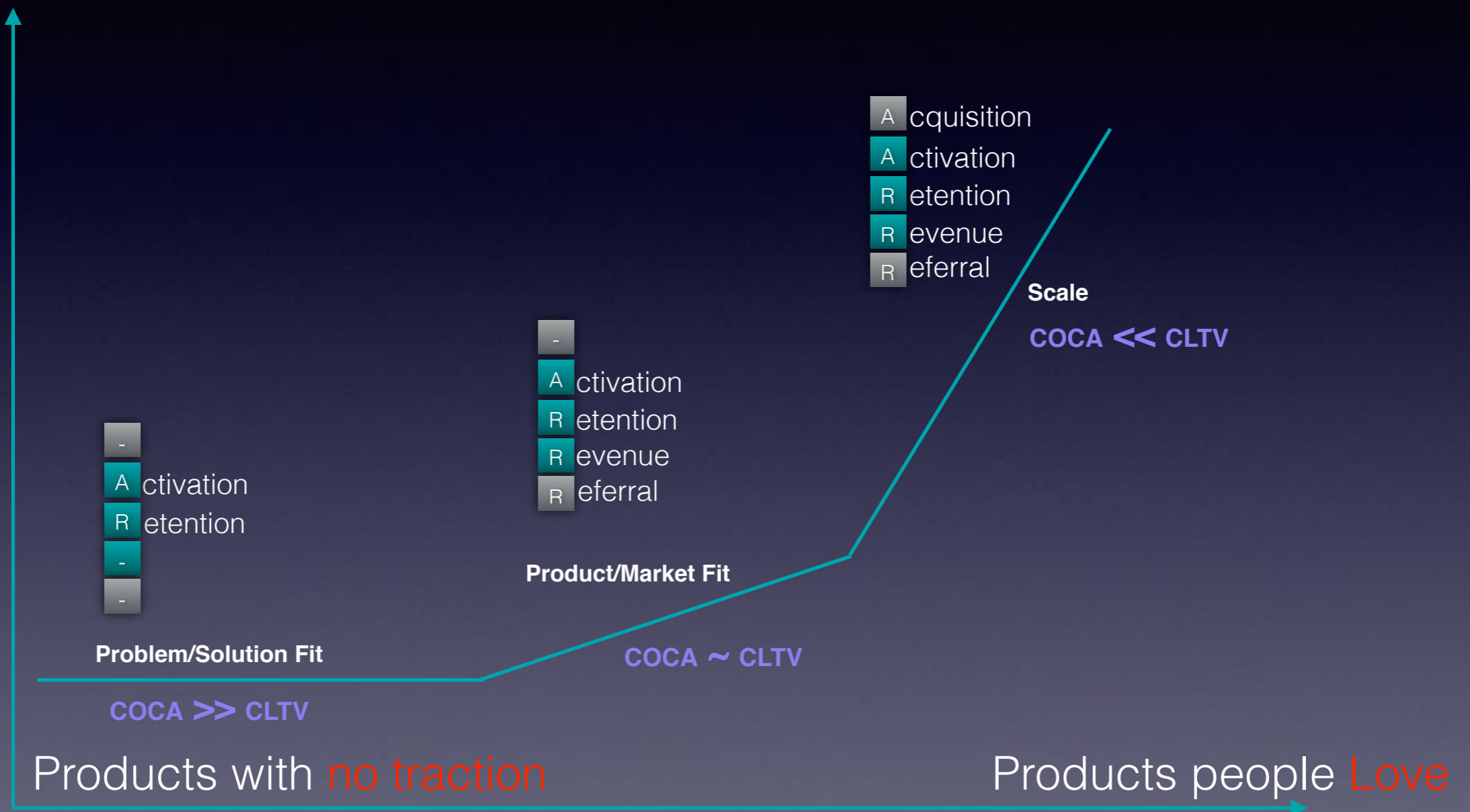
Dave McClure's
Pirate Metrics

Pirate Metrics as a System



Ash Maurya's
Customer Factory

When do we Measure What?



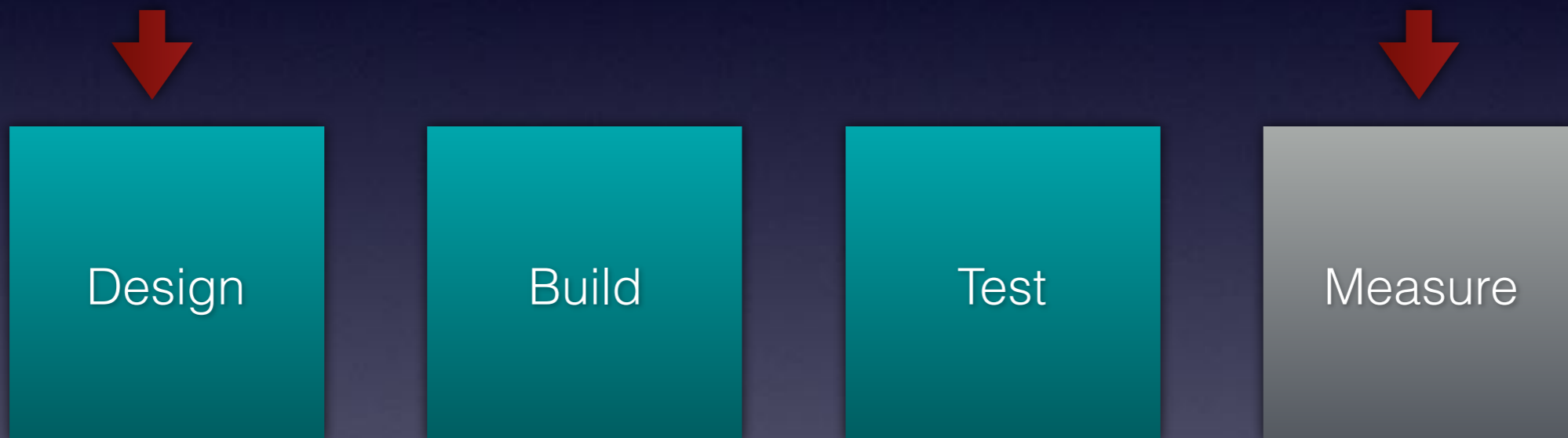
Agile for in-market Learning

Agile is perfectly designed
to optimize development activities
for in-market LEARNING

Organizing for in-market Learning

Some opportunity
to **learn** here

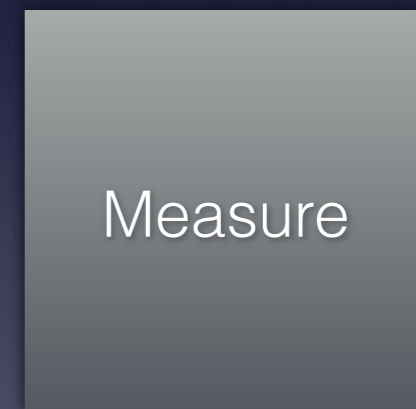
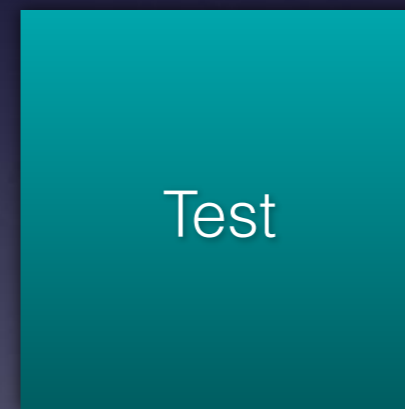
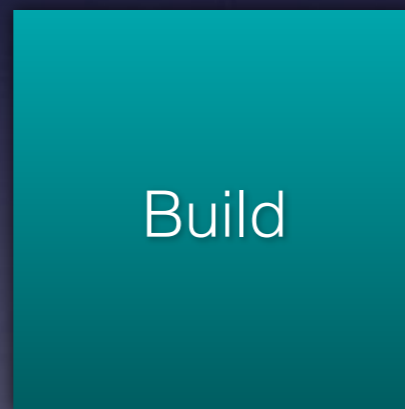
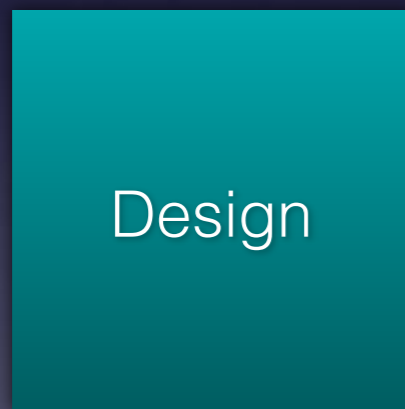
Lots of opportunity
for in-market **learning** here



No opportunity for
in-market learning here

Organizing for in-market Learning cont...

minimize **time**
spent doing this



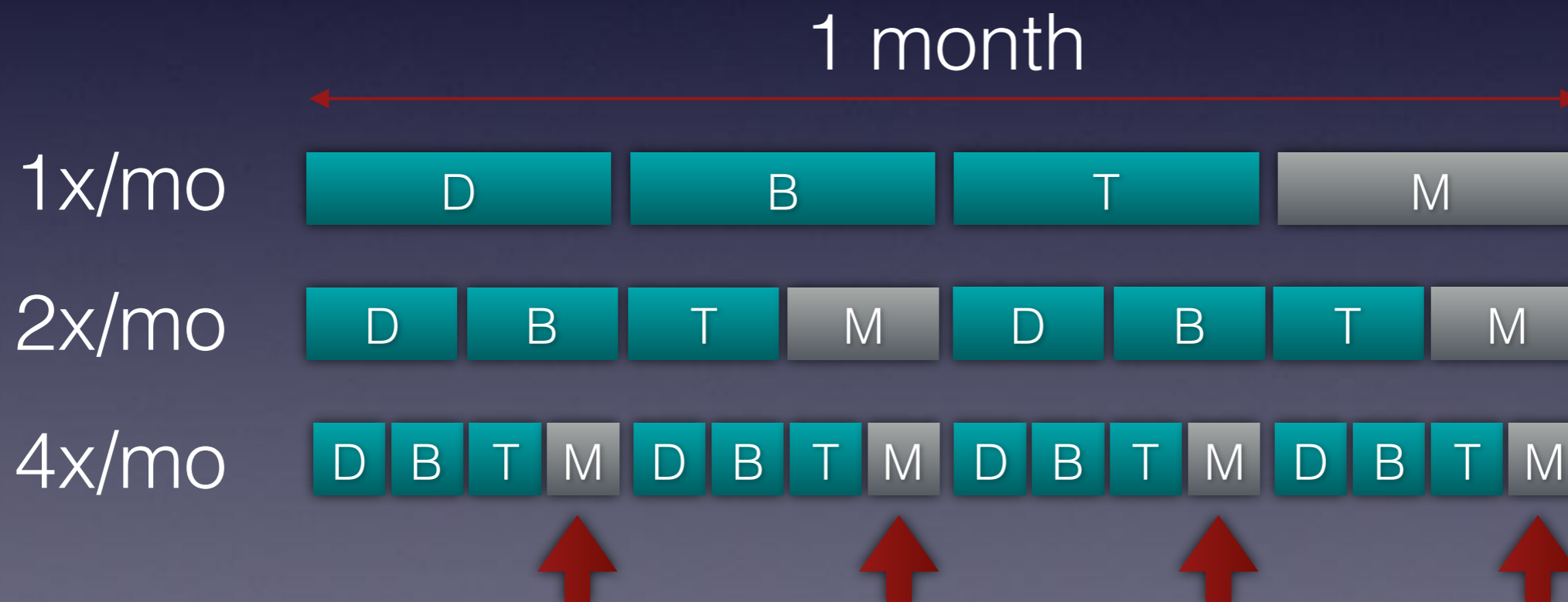
In the building



Out of
the building

Optimizing for in-market Learning

maximize the number of times
we get to measure in-market
response to product increments



maximize opportunities to learn...

Optimizing for in-market Learning

can become...

1 week

1x/w



2x/w



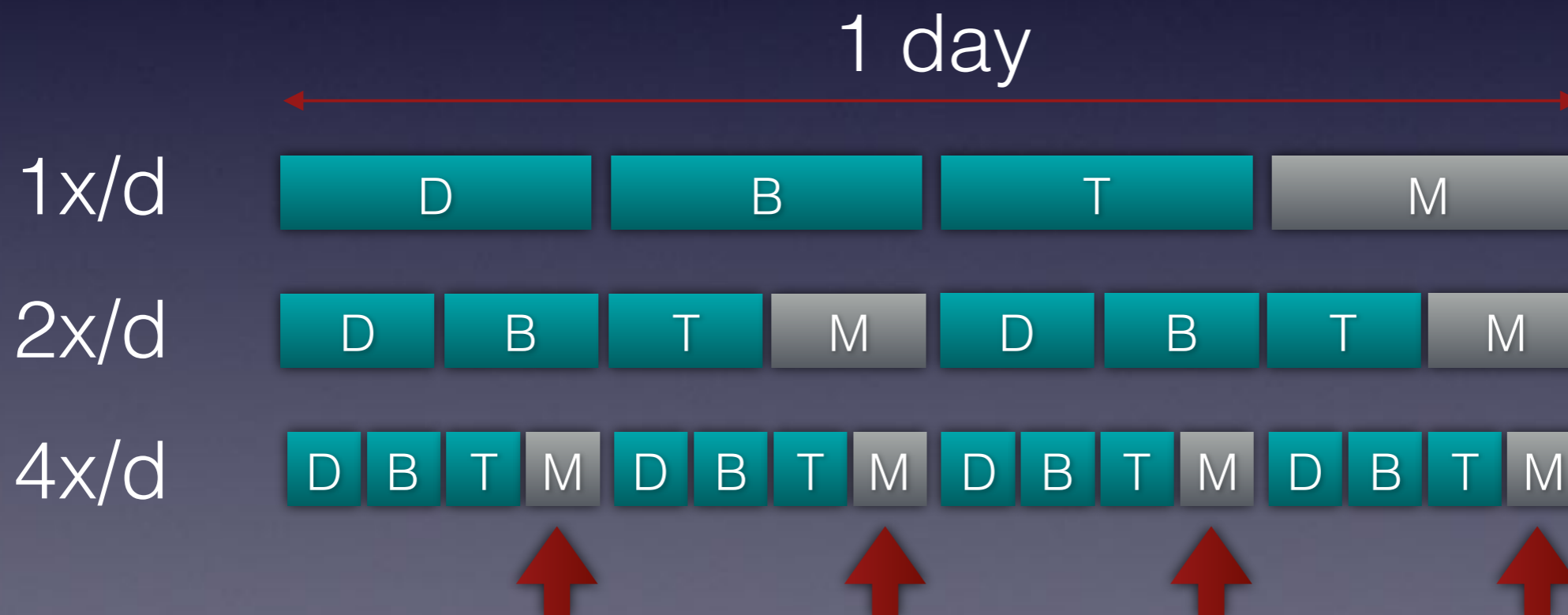
4x/w



maximize opportunities to learn...

Optimizing for in-market Learning

can **even** become...



maximize **opportunities to learn...**

When we are winning the game of using Agile for in-market Learning...

We start...

- producing results for customers
- discovering invalid assumptions
- discovering insights
- welcoming surprises

Products with no traction

become...

Products people **Love**