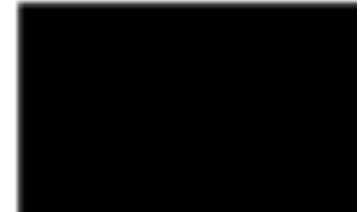
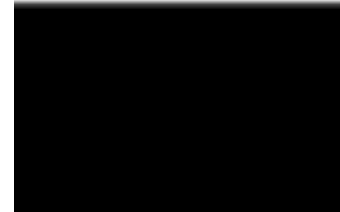




# Agile Country

## Making Cornwall Agile



Allan Kelly

[allan@allankelly.net](mailto:allan@allankelly.net)

Agile Cambridge

Twitter: allankellynet

September 2011

<http://www.allankelly.net>

<http://www.softwarestrategy.co.uk>

# Allan Kelly

- Agile Training & Consulting for Business alignment
- Author:
  - *Changing Software Development: Learning to be Agile*, Wiley 2008
  - *Business Patterns for Software Developers*, Wiley 2012



*Context Encapsulation in  
Pattern Languages of Program Design  
Volume 5, 2006*

*97 Things Every Programmer Should Know  
Henney, 2010*



# Business Patterns for Software Developers

Allan Kelly



Forward by Linda Rising

- Clearly defines the route to business strategy and operations
- Includes over 38 strategy patterns
- Explains how to implement specific patterns
- Includes sequence diagrams linking patterns

## Business Patterns for Software Developers

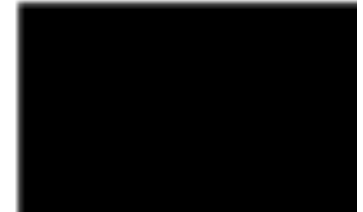
*Due out March  
2012, pre-order  
now!*

John Wiley & Sons

ISBN:

978-1119999249

What is Agile Cornwall?



# History

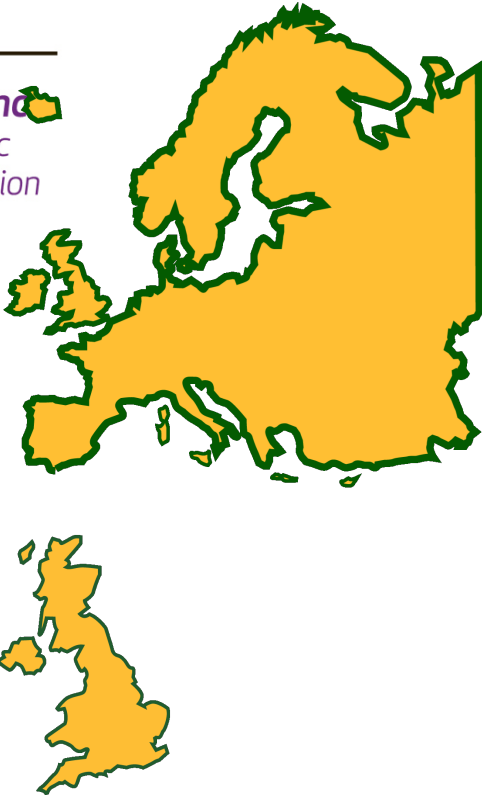
Funded by



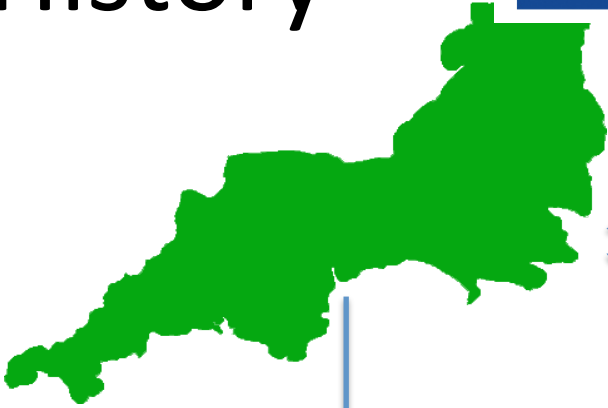
European Regional Development Fund  
Investing in your Future



convergen  
for economic transformation



Objective-1  
"Convergence"



## Grow Cornwall



Coaching for High Growth



Mike  
Barritt



Agile can  
help!



## Objective:

- Help Cornish SMEs
- Create jobs in Cornwall



European Social Fund



# Who has been helped?



*red*fuse

RI

uk net web  
maximising potential  
minimising risk

headforwards

INRstar

 Packet Ship



What are the results?



15+ job created



**headforwards**

New company created!

Sullivan Cuff & RI have passed  
ISO13485  
(ISO 9000 for medical devices)





# Research Instruments

**As a User I would like** the software to remember my settings **so that** I don't have to re-calibrate and re-configure the software each time I use it.



**As an Embryologist I would like** to be able to replay stored videos of procedures **so that** I can see how they were performed

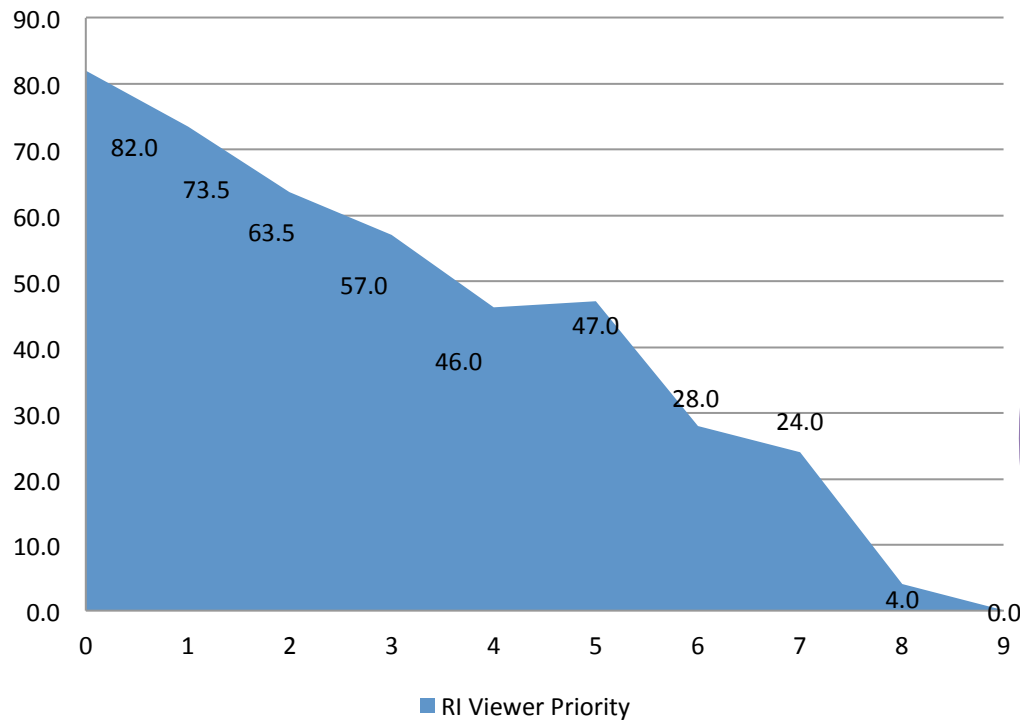
**As a Patient I would like** to see confirmation that both me and my embryo have been identified correctly **so that** I can relax and feel confident

# RI

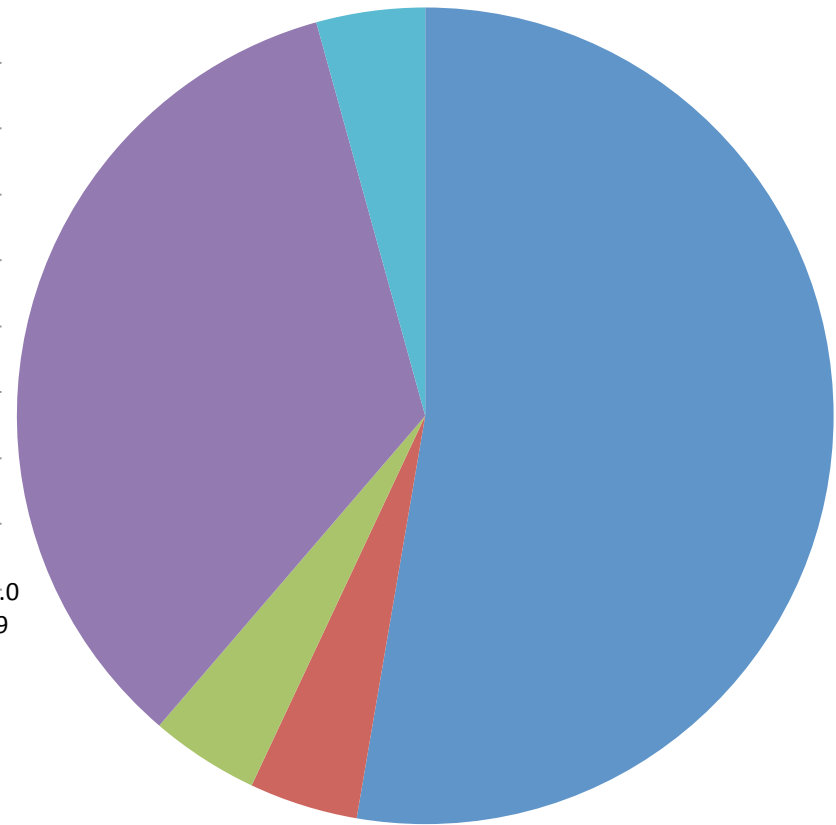
Dev Manager

This isn't estimation, that's Mystic-Meg stuff, we KNOW when we'll be done

### Burn Down



### Development Effort



# RI - The Benefits (own words)

## **Dev team**

Team enthusiastic, focused, motivated

Encourage changes in requirements

Easier management

Higher quality

Predictability + Flexibility

Identify problems quickly

## **Outside dev**

Other teams want to adopt Agile principles

Quality dept is happier

Snr Management have graphs to play with

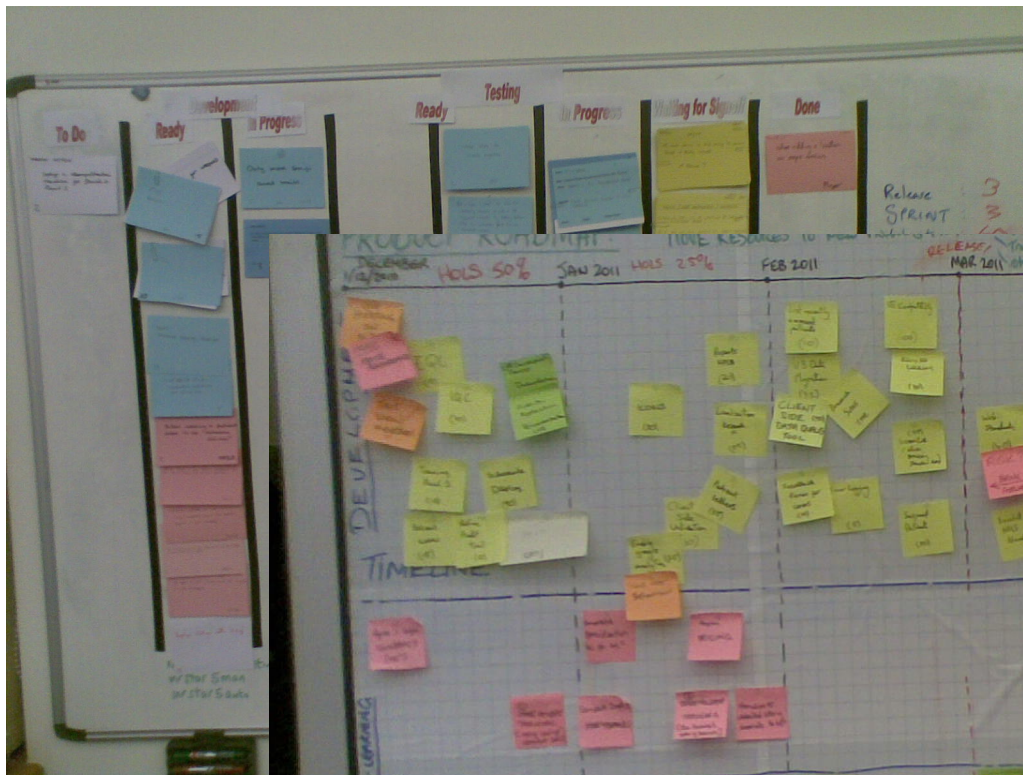
Marketing speak the same language

Customers given accurate timescales

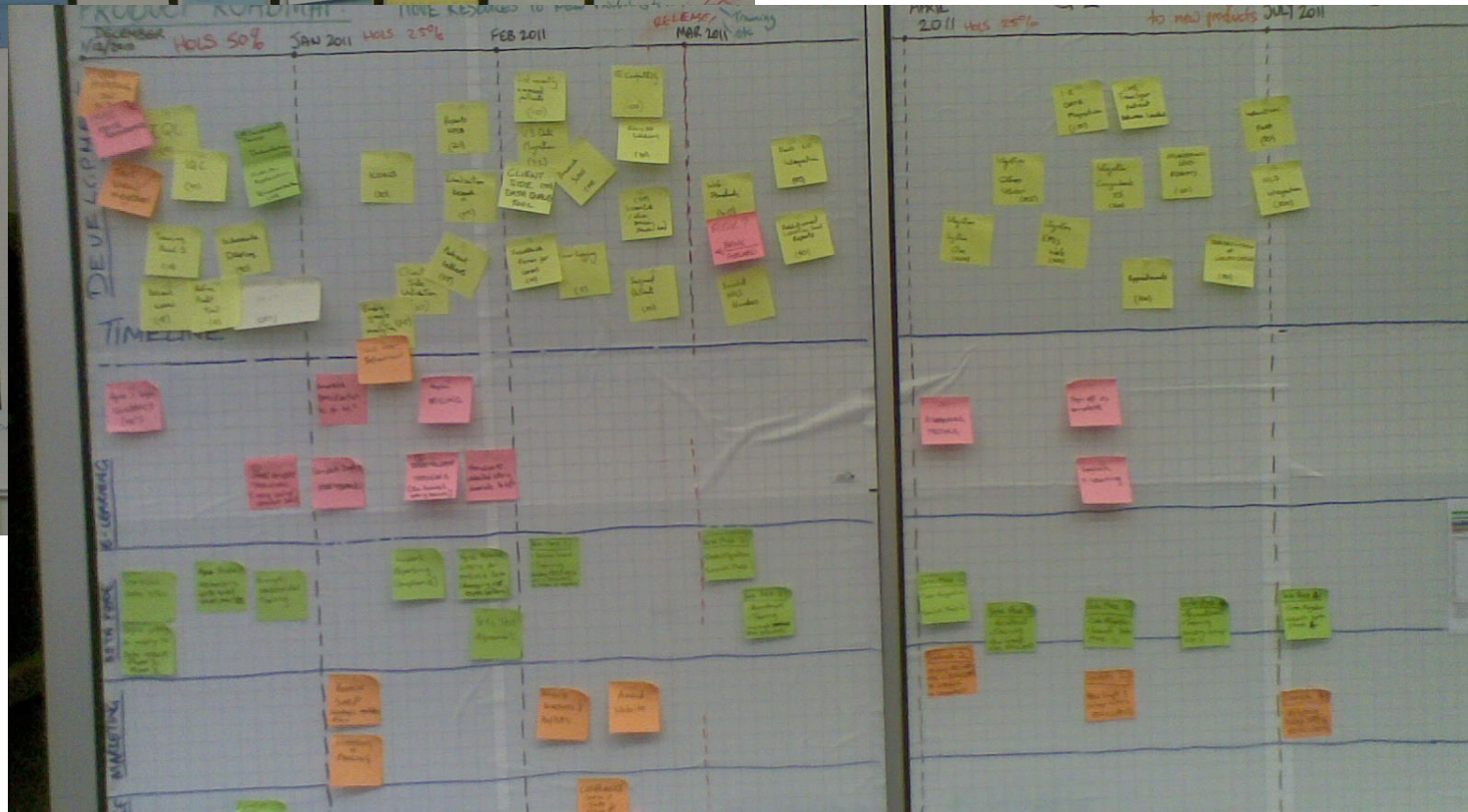
Development process is simple







Xanpan – Kanban + XP + ...



Company board – *whole company!*



# AGILE ON THE BEACH

15-16 September, Falmouth

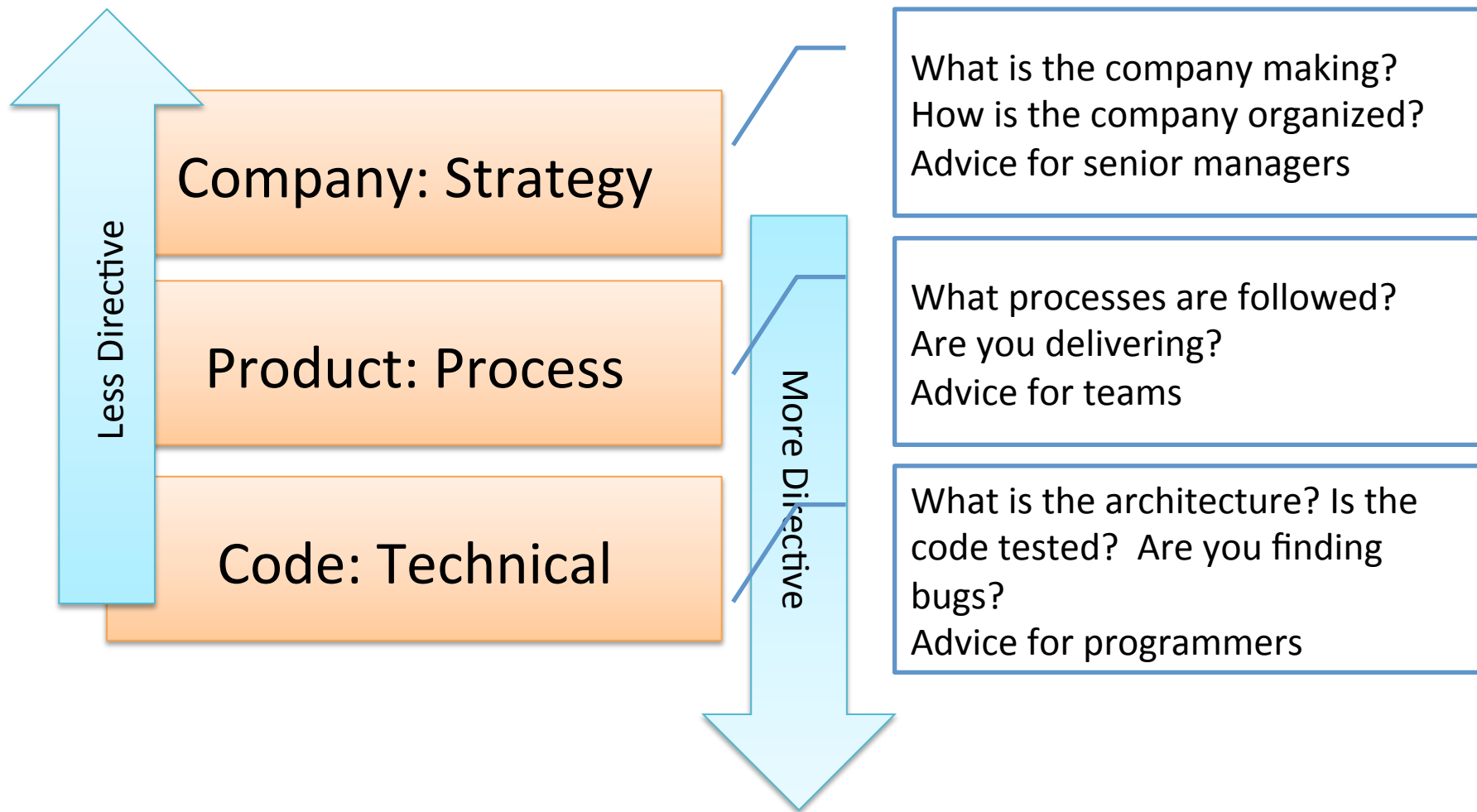
Mary & Tom Poppendieck, Kevlin  
Henney, Steve Freeman, Rachel  
Davies, Jason Gorman, Lorna Mitchell,  
Benjamin Mitchell, Antony Marcano,  
Jon Jagger, ....

AOTB was amazing.  
Cannot believe that you  
managed to pull this  
thing off in Cornwall.  
Incredible collection of  
speakers, fantastic  
networking, beach  
party



What did we do?

# 3 Dimension Model





# Who's on first?

Company: Strategy

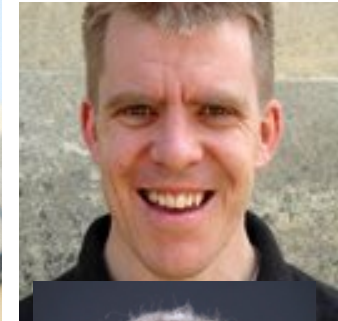
Product: Process

Code: Technical



Michael  
Barritt

Benjamin  
Mitchell



Allan Kelly



Jon Jagger



Nancy Van  
Schooenderwoert

# Training + Coaching

- Agile Foundations training workshop
  - Followed by Process/Product Coaching
- Test Driven Development Workshop
  - Followed by Technical Coaching



# Process Coaching



Light touch  
coaching

- Review the board
- Talk to team, talk to managers
- Answer questions
- What's working well?
- What's causing problems?
- What needs changing?



# Technical Coaching



- Focus on Test Driven Development
- Clients using: C, C#, C++
- 2-day C# TDD course in March
- Ongoing coaching a few days a month
  - Pair programming

Team found a bug in legacy code using TDD the day after the course

# And marketing

*Marketing know what  
product needs building*

*Engineering build it*

- Important to link up marketing engineering
- Build the right thing, build it right



What did we Learn?



# Lessons Learned: Difficulties



- Training + Coaching works
  - When we didn't success is slower
- Success is relative
  - Company we don't consider a success, they do!
- Horse to water
  - Not everyone continued after training
- Difficult people
  - Does align with some people own views

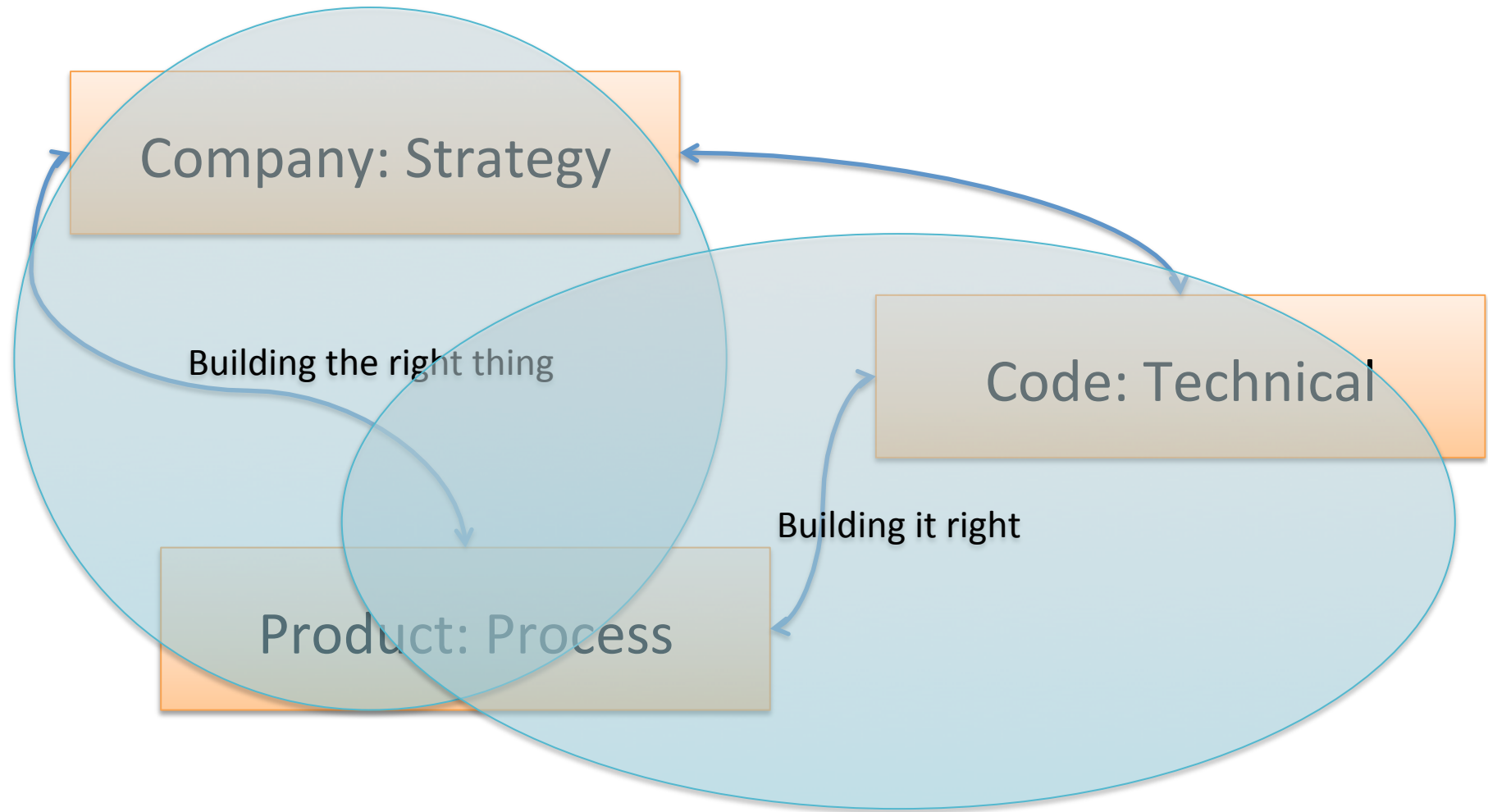
# Lessons Learned



- Even cheap isn't cheap enough
- Senior Team have problems too
  - Management coaching required
- Process first can be effective
- Limits of remote coaching
  - Limits of light touch?
- Who's success is it anyway?
  - Can a Coach ever claim success?



# Lesson Learned: 3-D Coaching



# 3D Coaching “CPC”

- All dimensions add value
  - No hierarchy
- Use together or in combination
- Difference audience inside company
  - So use different coaches
  - Different coaches have different specializations

Code: Technical

Product: Process

Company: Strategy

- Dimensions can have legitimate reason to hold back e.g.
  - HR issues, investment decisions, trust

What's the best way to take a bridge?



Both ends at once

Brigadier General Gavin

Maj. Julian Cook

Quote: **A Bridge Too Far**

- Cornelius Ryan (Book)
- Richard Attenborough (Film)

Image: Nijmegen bridge from FaceMePLS,  
Creative Commons License on Flickr

# Our bridges have 3 ends!



The next  
Frontier

Company: Strategy

Lean Start-Ups

Product: Process

Product Management

Code: Technical

Scrum, Kanban

XP – TDD, Clean Code

# Questions

Allan Kelly

Software Strategy Ltd.

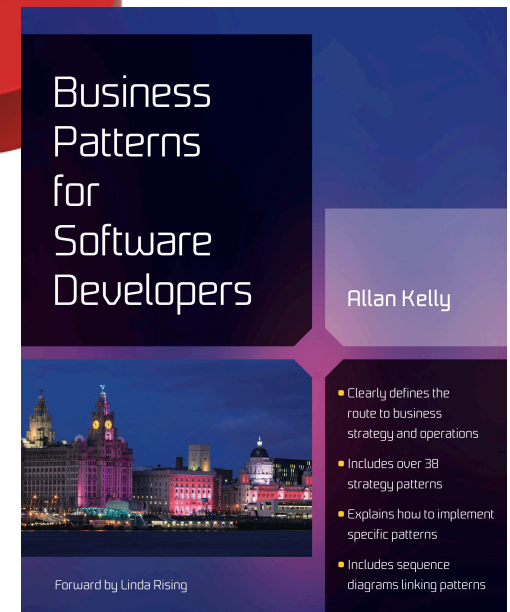
[allan@allankelly.net](mailto:allan@allankelly.net)

[www.softwarestrategy.co.uk](http://www.softwarestrategy.co.uk)

Twitter: allankellynet



Don't forget to buy  
(pre-order) the book



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