Global SCRUM GATHERING® New Orleans 2014
SESSION DESCRIPTION
TABLE OF CONTENTS

Keynote Speakers

Opening Keynote

Ken Rubin- "The concept of Economically Sensible Scrum"

When: Monday, May 5th – 9:00- 11:00

Where: Versailles Ballroom

Scrum is a tool for increasing team and organizational agility to deliver superior business results. To utilize Scrum (or any tool) appropriately, however, we must understand more than just its basic mechanics. We must also understand the core principals that inform its use and then apply those principals in an economically sensible way. Doing so allows us to elevate and select among the many alternative, and often conflicting, choices for how to apply Scrum in the context of each organization's unique culture and business goals.

In this talk, I introduce the concept of Economically Sensible Scrum, which is the application of Scrum within an economic framework that is grounded in core agile principles. To illustrate the utility of this approach, I examine several different issues that I encounter when visiting clients. Using the lens of an economic framework, I focus on how to use agile principles to overcome these issues and make quick, correct, and understandable choices when applying Scrum at both the team and organizational levels to achieve desirable business results.

Ken Rubin is Managing Principal at Innolution, a company that provides Scrum and agile training and coaching to help companies develop products in an effective and economically sensible way. A Certified Scrum Trainer, Ken has trained over 20,000 people on agile and Scrum, Kanban, Smalltalk development, managing object-oriented projects, and transition management. He has coached over 200 companies, ranging from start-ups to Fortune 10.

Ken was the first managing director of the worldwide Scrum Alliance. He is the author of the Amazon #1 best-selling book Essential Scrum: A Practical Guide to the Most Popular Agile Process. He is also the creator of the Visual AGILExicon®, a freely available set of vibrant, four-color icons for composing graphically rich and visually appealing three dimensional representations of agile and Scrum concepts.

Tuesday Keynote

Jim King with Jeff David and Anthony Montgomery- "Revolutionary Transformation"

When: Tuesday May 6th- 9:00 – 10:30

Where: Versailles Ballroom

In this keynote, Broadcast Music Incorporated, a 75-year old company, provides rich reflection on our revolutionary transformation of our entire information systems group, and the reinvention of products and services in order to remain relevant to our constituents in the music industry. We further describe how an agile philosophy and the Scrum framework were crucial catalysts during the enterprise transformation, and helped advance our organizational reconstruction in technical and non-technical areas. From the CEO to various non-technical support functions, Scrum concepts are familiar ways of working together. In this panel session, presented in a retrospective format, we explore collectively the following questions:

- *How did agile and Scrum help BMI?*
- *What did BMI do to transform?*
- *What have we accomplished?*
- *What would we do the same?*
- *What would we do differently?*
- *How did BMI apply Scrum to domains other than technology?*

Jim King   Jeff Davis   Anthony Montgomery

Biography - Jim King

James A. King is Senior Vice President, Business Operations & Technology at Broadcast Music, Inc. In this role, he is responsible for overseeing all areas of technology innovation, operations and product development to deliver cutting-edge business processes that provide the highest possible value to BMI's songwriters, composers, music publishers and licensees. In addition, he has developed strategic partnerships and key relationships with many firms in the music and media industries to benefit BMI's core business.

Mr. King joined BMI in 2010, having previously worked as Senior Vice President, Audience Platforms, and Global Chief Information Officer at United Business Media, PR Newswire. Linking business leadership, operations excellence, and technology innovation is a key part of Mr. King's background.

Mr. King has held CIO, CTO, and COO positions with leading global information services, media and publishing companies, including McGraw-Hill, Brightpoint, and Reed Elsvier PLC. He also has held leadership roles with top IT companies, including Microsoft and AT&T Bell Labs. In addition to his other significant contributions to streamlining BMI's operational platform, Mr. King has helped to earn BMI's placement in InformationWeek's list of the top 500 technology innovators for two consecutive years.

Mr. King holds several advanced degrees, including a Masters in Computer Science. His university experience includes Purdue University (LARS), Ball State University, and technology and business leadership training at MIT,

among other institutions. In 2012 Mr. King completed a year-long executive leadership program at Vanderbilt University's Owen Management School.

Biography - Anthony Montgomery

Anthony Montgomery is Senior Director, Project Management Office at Broadcast Music, Inc. (BMI). In this role, Mr. Montgomery is responsible for the delivery of technical programs and projects, and assists with process improvement related to Agile and Project Management. His accomplishments at BMI include adapting various agile methodologies to non-technology departments to enhance productivity and efficiency.

Mr. Montgomery joined BMI in April, 2011, as a consultant. Prior to this appointment, he served for more than 15-years in senior management positions within the banking industry, including the roles of CFO/CIO, COO and VP-IT in for-profit and non-profit financial institutions. He also completed 20-years of military service and retired at the rank of major in 2012. His awards and decorations include numerous commendations for meritorious, exemplary and humanitarian service, among others. He is a combat veteran of Operation Iraqi Freedom, and a veteran of Operation Noble Eagle and Hurricane Katrina.

As a Certified Scrum Professional (CSP) from the Scrum Alliance and PMI Project Management Professional (PMP), Mr. Montgomery is currently pursuing a Doctor of Education (Ed.D.) in Leadership from Creighton University. He is an Alumnus of University of Chicago, Graham School with Advanced Project Management studies, and has also completed business leadership studies at Aresty Institute of Executive Education, The Wharton School, University of Pennsylvania. In addition, Mr. Montgomery holds an MBA and a Bachelor of Science degree in finance from Southern Illinois University Carbondale.

Biography - Jeff Davis

Jeff Davis is Assistant Vice President, Business Operations at Broadcast Music, Inc. (BMI). In this role, Mr. Davis is responsible for leading BMI's Works Registration, Music Performance Identification, Audio/Visual Identifications, Foreign Research and Identification and Imaging departments to achieve objectives of all projects, programs and strategic plans. The contribution he makes within and outside of BMI influences the standards and processes for royalty distributions across the globe.

Mr. Davis joined BMI as a Systems Analyst and subsequently earned the titles of Project Leader, Project Manager, Project Director and Sr. Director, Enterprise Applications before becoming Assistant Vice President in 2012. Prior employment included Progressive Insurance, Technautics Corporation, MCA Inc., and Argo-Tech.

As a Certified Scrum Master (CSM) and Certified Scrum Product Owner (CSPO) from the Scrum Alliance, Mr. Davis has spoken on the application of agile methodologies to domains other than IT (Paris, 2013). He has also participated in conferences including Know What to Do Today: From Mobile to Middleware, and Agile Development Scaled to Multi-Tier Consumer Application Development at BMI (Orlando June 2012.) He is Board of Trustees President of Sumner Academy in Gallatin TN, and holds a BBA in Computer Science/Management Science from Kent State University.

Closing Keynote

Richard Sheridan- "The Business Value of Joy"

When: Wednesday, May 7th- 15:30 – 17:00

Where: Versailles Ballroom

Joy in the context of business sounds ridiculous, and would be except for one important glaring fact: it produces measurable, repeatable, and sustainable results. Learn why from the founder, CEO, and Chief Storyteller and author Richard Sheridan.

Within an industry known for missed deadlines, poor quality, "death march" processes and user experiences that require *Dummies* books to explain, this talk will deliver the hope of a better way. Attendees who attend agile and scrum conferences are searching for tangible examples from which to sample and learn. This talk will deliver inspiration and practical takeaways.

Agile methodologies practiced The Menlo Way™ since 2001 are both joyful and disciplined. In this session, Sheridan will share from him personal experiences about the effects of physical space on team energy and engagement, the benefit of simple paper-based project management tools to foster better sponsor relationships, the power of systematic pairing in creating a learning organization that render towers of knowledge and Brooks' Law quaint challenges of the past.

Sheridan will discuss the cultural norms that remove fear and encourage experimentation; you'll hear about the elimination of meetings and the rituals and ceremonies that replace them. Learning Objectives: 1) Design a culture with the right team and leadership in a learning environment; 2) create client involvement; 3) define your environment by joy in an open and collaborative culture and 4) create delightful user experiences.

From kid programmer in 1971 to Forbes cover story in 2003, author, CEO and Chief Storyteller Richard Sheridan has never shied from challenges, opportunities nor the limelight. While his focus has always been around technology, his passion is actually process, teamwork and organization design, with one inordinately popular goal: *the business value of joy!* Sheridan is an avid reader and historian, and his software design and developmental team at Menlo Innovations didn't invent a new culture, but copied an old one ... Edison's Menlo Park New Jersey lab. Henry Ford's recreation of the Menlo Park Lab in Greenfield Village was a childhood inspiration!

Some call it agile, some call it lean ... Sheridan and his team call it joyful. And it produces results ... business and otherwise. Five Inc. magazine revenue growth awards, invites to the White House, speaking engagements around the nation, numerous articles and culture awards and so much interest they are doing more than a tour a day of the Menlo Software Factory™ for thousands who make the trek to Ann Arbor, Michigan each year. In Sheridan's recently published book *Joy, Inc.* he shares what he has learned about the effect of a culture focused on joy. The book was recently named Management Book of The Year by 800-CEO-READ, and Menlo Innovations was name The Most Joyful Company in America by Inc. magazine.

Applying Cowboy Wisdom in Scrum	
Tom Mellor **Room:** Elmwood **Track:** Lagniappe **Type:** Workshop **Level:** 1	A light and humorous look at how I have applied cowboy wisdom I learned while growing up in Montana to my work over the years with Scrum.
Applying Organizational Change and Leadership to Agile Transformations	
Joe Vallone **Room:** Magnolia **Track:** Rolling Down the River **Type:** Lecture **Level:** 2	How to apply Dr. Kotter's 8-step model for change management and leadership to Agile transformations
Build What You Need, Not What You Asked For	
David Bulkin **Room:** Rosedown **Track:** Jazzin' It Up **Type:** Workshop **Level:** 2	Acceptance criteria, testing (TDD, BDD, ATTD) help us build to spec, but come to this session to find out how to build what you really need.
Creole cottage- Constructive Pattern for building a Scrum Master community and continuous improvement of a new agile organization	
Ni Sun **Room:** Oak Alley **Track:** Rolling Down the River **Type:** Workshop **Level:** 2	Likening to building a Creole cottage, we present a practical pattern to build a Scrum Master community and solve company-wide problems.
Enabling Distributed Agile Teams	
Timothy Wise **Room:** Fountain **Track:** Lagniappe **Type:** Workshop **Level**: 2	This is a highly interactive session that teaches a technique to generate working agreements for distributed teams.
Scrum in Context: Exploring the end-to-end SDLC Value Stream	
Leslie Morse **Room:** Belle Chasse **Track:** Hop On a Streetcar **Type:** Lecture **Level:** 1	Teams don't magically create an increment of product. Come explore the SDLC value stream and key considerations for project initiation.
Smart Scaling: Finding the right approach for Enterprise Agile	
Richard Dolman **Room:** Melrose **Track:** Hop On a Streetcar **Type:** Lecture **Level:** 2	"Large-scale Agile" sounds great. But are we solving the right problem? Can we find to ways to deliver value without need to scale too big?

You be the Coach! (Agile for Non-IT at our organization)	
Burton White, Richard Cheng **Room:** Jasperwood **Track:** Lagniappe **Type:** Workshop **Level:** 2	At Excella, we used Agile for corporate strategies and communications. We will share our lessons learned and ask the room what you would do.

Estimating Business Value	
Chris Sims **Room:** Elmwood **Track:** "Throw Me Something, Mister!" **Type:** Workshop **Level:** 2	Learn surprisingly simple techniques to estimate and quantify business value of your user stories.
Exploit Core Scrum Practices at the Program Level	
Chris Waggoner, Adnan Aziz **Room**: Fountain **Track:** Hop On a Streetcar **Type:** Workshop **Level:** 1	Learn how core Scrum practices support visibility, remove impediments, and promote flow for programs with many teams and hundreds of people.
Exploring Scrum of Scrums as a Scaling Vehicle	
Bob Galen **Room:** Rosedown **Track:** Hop On a Streetcar **Type:** Workshop **Level:** 2	Scrum of Scrums has been under explored as a scaling method vs. emerging models like SAFe and DAD. Let's explore and see how it stacks up.
Fun Games for Serious Scrum Masters	
Juan Banda **Room:** Magnolia **Track:** Lagniappe **Type:** Workshop **Level:** 2	Routine erodes creativity in Scrum teams, but what if we could use fun games to resurrect it? Join this session to learn what games to use.
Incremental Delivery and Emergent Design in action. An exercise in delivering working software from sprint one through sprint X.	
Ron Quartel **Room:** Belle Chasse **Track:** "Throw Me Something, Mister!" **Type:** Workshop **Level:** 1	Incremental delivery, emergent design and agile architecture taught in a fun and interactive exercise. Take it home and run with your teams!
Metric-Driven Enterprise Coaching	
Daniel Greening **Room:** Melrose **Track:** Hop On a Streetcar **Type:** Workshop **Level:** 2	Enterprises are like improv: teams measure and adapt together. Good agile metrics drive harmonious success; bad ones chaos. What works well?

The Listening ScrumMaster	
Arne Ahlander **Room:** Jasperwood **Track:** Rolling Down the River **Type:** Workshop **Level:** 2	ScrumMasters empower by listening and give more room to the team. This session will help you take steps to improve your listening skills.
Using Kano AND Scrum to Learn more about Scrum!	
Nigel Baker **Room:** Oak Alley **Track:** Lagniappe **Type:** Lecture **Level:** 2	I have applied Kano Analysis to Scrum. Come discover DEEP insights into Scrum + Agile, generated by real world survey and workshops!

Agile Jesters, Magicians, and Clowns – Using the unexpected to move mountains and your team**	
Adam Weisbart **Room:** Oak Alley **Track:** Rolling Down the River **Type:** Workshop **Level:** 2	Continuous improvement is serious work, but it doesn't need to be a somber affair. Discover tools that let you laugh all the way to delivery.
Better SAFe Than Sorry: Understand the Strengths and Limitations of the SAFe Framework**	
Giora Morein **Room:** Elmwood **Track:** Lagniappe **Type:** Lecture **Level:** 2	Gain an understanding of the most common SAFe pitfalls that you may encounter, as well as address the strengths & limitations of the framework.
Converting A Successful FBI Program From Waterfall To Agile	
Craeg Strong **Room:** Belle Chasse **Track:** Lagniappe **Type:** Lecture **Level**: 1	Navigating massive legacy code bases, Devops-hostile platforms, CMMI compliance requirements, and skeptical oversight groups to Agile success.
Getting Your Agile Team from Good to Great!	
Brad Swanson, David Hawks **Room:** Magnolia **Track:** Jazzin' It Up **Type:** Workshop **Level:** 1	Interactively explore team challenges & discover proven techniques to focus, accelerate learning, and enjoy building great products.
Mission Command: Scaling Product Management in an Agile Organization	
Sean Dunn **Room:** Rosedown **Track:** "Throw Me Something, Mister!" **Type:** Lecture **Level:** 2	How a 200-year-old military invention can enable your organization to be Agile and aligned.
Power Games **	
Richard Kasperowski **Room:** Fountain **Track:** Lagniappe **Type:** Workshop **Level**: 1	Power: it's everywhere. What are your organization's power structures? How does it feel to be at the top or at the bottom? Explore Power
The Agile Planning Mindset: estimating and forecasting a release with a real backlog	
Peter Green **Room:** Melrose **Track:** Hop On a Streetcar **Type:** Workshop **Level:** 1	Learn how to do agile planning using a real backlog, relative size estimation, and velocity. Simulate sprints, & update the plan!

Your Stories Are Too Big!	
Chris Sims **Room:** Jasperwood **Track:** "Throw Me Something, Mister!" **Type:** Workshop **Level:** 2	Big user stories are hard to plan with and risky. Learn and apply 4 simple ways to split any big user story into smaller stories.

Can A Definition of Ready Make Scrum "The Big Easy"	
Natalie Warnert, Leslie Morse **Room:** Rosedown **Track:** Lagniappe **Type:** Workshop **Level:** 1	Getting to "Done" within a timebox can be a challenge. Are teams committing before they are "Ready"?
Collaborating with Comedy	
Paul Goddard **Room:** Fountain **Track:** Jazzin' It Up **Type:** Workshop **Level:** 1	This session provides humorous improv techniques to use in scrum meetings to stimulate interaction and increase collaboration.
Culture a 'Silent language' – Learn it to make Scrum successful	
Judith Mills, Priyanka Sharma, Debra Feltoe **Room:** Magnolia **Track:** Rolling Down the River **Type:** Workshop **Level:** 2	Why Cultural Intelligence is important in Scrum
Game theory and techniques applied to an Agile Product Vision creation	
Challes Pinon, Luciana Silva **Room:** Belle Chasse **Track:** Jazzin' It Up **Type:** Workshop **Level:** 1	A project at play. Learn how Scrum projects can benefit from mixing games and agility to build an effective product vision.
Hop Onto the Release Orientation Trolley	
Brian Barr, Naeem Hussain **Room:** Jasperwood **Track:** Hop On a Streetcar **Type:** Lecture **Level:** 1	Find out how to make the shift from project orientation to release orientation and the key elements to making that shift a reality.
Facilitation Techniques for Effective ScrumMasters	
Marcos Garrido, Rafael Sabbagh **Room**: Oak Alley **Track**: Rolling Down the River **Type**: Workshop **Level**: 2	Through this very interactive workshop, we will teach facilitation techniques necessary for effective ScrumMasters, but unknown by many.

Impact Mapping: Delivering What Matters	
Inger Dickson, Jeffrey Davidson **Room:** Elmwood **Track:** "Throw Me Something, Mister!" **Type:** Workshop **Level:** 2	Building the right software begins with a better understanding of business opportunity and goals. One successful approach is Impact Mapping.
Net-Map: A tool to enable visibility of your complex organizational networks	
Rajeswari Kailasam, Amitaksha Nag **Room:** Melrose **Track:** Lagniappe **Type:** Workshop **Level:** 1	Net-map, widely used in many countries to engage stakeholders fits well with large Scrum adoptions in visualization and articulation.

Coaching Like "Columbo" : Simple Questions to Start Tough Conversations	
Partick McConnell **Room:** Rosedown **Track:** Jazzin' It Up **Type:** Workshop **Level:** 2	In small groups, participants will workshop 7 simple questions that can quickly identify big problems in an active Scrum effort.
Design your next Contract Coaching Gig: Know When to Hold 'Em, Know When to Fold 'Em	
Steve Holyer, Nancy Van Schooenderwoert **Room:** Jasperwood **Track:** Lagniappe **Type:** Workshop **Level:** 2	Independent coaches: Uncover better ways to design your Agile Coaching gig to create that elusive winning hand. For you and the organisation.
Facilitation & Communication in Agile Teams	
Michele Sliger **Room:** Melrose **Track:** Jazzin' It Up **Type:** Workshop **Level:** 1	A tutorial focused on facilitation techniques in agile teams.
Get an Agile mindset with NLP	
Els Verkaik **Room:** Oak Alley **Track:** Lagniappe **Type:** Workshop **Level:** 2	NLP (Neuro Linguistic Programming) can help to become open-minded, stay open for options and adopt another way of working, like Agile.
Improv: Learning Lessons from Master Innovators	
Paul Tevis, Jake Calabrese **Room:** Fountain **Track:** Lagniappe **Type:** Workshop **Level:** 1	Improv can teach your teams how to produce something innovative from nothing in a way that looks like you were following a plan all along.
Jazzin' the Dup – How to successfully introduce pair programming to your organization	
Melinda Stelzer **Room:** Magnolia **Track:** Jazzin' It Up **Type:** Lecture **Level:** 1	Thinking about introducing pair programming on your team? Here's why you should, and how to set yourself up for success.
Lean Startup + Story Mapping = Awesome Products Faster!	
David Hawk, Brad Swanson **Room:** Elmwood **Track:** "Throw Me Something, Mister!" **Type:** Workshop **Level:** 2	Hands-on workshop: Use Lean Startup, Lean Canvas & Story Mapping to validate quickly you're building the right product.

Teaching Scrum to Management

Jason Tanner	Learn what worked & didn't work to teach Scrum values & principles to over 400 directors & execs. Leave with tools to use post-gathering.
Room: Belle Chasse	
Track: Hop On a Streetcar	
Type: Lecture	
Level: 2	

Tuesday, May 6th - PM Sessions - 90 MINUTE SESSIONS – 15:30 – 17:00

Assembling Scrum Teams: A Nonviolent Story **	
Juan Banda **Room:** Oak Alley **Track:** Jazzin' It Up **Type:** Lecture **Level:** 2	#1 Get the right people, #2 Help them create an environment where they can collaborate without violent communication. How I did it?

A Roadmap for (Agile) Engineering Best Practices – What Every Non-Technical Person Needs to Know **	
Richard Cheng **Room:** Jasperwood **Track:** Jazzin' It Up **Type:** Lecture **Level:** 1	Presenting a roadmap explaining engineering best practices, why it's needed, supporting tools, with sequence and effort to implement.

Chocolate, Lego and Scrum Jambalaya	
Dana Pylayeva, Bryan Beechham **Room:** Fountain **Track:** Rolling Down the River **Type:** Workshop **Level:** 1	From Scrum to DevOps and continuous flow, through automation and cross functional teams - practice it all using LEGO and chocolate.

Jump-starting the Agile mindset: bringing Scrum & XP into college software projects **	
Garrick West, Tina Ostrander **Room:** Magnolia **Track:** Lagniappe **Type:** Lecture **Level:** 2	Learn how a community college instructor & a cranky XPer paired up to arm students with real world Agile skills & help us shape what's next.

Love Agile: Life in Scope **	
Shannon Mason **Room**: Belle Chasse **Track**: Lagniappe **Type**: Lecture **Level:** 1	Many of us practice Agile methods or principles every day but stop once we leave the office. But why? Let me show you how to take it home!

Long Term Adaptive Release Planning with Scrum **	
Don Patti, David Bulkin **Room:** Rosedown **Track:** "Throw Me Something, Mister!" **Type:** Workshop **Level:** 2	Does your team look beyond the Sprint? Do you work with non-agile partners? Learn how to align with long term, adaptive, release planning.

Product Owner and Scrum Success in a Traditional Organization	
Tom Mellor **Room:** Elmwood **Track:** "Throw Me Something, Mister!" **Type:** Lecture **Level:** 2	This relates the stories of 2 Scrum Product Owners who were instrumental in creating 2 great products in an environment unfavorable to Scrum.
The Agile Dashboard	
Fadi Stephan **Room:** Melrose **Track:** Hop On a Streetcar **Type:** Lecture **Level:** 2	Most Agile teams focus on velocity and target story points which leads to executives misusing the metric and teams gaming the system.