



Agile ORLANDO JULY 24-28 2023

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The Magic of Beginnings

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Senior Data Engineer

Statistician

Director of Proposal Operations

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“Done well, the team start-up can be jet fuel to a team, helping them go further and faster than they ever imagined”

~Lyssa Adkins





Sadly, team startup events are often skipped.

Why is it
important?



Developmental Sequence in Small Groups
introduced by Psychologist Bruce Tuckman:

Tuckman's Model

Team Startup Event:

- Lays the foundation for success when transitioning
- a group of individuals into a cohesive team



Team Startup Event: Components



Process Education
& Alignment



Defining Team
Identity



Explore the Product

Process Education & Alignment



Purpose:

Learn about the processes
the team will use

Activity:

Agile Training

Example Topics:

- Agile values/principles
- Methodologies/frameworks
- Lean
- User-centered design
- Extreme Programming



Defining Team Identity



Purpose:

Help team members
form connections

Activities:

- All About Me Activity
- Values Exercise

Create a shared team
vision

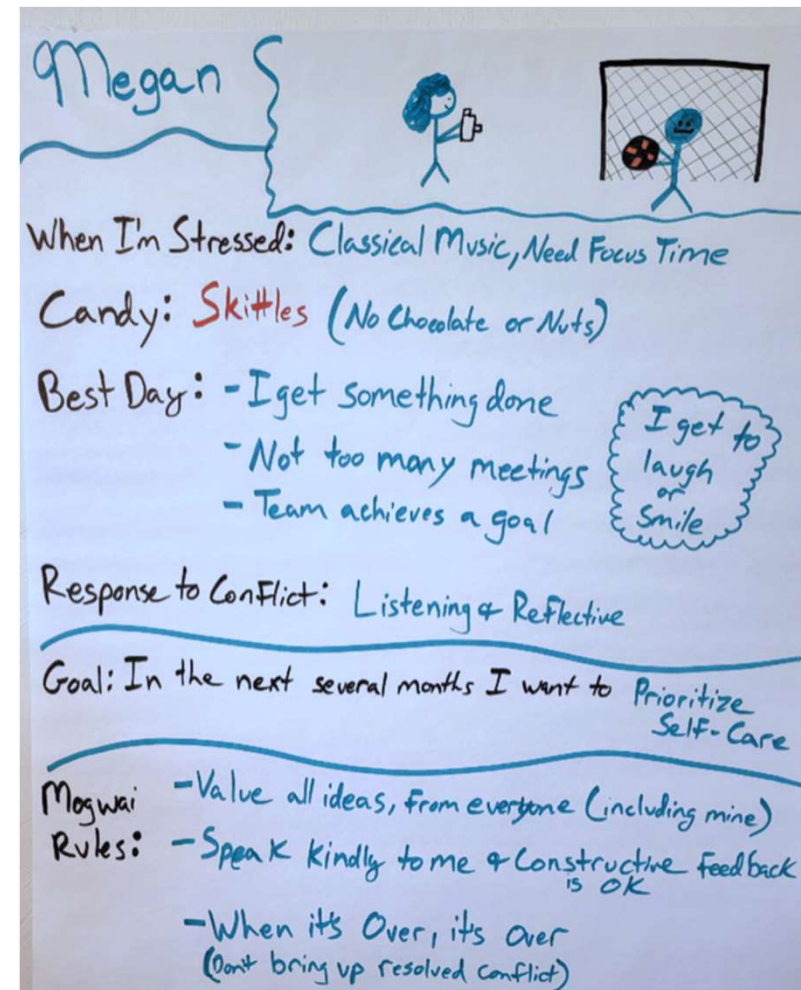
- The Ideal Team Activity
- Select a Team Name
- Create a Working Agreement



All About Me Activity

Overview:

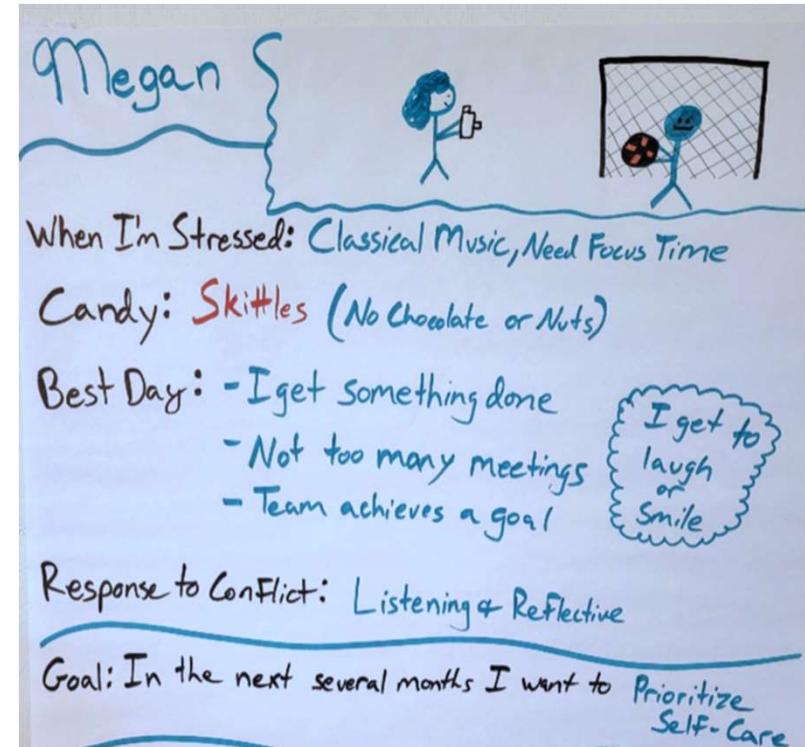
Each team member creates a poster “All About Me”, by answering some questions about themselves, and then shares their poster with the team



All About Me Activity - Instructions

Crate a poster, containing 5 elements:

- 1. Name**
- 2. Draw a picture** of something that's interesting about you, or something you're passionate about
- 3. Answer questions:**
 - What do I do when I'm stressed at work?
 - What's my favorite candy?
 - How would I define a best day at work?
 - How do I respond in conflict?
- 4. Individual Goal:**
 - In the next several months, I want to... _____



All About Me Activity - Instructions

Crate a poster, containing 5 elements: (Continued)

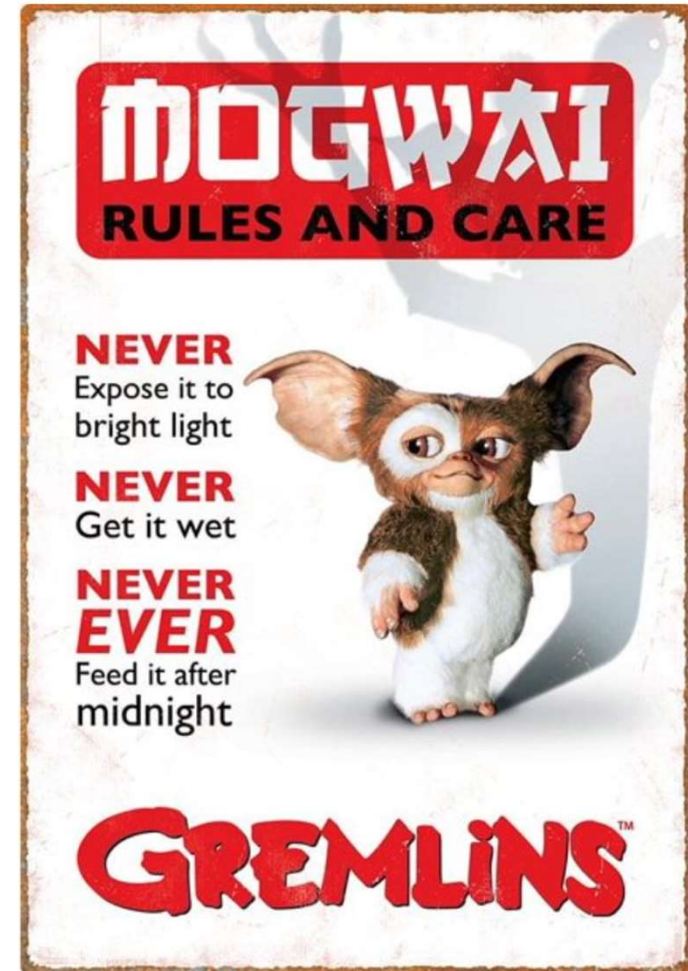
5. What are your Mogwai Rules?

If you want me to remain happy & healthy (Gizmo), follow these rules.

If not, I'll turn into a Scary Gremlin

Mogwai Rules:

- Value all ideas, from everyone (including mine)
- Speak kindly to me & Constructive feedback is OK
- When it's Over, it's Over (Don't bring up resolved conflict)



All About Me Activity – Create Your Poster

Crate a poster, containing 5 elements:

1. Name

2. Draw a picture of something that's interesting about you, or something you're passionate about

3. Answer questions:

- What do I do when I'm stressed at work?
- What's my favorite candy?
- How would I define a best day at work?
- How do I respond in conflict?

4. Individual Goal:

- In the next several months, I want to... _____

5. What are your Mogwai Rules?

Time Box
8 Min

All About Me Activity – Sharing (Handout page 6-7)

Share your poster with the team, explaining all 5 elements.

What should the team do during sharing:

- Welcome each person as they speak
- Capture in Team Book
- Clap when the person finishes
- Ask clarifying questions
- Identify commonalities

Team Name and vision:			Name: Activity: Stressed: Candy: Best Day: Goal: Mogwai:
Name:	Name:	Name:	
Activity:	Activity:	Activity:	
Stressed:	Stressed:	Stressed:	
Candy:	Candy:	Candy:	
Best Day:	Best Day:	Best Day:	
Goal:	Goal:	Goal:	
Mogwai:	Mogwai:	Mogwai:	
Values:	Values:	Values:	
Shared Values		How	

sti

Time Box
10 Min

Values Exercise

Overview:

Values are one's judgement of what's important in life. They are important as they guide our attitudes, beliefs, decision making, and behavior. They can also be the source of conflict. Knowing first our own and then other's most important or core values improves our relationships and teaming. We'll use value cards to help us introspect and discover our values and learn those of our fellow team members.

Optimism

an inclination to believe in and anticipate the most favorable outcome

Truth

intense pursuit and discovery of core facts above all else

Happiness

a state of well-being and contentment/a pleasurable or satisfying experience

Values Exercise

Step 1: Each person take a stack of values cards and break the cards into two stacks (you may have to take turns with the card decks)

- a. Important to me
- b. Not important to me

Optimism
an inclination to believe in
and anticipate the most
favorable outcome

Important to me

Not Important to me

Values Exercise

Step 2:

- a. Set the "Not important to me" stack aside
 - b. Take the "Important to me" stack and divide into:
 - i. Very important to me
 - ii. Less important to me
- * Repeat until you have 10 or less value cards

<p>Optimism an inclination to believe in and anticipate the most favorable outcome</p>

Very Important to me

Less Important to me

Values Exercise

Step 3: Rank the remaining cards in order of importance with the most important on top to find your top 5 values in order

Optimism
an inclination to believe in
and anticipate the most
favorable outcome

1

2

3

Values Exercise Sharing (Handout page 6-7)

- Each team member shares their top 5 and why. Capture in team book.
- Discuss
 - What do these lists tell us?
 - What here surprises you?
 - Which would you like to understand more deeply?
 - Where is the team divergent?
 - Where is the team harmonious?

Team Name and vision:							
Name:	Name:	Name:	Name:	Name:	Name:	Name:	Name:
Activity:	Activity:	Activity:	Activity:	Activity:	Activity:	Activity:	Activity:
Stressed:	Stressed:	Stressed:	Stressed:	Stressed:	Stressed:	Stressed:	Stressed:
Candy:	Candy:	Candy:	Candy:	Candy:	Candy:	Candy:	Candy:
Best Day:	Best Day:	Best Day:	Best Day:	Best Day:	Best Day:	Best Day:	Best Day:
Goal:	Goal:	Goal:	Goal:	Goal:	Goal:	Goal:	Goal:
Mogwai:	Mogwai:	Mogwai:	Mogwai:	Mogwai:	Mogwai:	Mogwai:	Mogwai:
Values:	Values:	Values:	Values:	Values:	Values:	Values:	Values:
Shared Values		How we'll behave		Team Logistics		How we'll be together in conflict	

The Ideal Team Activity

Goal: Create a shared team vision

Step 1: Silently, select 1 or more picture cards to describe
“What does an ideal team look like, to you?” (Individual Activity)



Time Box
2 Min

The Ideal Team Activity

Step 2: Take turns sharing your picture(s) and explaining why you selected it?

Time Box
8 Min

Step 3: As a team, create a short, but meaningful statement, that describes what you want your team to become (Your vision for the team)

Examples:

- We collaborate to create awesome products
- We are great, not just good! We listen to our customers and deliver useful products.
- We will rely on each other's strengths to solve problems and build solutions.

Time Box
5 Min

Note: Times boxes have been shortened for the purposes of today's presentation. You will need additional time to conduct this activity with your team.

A decorative border surrounds the central text, featuring stylized leaves in shades of green, yellow, and orange, along with various colored dots and abstract brushstrokes in blue and teal.

Let's Take a 10 Min Break

Note: Refreshments Available 3:15 – 3:45 PM

Select a Team Name

A good Team Name is:

- One that Unites the team
- Short
- Memorable
- Unique
- Easy to pronounce



Time Box
5 Min

Team Vision and Name Capture (Handout page 6-7)

Team Name and vision:							
Name:	Name:	Name:	Name:	Name:	Name:	Name:	Name:
Activity:	Activity:	Activity:	Activity:	Activity:	Activity:	Activity:	Activity:
Stressed:	Stressed:	Stressed:	Stressed:	Stressed:	Stressed:	Stressed:	Stressed:
Candy:	Candy:	Candy:	Candy:	Candy:	Candy:	Candy:	Candy:
Best Day:	Best Day:	Best Day:	Best Day:	Best Day:	Best Day:	Best Day:	Best Day:
Goal:	Goal:	Goal:	Goal:	Goal:	Goal:	Goal:	Goal:
Mogwai:	Mogwai:	Mogwai:	Mogwai:	Mogwai:	Mogwai:	Mogwai:	Mogwai:
Values:	Values:	Values:	Values:	Values:	Values:	Values:	Values:
Shared Values		How we'll behave		Team Logistics		How we'll be together in conflict	

Create a Working Agreement

Consider adding the following categories to your working agreement

Shared Values

(What do we value as a team?)

- Keep it simple
- Team success is more important than individual success

Rules for Living/Working Together

- Focus on the behavior you want to see

- Use cameras, when possible
- It's ok to eat on camera
- Eat stinky food at home, not here

Logistics

- Core hours
- Sprint length
- Daily sync time

How do we want to be with each other in Conflict?

- How will we call out conflict in the moment?
- How do team members let others know their safety is at risk?
- How will we return to our ideal team vision?

Team Working Agreement Capture (Handout page 6-7)

Team Name and vision:							
Name:	Name:	Name:	Name:	Name:	Name:	Name:	Name:
Activity:	Activity:	Activity:	Activity:	Activity:	Activity:	Activity:	Activity:
Stressed:	Stressed:	Stressed:	Stressed:	Stressed:	Stressed:	Stressed:	Stressed:
Candy:	Candy:	Candy:	Candy:	Candy:	Candy:	Candy:	Candy:
Best Day:	Best Day:	Best Day:	Best Day:	Best Day:	Best Day:	Best Day:	Best Day:
Goal:	Goal:	Goal:	Goal:	Goal:	Goal:	Goal:	Goal:
Mogwai:	Mogwai:	Mogwai:	Mogwai:	Mogwai:	Mogwai:	Mogwai:	Mogwai:
Values:	Values:	Values:	Values:	Values:	Values:	Values:	Values:
Shared Values		How we'll behave		Team Logistics		How we'll be together in conflict	

Explore the Product



Purpose:

Discover Product Purpose

Build the Product Backlog

Activities:

- Product Vision
- Empathy Mapping

- User Story Mapping
- Writing User Stories



Team Book Front/Back Cover (Handout page 5)

How Will We Succeed?	
What Is Most Important Right Now? <small>(Thematic Goal)</small>	
Who Must Do What?	

We Are:
(Team Name & Vision)

Copy Team Name & Vision Here

In the next year, I want to say I have:

Product Vision:
Persona Benefit:
World Benefit:

Product Vision Briefing

Helps the team understand the product's purpose



Activity:

Develop a product
Vision for the product
your team produces

Be Creative.
Anything Goes!

Time Box
5 Min

Product Vision Capture (Handout page 5)

How Will We Succeed?	
What Is Most Important Right Now? <small>(Thematic Goal)</small>	
Who Must Do What?	

We Are:
(Team Name & Vision)

In the next year, I want to say I have:

Product Vision:
Persona Benefit:
World Benefit:

Personas

Agile personas represent fictional characteristics of the people that are most likely to use your product. They represent your customer(s) including traits such as:

- Location
- Age
- Job title
- Behaviors
- Feelings
- Needs
- Challenges



The number of Agile user personas to create depends on how broad your target audience is

Example: Sparkle is a 20 something professional who is very active outside work and wants to maximize the use of her time by finding others to perform mundane, repetitive, chores and tasks so she can use that time for more important activities

Empathy Mapping (Handout page 3)

Help Teams to Understand Customers (& Stakeholders)

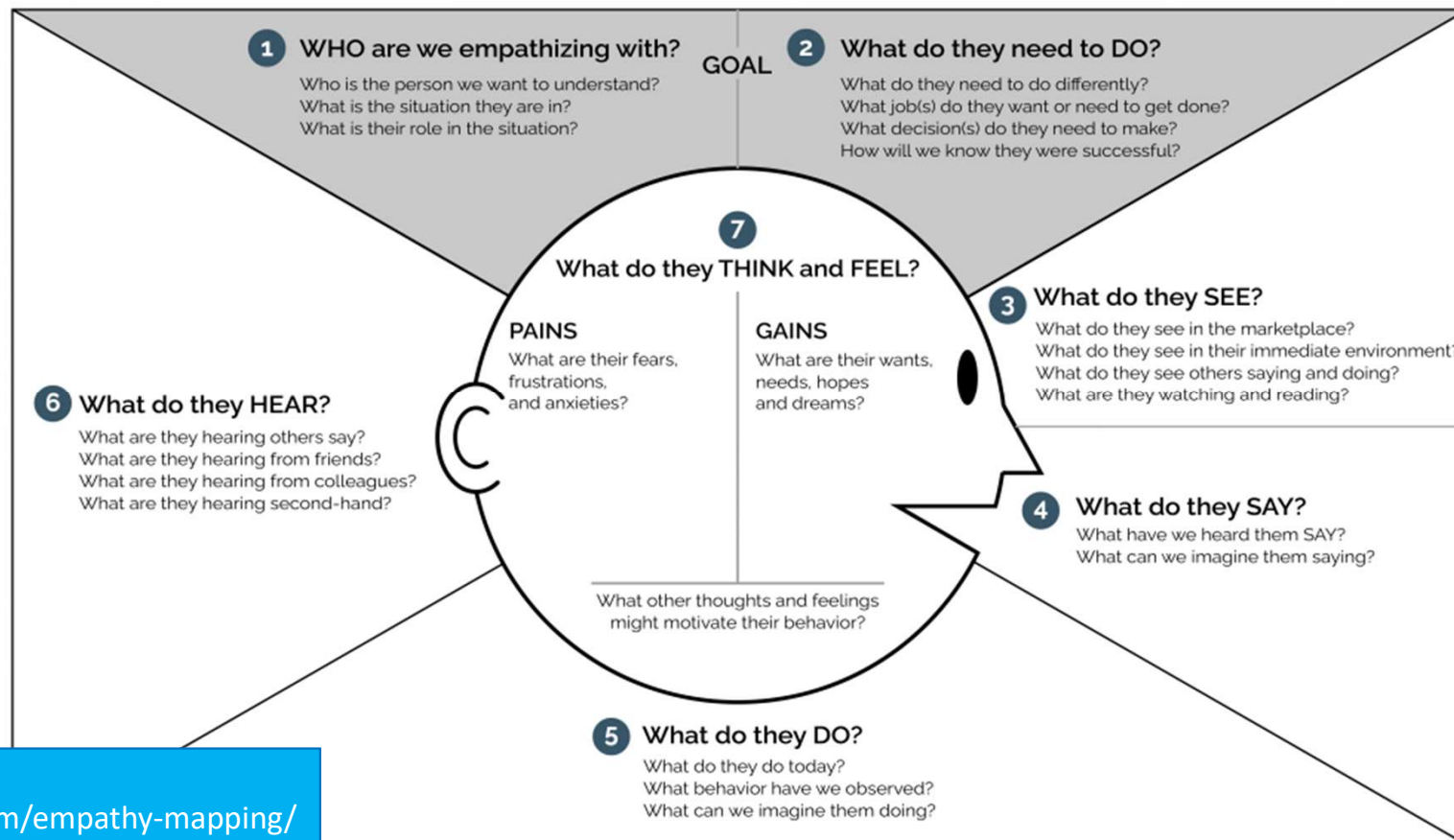
Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:



The diagram is an Empathy Map Canvas shaped like a face. The top part is a grey triangle labeled 'GOAL'. The face has an ear on the left, an eye on the right, and a mouth at the bottom. The central area is divided into 'PAINS' and 'GAINS'. The bottom part is a white triangle labeled 'GOAL'. The canvas is divided into seven numbered sections with guiding questions.

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?
What have we heard them SAY?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
What other thoughts and feelings might motivate their behavior?

For More Info:

gamestorming.com/empathy-mapping/

Product Benefits (Handout page 5)

- What benefit does Persona get from this team?
- What benefit do we provide to the world. (extrapolating to larger community)

How Will We Succeed?	
What Is Most Important Right Now? <small>(Thematic Goal)</small>	
Who Must Do What?	

We Are:
(Team Name & Vision)

In the next year, I want to say I have:

Product Vision:
Persona Benefit:
World Benefit:

Add Individual Goals (Handout page 5)

How Will We Succeed?	
What Is Most Important Right Now? <small>(Thematic Goal)</small>	
Who Must Do What?	

We Are:
(Team Name & Vision)

In the next year, I want to say I have:

Product Vision:
Persona Benefit:
World Benefit:



Translating the
Product Purpose
into a
Product Backlog

User Story Mapping

A collaborative, visual exercise to lay out the flow of key activities, steps, and details of how a user interacts with a product.

Benefits:

- Explore the product from the user's perspective
- ID Potential Releases, including the MVP (Minimal Viable Product)
- ID activities/steps the technical team might be missing

Activities

High-level tasks users can do in the digital product

CHECK ACCOUNT
BALANCE

DEPOSIT A
CHECK

Steps

Steps users go through to complete the activity above

LOG IN

ACCESS
ACCOUNTS

ENTER MOBILE
DEPOSIT DETAILS

SIGN UP

Details

Granular, discrete interactions to complete the step above

ENTER USERNAME
OR EMAIL

VIEW ACCOUNT
BALANCES

CHOOSE ACCOUNT

READ
TAKEN

ENTER
PASSWORD

SEE PENDING
TRANSACTIONS

ENTER DEPOSIT
AMOUNT

PRESS LOGIN
BUTTON

OPEN NEW
ACCOUNT

VIEW
TRANSACTION
LIMITS

Future Releases

Deferred details for future sprints and releases

INITIATE
FORGOT
PASSWORD

SEE LEGAL
DISCLOSURES

For More Info:

Book: "User Story Mapping" by Jeff Patton
[User Story Mapping 101 Video](#)

Writing User Stories

Begin populating the backlog



User Stories capture needs(or requirements) and the associated value, from a specific user's point of view.

User Story Format

As a <User/Persona>, I Need/Want <Action>, So That <Value>BRB

Path Forward (Handout page 8)

- How Will We Succeed
- What is most important right now? Establish a thematic goal/action plan
- Who does what? Accountability for action

How Will We Succeed?	
What Is Most Important Right Now? <small>(Thematic Goal)</small>	
Who Must Do What?	

We Are:
(Team Name & Vision)

In the next year, I want to say I have:

Product Vision:
Persona Benefit:
World Benefit:

Team Startup Event: Components/Activities

Process
Education
& Alignment



Learn about the
processes the team
will use

- Agile Training

Defining Team
Identity



Help team members form
connections

- All About Me Activity
- Values Exercise

Create a shared team
vision

- The Ideal Team Activity
- Select a Team Name
- Working Agreement

Explore the
Product



Discover Product Purpose

- Product Vision
- Empathy Mapping

Build the Product Backlog

- User Story Mapping
- Writing User Stories

What's one action that you can take away from this workshop and implement in the next month?





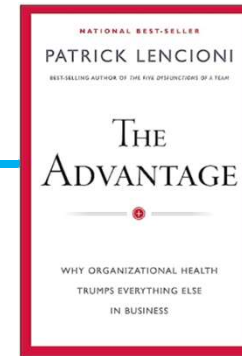
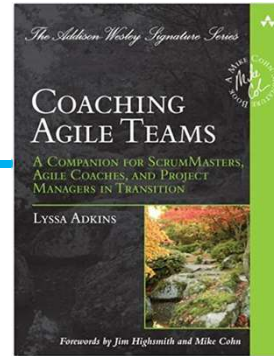
The Magic of Beginnings

By: Megan Windle &
Mark Teixeira

References

Team Startup Event Structure & Activities

- “Coaching Agile Teams” by Lyssa Adkins, P 146-169
- “The Advantage” by Patrick Lencioni



All About Me Activity

- Elements of this activity adapted from the “Agile Games Podcast” Episode #13: Mini-Episode Where Paul Goes to the Marketplace <https://soundcloud.com/agilegamespodcast/13-mini-episode-where-paul-goes-to-the-marketplace>

Values Exercise – Similar values cards available via Gallup <https://store.gallup.com/p/en-us/10408/values-cards>

Ideal Team Activity

- Inspire Me Cards by Lyssa Adkins - <https://lyssaadkins.com/product/inspireme-deck/>
- MetaFox Picture Cards <https://metafox.eu/>
 - Varieties I’ve used – Growing Together, Deep Pictures, World of Emotions



Working Agreements - “Coaching Agile Teams” by Lyssa Adkins, P 162-163

Team Names - [100+ Best Scrum Team Names](#)

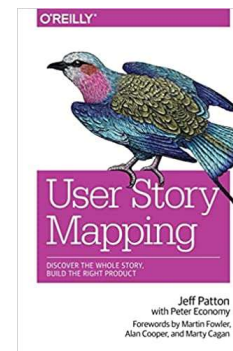
Product Vision

- “Coaching Agile Teams” by Lyssa Adkins, P 163-165

Empathy Mapping - <https://gamestorming.com/empathy-mapping/>

User Story Mapping

- Book: “User Story Mapping” by Jeff Patton
- Video: [User Story Mapping 101 - youtube.com/watch?v=TaMLUf3gISo](https://www.youtube.com/watch?v=TaMLUf3gISo)



Reference: All About Me Activity Prep

Materials needed:

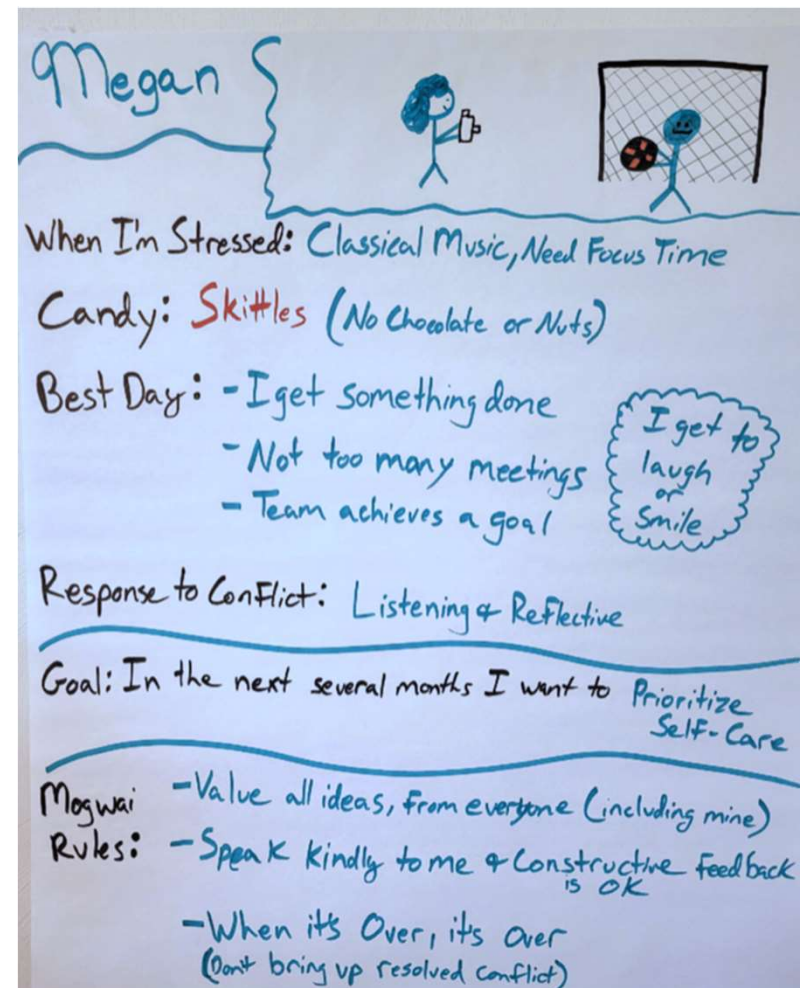
- Flip-charts the stick to the wall or large paper and painter's tape
- Markers

Before the activity:

- Tailor the questions to fit your needs
- Prepare instructions so they will be visible during the activity
- Create an example poster
- Ensure everyone has a copy of the team book

After the activity:

- Make "All About Me" Posters available for future reference
 - Take the posters to the team room
 - Take pictures of the posters, store on your network, and send the team a link



Reference: The Ideal Team Activity Picture Cards

How to get your own Picture Cards?

- **MetaFox Cards**
- **Inspire Me Cards** by Lyssa Adkins
- Get Creative and use your own pictures or pictures you find online.





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