

# DIGITAL PRODUCT MANAGEMENT & OPTIMISING AGILE DELIVERY

## AT A GLANCE

### CHALLENGES

- Team newly-formed
- Agile business unit interfacing with waterfall-programme management

### BENEFITS

- Team maturity fast-tracked
- Output doubled from optimising potential for team flow state
- Organisational perception of the team enhanced



“For over 20 years I’ve helped household name organisations across Australasia and the UK make smarter decisions, faster, and drive change.

Work with me to get clarity and consensus on a pragmatic way forward.”

### REBECCA SPEIRS

Adapt & Improve Consulting

## CLIENT OBJECTIVES

- Lead the play online digital roadmap for a few months as backfill for the Senior Product Manager on an internal secondment
- Embed Agile delivery practices in a newly-formed team

## APPROACH

- Taking the time to get to know each team member as a person in an informal setting
- Team chartering to co-create ways of working
- Backlog review, removal of redundant items, clarifying wider business objectives
- Evolving use of tools and procedures to streamline operations and empower the team

## RESULTS

Within a few weeks:

### Team maturity fast-tracked

Team became highly efficient, effective and largely self-managing, with minimal interventions required. This freed up product leadership time to progress more strategic initiatives in the digital leadership team

### Team output doubled & satisfaction improved

Reorganising team meetings to facilitate maximum flow state resulted in sprint delivery output doubling and the team reporting greater work satisfaction

### Organisational perception enhanced

Strong planning resulting in timely delivery aligned to strategic pillars boosted organisational awareness and confidence in the team’s capabilities