# Do You Get What You Measure?

Rachel Davies, Agile Experience & Bas Vodde, Nokia

Schedule

- 09:00   Welcome

- 09:05   Introduction

- 09:30   Agile Metrics Design Example

- 09:45   Workshop - part 2

- 10:30   Coffee Break

- 11:00   Workshop - part 2

- 12:00   Wrap-up & Questions

- 12:30   End

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Be Careful What You Wish For

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Medical Mayhem

The Goal?

Reduce patient waiting times

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The Metric?

**Time between
making appointment
and being seen**

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The Target?

All patients to be seen within 3 days of making an appointment

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The Solution?

No appointments can be made more than 3 days in advance

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All Work & No Play…

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Have Your Cake…

The Goal?

Higher Profits

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The Solution?

Cut A Few Corners

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Hey, Guess What?

quality

sales

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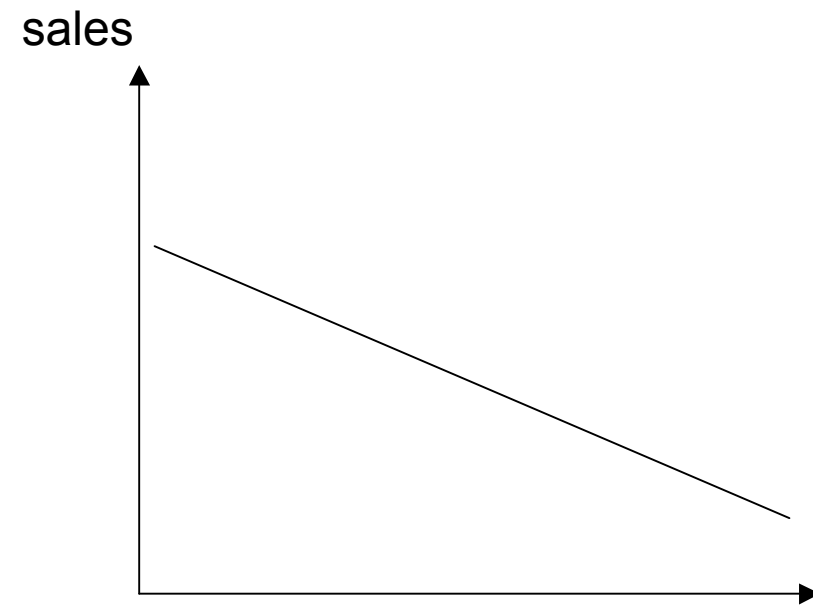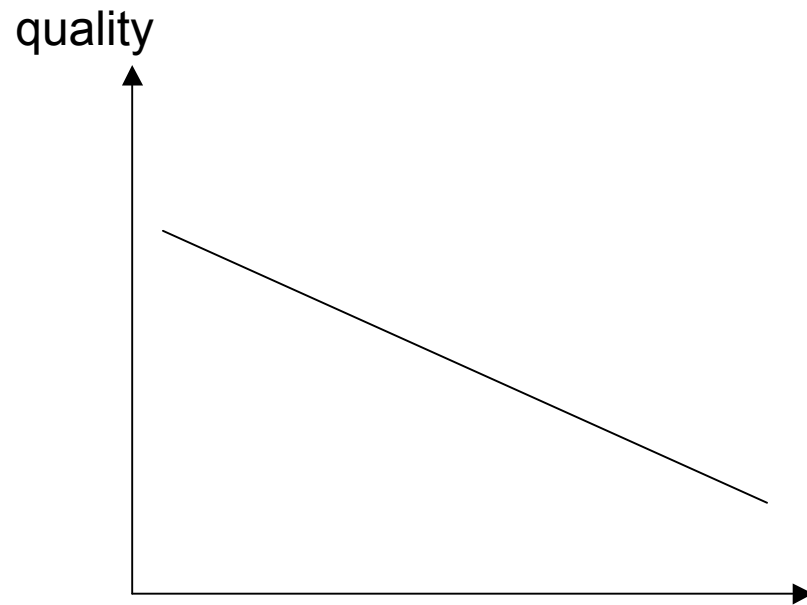
Metrics Design for Golfers

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What Are the Odds of a Hole In One?

1:12,750

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Even the best golfers practice putting

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Whose Goal Is It Anyway?

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The Agile Metrics Design Workshop Format

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Agile Metrics Design

Gather Stakeholders

Establish Perspectives

Define Goals

Prioritise Goals

next goal

Design/Refine Metric

Test Metric

Get Stakeholder Feedback

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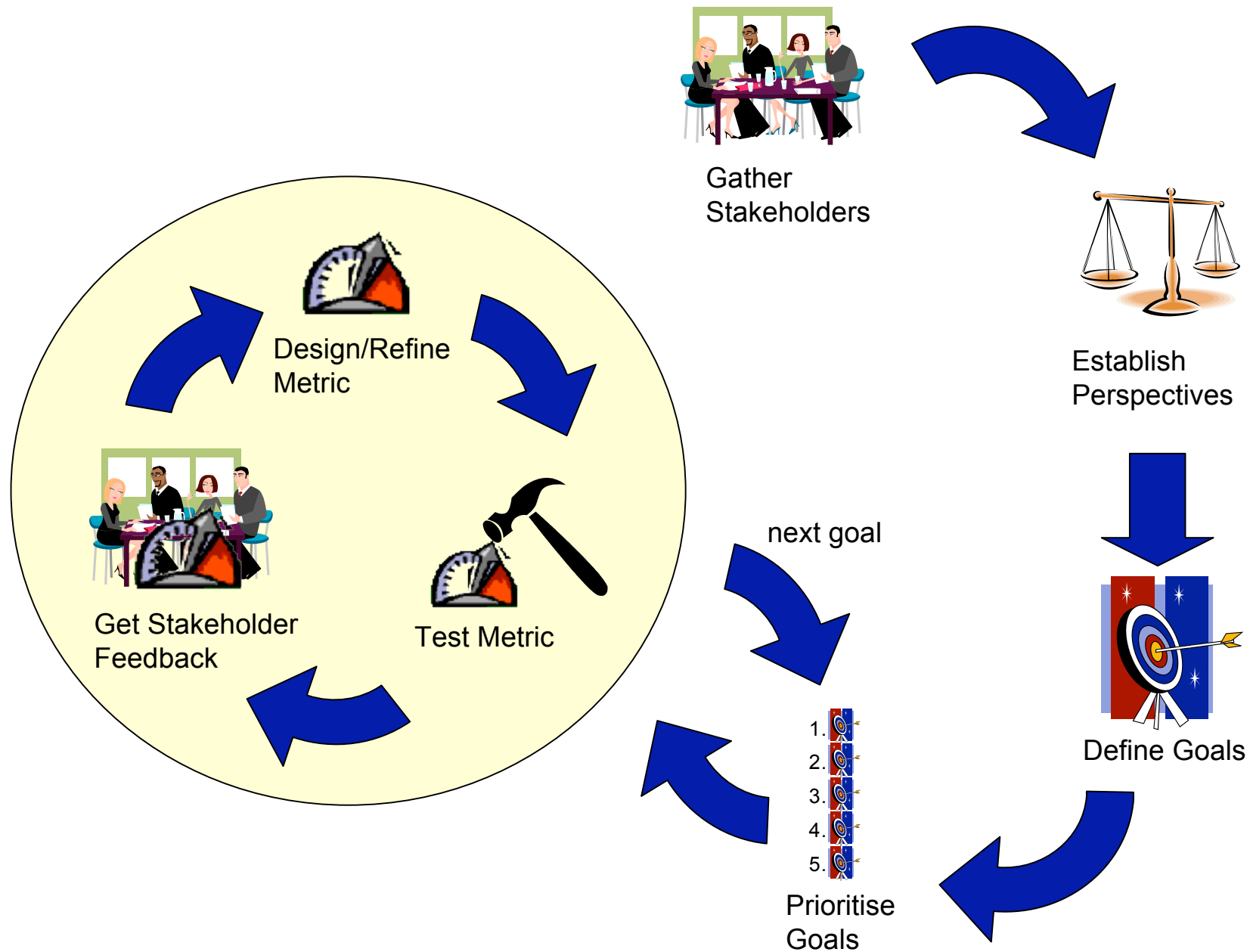
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- *Measuring and Managing Performance in Organizations*. By Robert D. Austin, Dorset House Publishing, 1996.

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