Innovation for Continuous Improvements in the Digital World

Presentation for:

PMI SILICON VALLEY, CA CHAPTER

Presentation by:
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A little bit about me!

EUROGATE
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CareerClick Career Boom Begins!
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PMI SAN FRANCISCO BAY AREA CHAPTER
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PMI MONTEREY BAY CHAPTER

Agenda

Project Management Institute

- Find the Customer Needs with Empathy Map
- Bring full blown innovation in your business
- Agile Methodologies to align with Predictive, Adaptive, and Reactive work environments.
- Using analytics to create a learning organization to get to business agility.

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Bring full blown Innovation in your business

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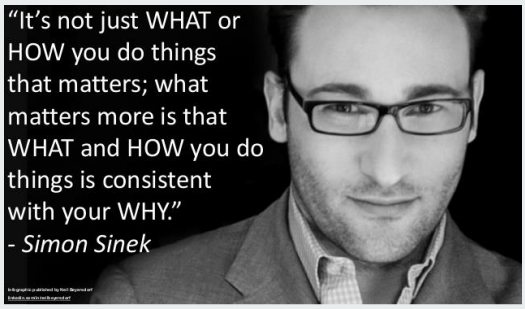
Start with Why!



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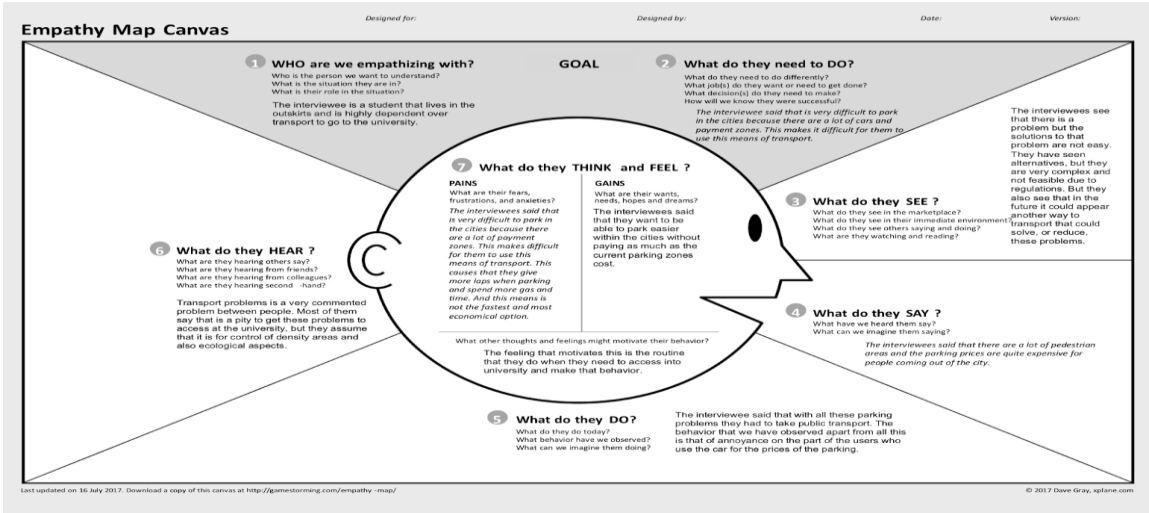
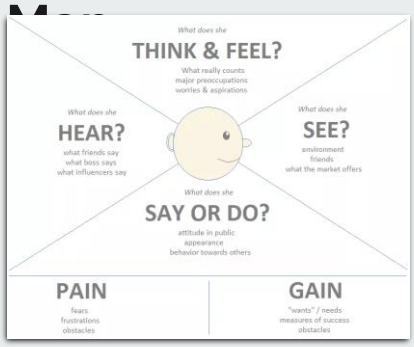
Empathy Map Exercise



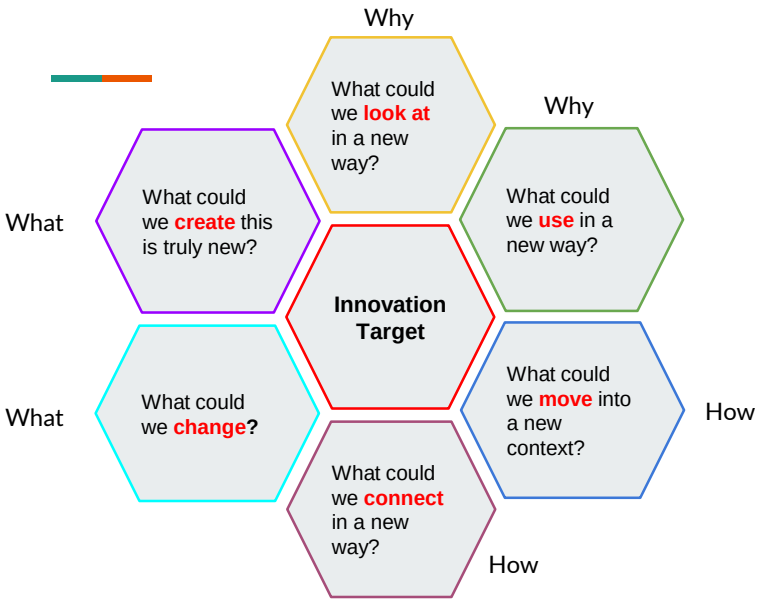
Exercise On Empathy



10 minutes

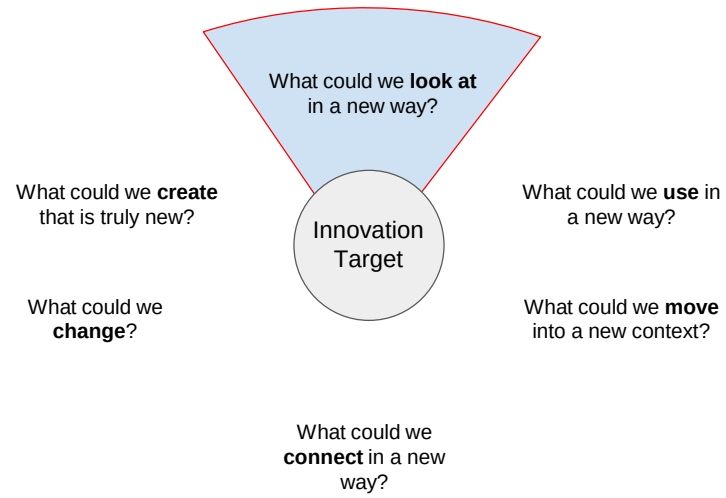
- Self Organize and make a team of 6 members
- 3 of the members make a customer and rest of the 3 become the Product Managers.
- Product Managers ask questions and fill out the Empathy Map in 10 min
- Share the experience

6 Innovation Questions

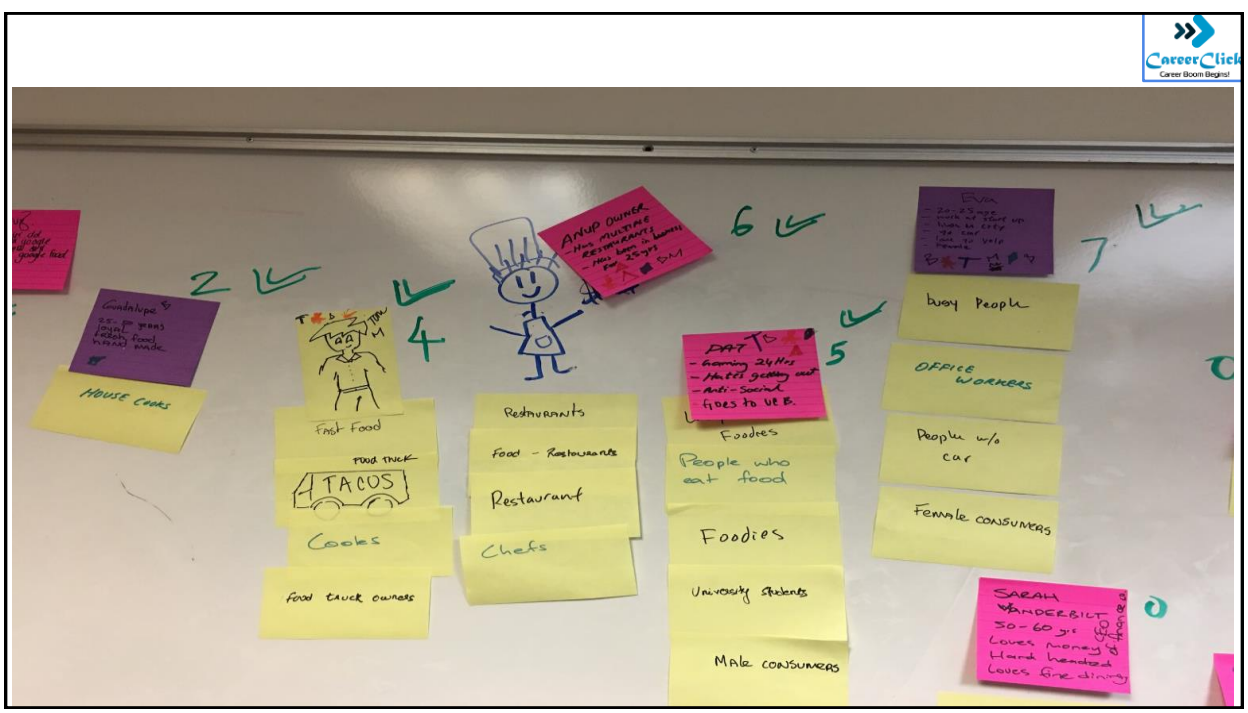


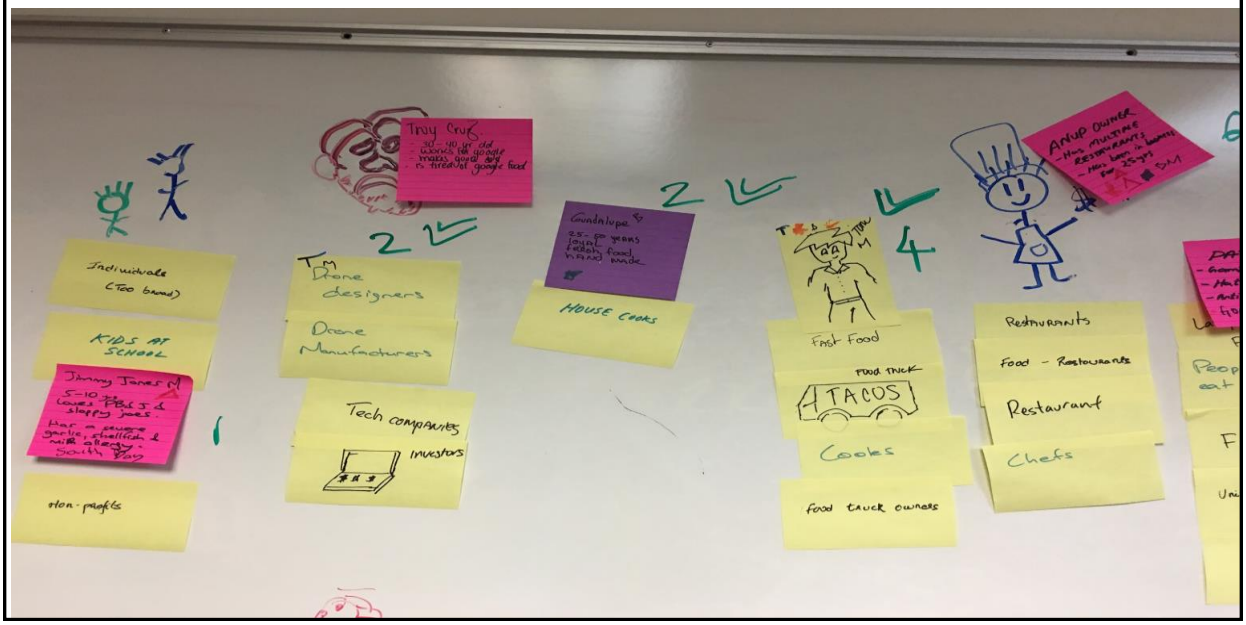
Food delivery business Example

How we need to look at our domain as a Business



what could we look at in a new way?
Type
Priority
convenience
Foodies
Male consumers
Pragment institutions
Aviation Authority
Business owners
Regulatory
DRIVERS
R.I.P.


House Cooks
Fast Food
Food Truck
TACOS
Cooks
Food truck owners
Restaurants
Food - Restaurants
Restaurant
Chefs
Foodies
People who eat food
Foodies
University students
Male consumers
busy People
OFFICE WORKERS
People w/o car
Female consumers
SARAH VANDERBILT
50-60 yrs
Loves money & Hard headed
Loves fine dining
ANUP OWNER
Has MULTIPLE RESTAURANTS
Has been in business for 25 yrs



Idea for who we are

- We are the providers of the platform or interface that will allow drones owners to come and make some money on the side and we allow food trucks or restaurants to use the drones for delivery - kind of like Uber or Lyft
- We are a company that provides the platform or interface - like uber- for all the Drones owners (who meet certain characteristics) to provide delivery services for restaurants, food trucks, etc
- Technology marketplace

Eva (End user)

- Office Worker
- 20-25 Age
- Lives in City
- Loves to Yelp

What can we look at in a new way from Eva's perspective?

- Cool factor
- Convenience
- Shorter wait for lunch - Schedule delivery time
- Safety
- Avoid traffic

Troy Cruz (software/hardware guy)

- 20 - 40 years old
- Works for google
- Makes good money
- Tired of google food
- Drone designer / manufacturer

What can we look at in a new way from Troy's perspective?

- Creates App
- Be the first one (honor/recognition)
- Freedom, mastery, creativity

Joe (service provider)

- Restaurant Owner
- Has multiple Restaurants
- Been in business for 25yrs

What can we look at in a new way from Joe's perspective?

- Profit
- Expansion of business
- Less liability
- Marketing
- Increase customer base
- Less personnel

Pat(rick) (End user)

- Gaming 24hrs
- Hates getting out
- Anti-social
- Foodie

What can we look at in a new way from Pat's perspective?

- Cost effective
- Time saving
- Can stay home/no personal interactions needed
- Stay dirty

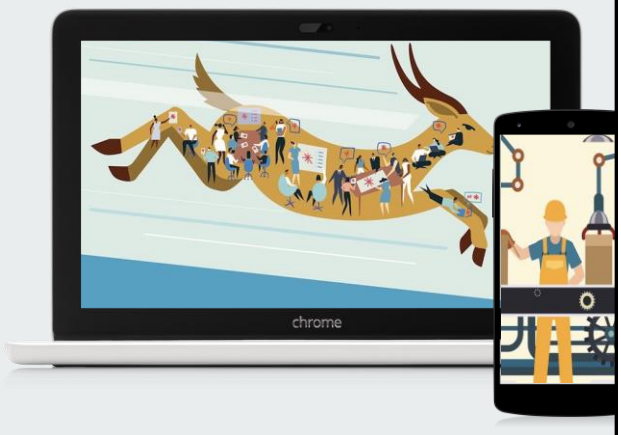
Tom (provider)

- Owns Food Truck
- Fast Foods Cook

What can we look at in a new way from Tom's perspective?

- Increase customer base
- Flexible/Increase business hours
- Save and make more money
- Avoid traffic

Pick the right Agile Methodology for your Business



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Pick your Agile methodology

Predictive Processes	Adaptive Processes	Reactive Processes
Highly Efficient	Adaptability to rapid change with Planning	High adaptability to rapid change with no planning
Poor performance when uncertainty is high	Handles predictable work	Handles unpredictable work well

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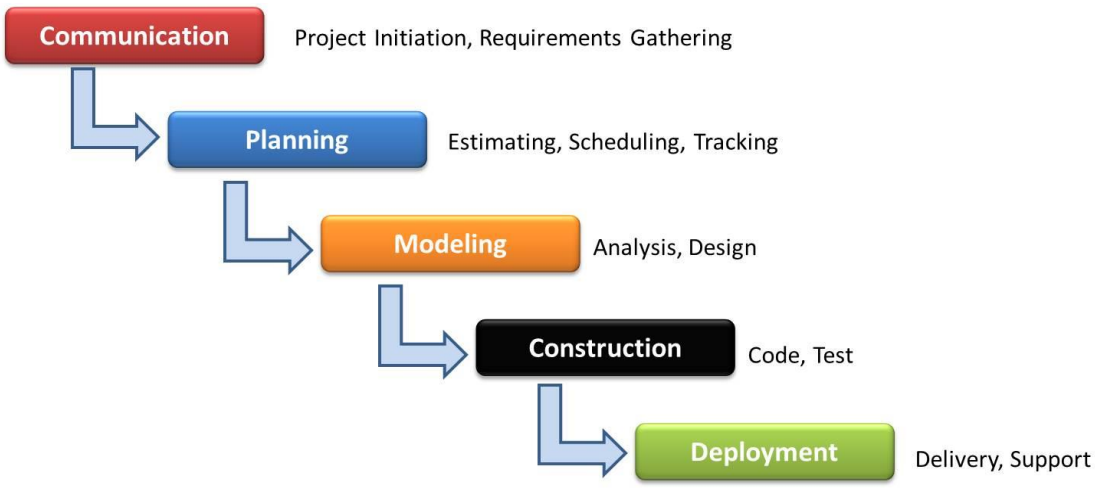
Tradition Product Development



The Waterfall Model: A Traditional Approach of SDLC

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Scrum Development

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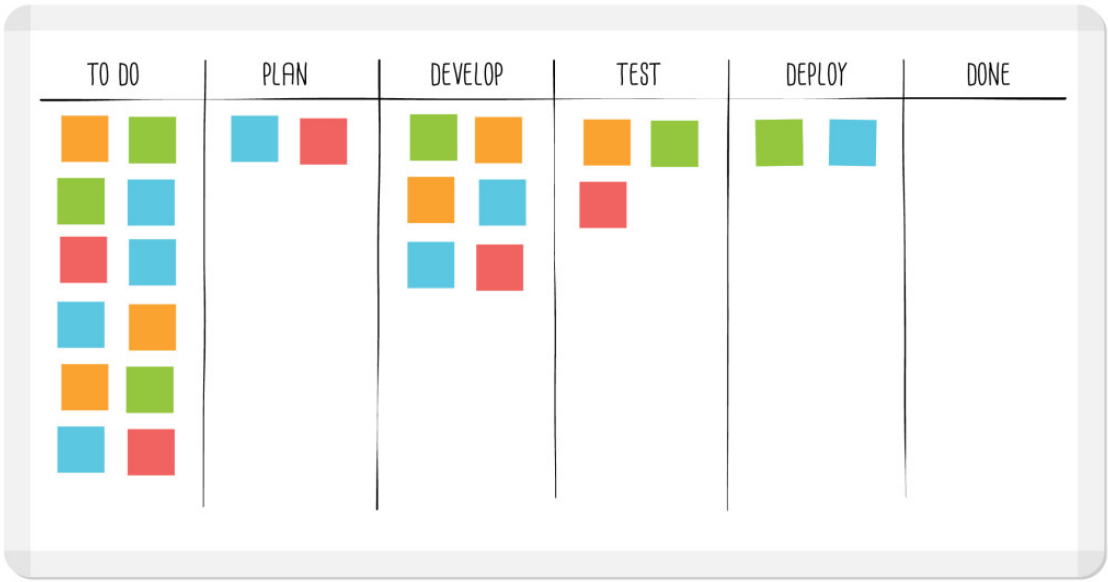
Kanban Development



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Create a Learning Organization

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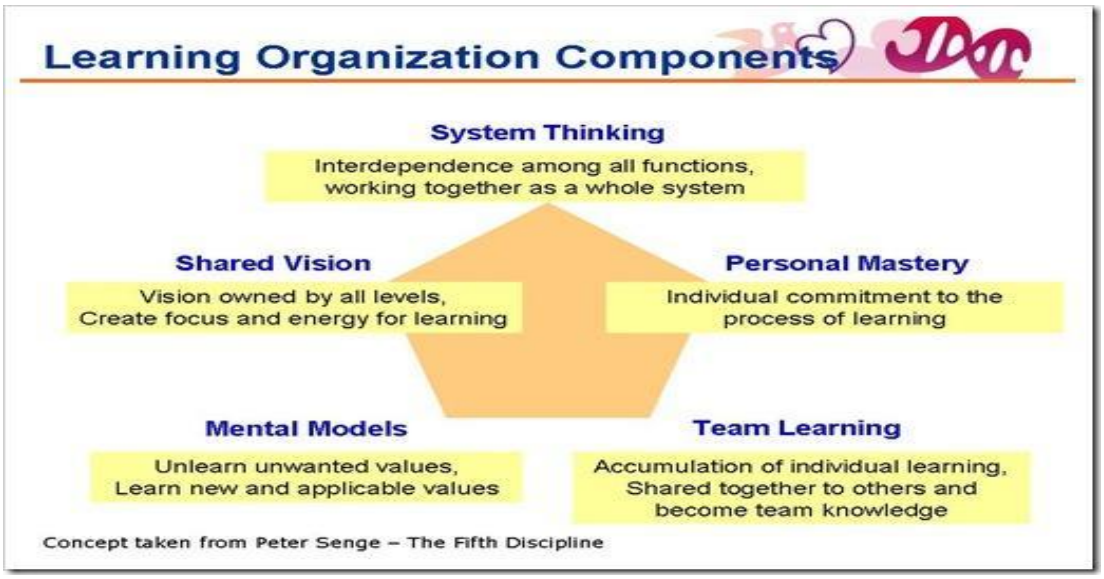
Learning Organization



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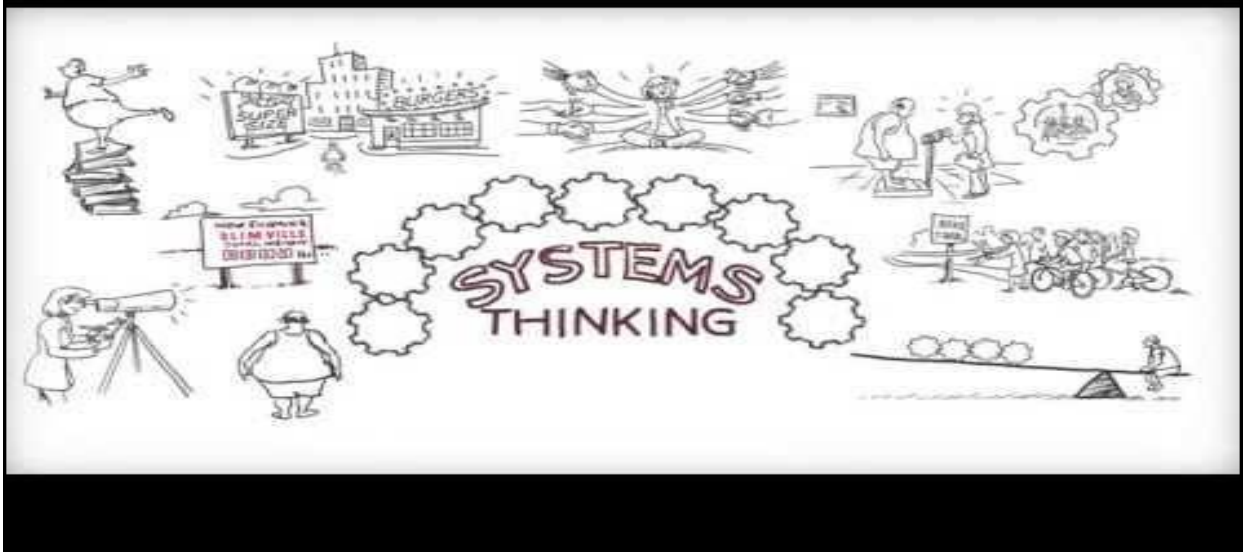
Systems Thinking

https://youtu.be/GPW0j2Bo_eY



Thank you

Connect with me on LinkedIn:

https://www.linkedin.com/in/anupdeshpande

Appendix

Get Motivation in your team and keep it up

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Motivation in Agile Teams

https://youtu.be/uwA97yWz9Uc