The most powerful
Agile measurement & growth platform

Enabling Business Enterprise Agility By Measuring what Matters
Measurement Challenges

Clarity & Alignment
What problem or area are we transforming? What’s the maturity roadmap? Do we have a common definition?

Intentional Growth
Measurement with no action is worthless data. How do you become intentional about growth and improvement? Which teams need help?

Measurement
What do you measure at what level? How do you know you’re improving? What metrics really matter and lead to insights and action?

The goal of measurement should be to enable growth, not for judgment, reward or punishment.
Lightning THOUGHT: What Metrics Matter?

The THREE Metrics That Matter Are:

1. Team Health & Maturity (qualitative)
2. Performance (quantitative)
3. Business Outcomes (results)

Key Metrics

- Team
- Program/Product
- Portfolio
- Enterprise
Team Health Radar

Quantitative Metrics

<table>
<thead>
<tr>
<th>Performance</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predictable Delivery</td>
<td>- Predictability</td>
</tr>
<tr>
<td>Time to Market</td>
<td>- Deployment Frequency</td>
</tr>
<tr>
<td></td>
<td>- Lead time to Deploy</td>
</tr>
<tr>
<td>Value Delivered</td>
<td>- Throughput *</td>
</tr>
<tr>
<td></td>
<td>- Business outcome achieved % *</td>
</tr>
<tr>
<td></td>
<td>- Customer Satisfaction</td>
</tr>
<tr>
<td>Quality</td>
<td>- MTTR</td>
</tr>
<tr>
<td></td>
<td>- Change failure rate</td>
</tr>
<tr>
<td></td>
<td>- Quality satisfaction</td>
</tr>
<tr>
<td></td>
<td>- Test automation</td>
</tr>
<tr>
<td></td>
<td>- Defect density *</td>
</tr>
<tr>
<td>Response to Change</td>
<td>- Story cycle time</td>
</tr>
<tr>
<td></td>
<td>- Feature cycle time</td>
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</tbody>
</table>
Enterprise Business Agility Metrics

AgilityHealth Index

Measures the overall organizational agility based on the health and performance of the teams. Can be used to benchmark internally or across the world.
## Outcome Definition using OKRs

**Objective Title:** Increase quality and reduce escaped defects

**Hypothesis Statement/Description:** We believe that by investing in test automation for our critical path customer journey use cases we will decrease the number of escaped defects in production.

### Key Results / Metrics:

<table>
<thead>
<tr>
<th>Title</th>
<th>Progress</th>
<th>Metric (baseline)</th>
<th>Now</th>
<th>Goal</th>
<th>By When</th>
<th>Groups/Team(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer satisfaction</td>
<td><img src="image" alt="60%" /></td>
<td>NPS (5)</td>
<td>6</td>
<td>9</td>
<td>Feb 30 2018</td>
<td>Customer Success</td>
</tr>
<tr>
<td>Test automation coverage for critical path use cases</td>
<td><img src="image" alt="20%" /></td>
<td>Automation (0%)</td>
<td>20%</td>
<td>100%</td>
<td>Dec 31 2017</td>
<td>LAVA Team</td>
</tr>
<tr>
<td>Reduce escaped defects in production</td>
<td><img src="image" alt="50%" /></td>
<td>Escaped defects (14)</td>
<td>7</td>
<td>0</td>
<td>Dec 31 2017</td>
<td>LAVA Team</td>
</tr>
</tbody>
</table>

**Overall Progress:** 43%

**Estimated Capacity Cost:** $240,000 (Calculated based on # of weeks per team, avrg. cost per team 20k/week)
AgilityHealth Outcome Alignment Dashboard

DEMAND

- STRATEGIC INTENT
  - 3 YEAR
    - Deliver world class customer success and experience
      - 50%
  - Guy_090718_A
    - 50%

- STRATEGIC THEMES
  - 1 YEAR
    - Research and improve customer satisfaction
      - 38%
    - Conduct 50 phone interviews with top customers
      - 24%
    - Conduct 15 phone interviews with recently churned customers
      - 13%
    - Increase Net Promoter Score (NPS) from 7 to 9
      - 77%
  - 1 QUARTER
    - Research, analyze & understand what our users and non-users really think
      - 33%
    - 10 user personas are created
      - 20%
    - Sales team to conduct 50 phone interviews with key accounts
      - 50%
    - Support team to conduct 50 phone interviews with churned accounts
      - 30%
    - Successfully launch version 3 of our main

CAPACITY

- QUARTERLY OUTCOMES
  - 1 QUARTER
    - Improve satisfaction with support team's work
      - 65%
    - Increase end-user satisfaction rating from 4.0 to 6.0
      - 50%
    - Increase positive feedback items and praise from 5 to 15 per quarter
      - 80%
    - Support team to conduct 50 phone interviews with churned accounts
      - 30%

- AVENGERS
  - Successfully launch MVP 2 of the ACE Product
    - 39%
  - Acquire 10 new beta testers
    - 50%
  - Achieve 8 out of 10 satisfaction and willing to 'buy' or 'use'
    - 33%
  - Achieve 8 out of 10 satisfaction from internal beta testers
    - 75%

- GROOT
  - Eliminate all high defects in production
    - 0%

www.AgilityHealthRadar.com
Thank You!

Questions
Answers

Getting in touch:
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