

# Value and Result Focus Process

## Time to Market

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# Project Outcome Frame

- What is the vision and purpose of a project, product or service? Why do it?

## Outcome Frame

- State the outcome in positive terms.
- What are the criteria for success?
- Must be maintainable by self or the team.
- Must be S.M.A.R.T.
  - Specific, Measurable, Achievable, Realistic and Timed.
- Ecological. Must work in the real world.

# Actually getting to Market?

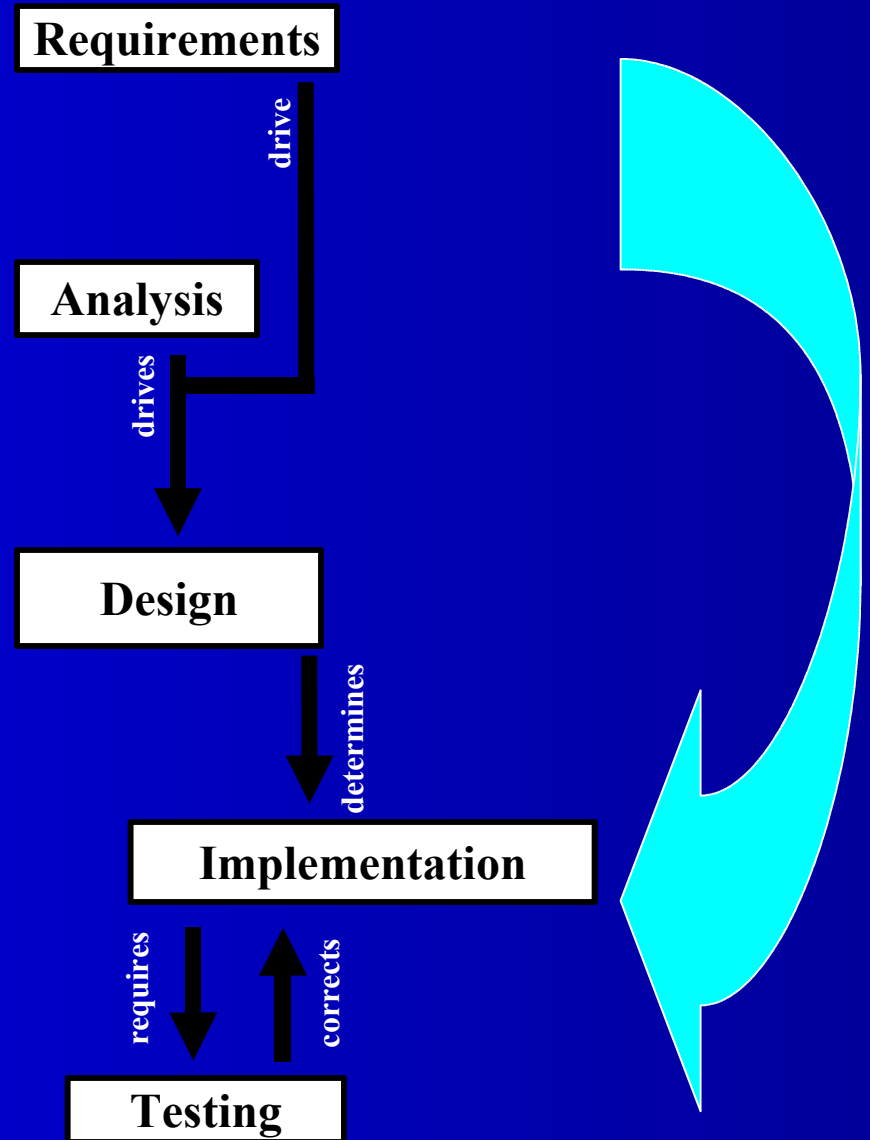
- A chief concern is actually getting your project, product or service to market.
- How can we improve the odds that the technological and human factors can be solved within real project time frames?

# Time to Market

- How long will it takes to realize your project?
- Who is the project, product or service aimed at?
- How well does the project, product or service meet the needs of it's target audience?
- How can we improve the time to market of software systems?

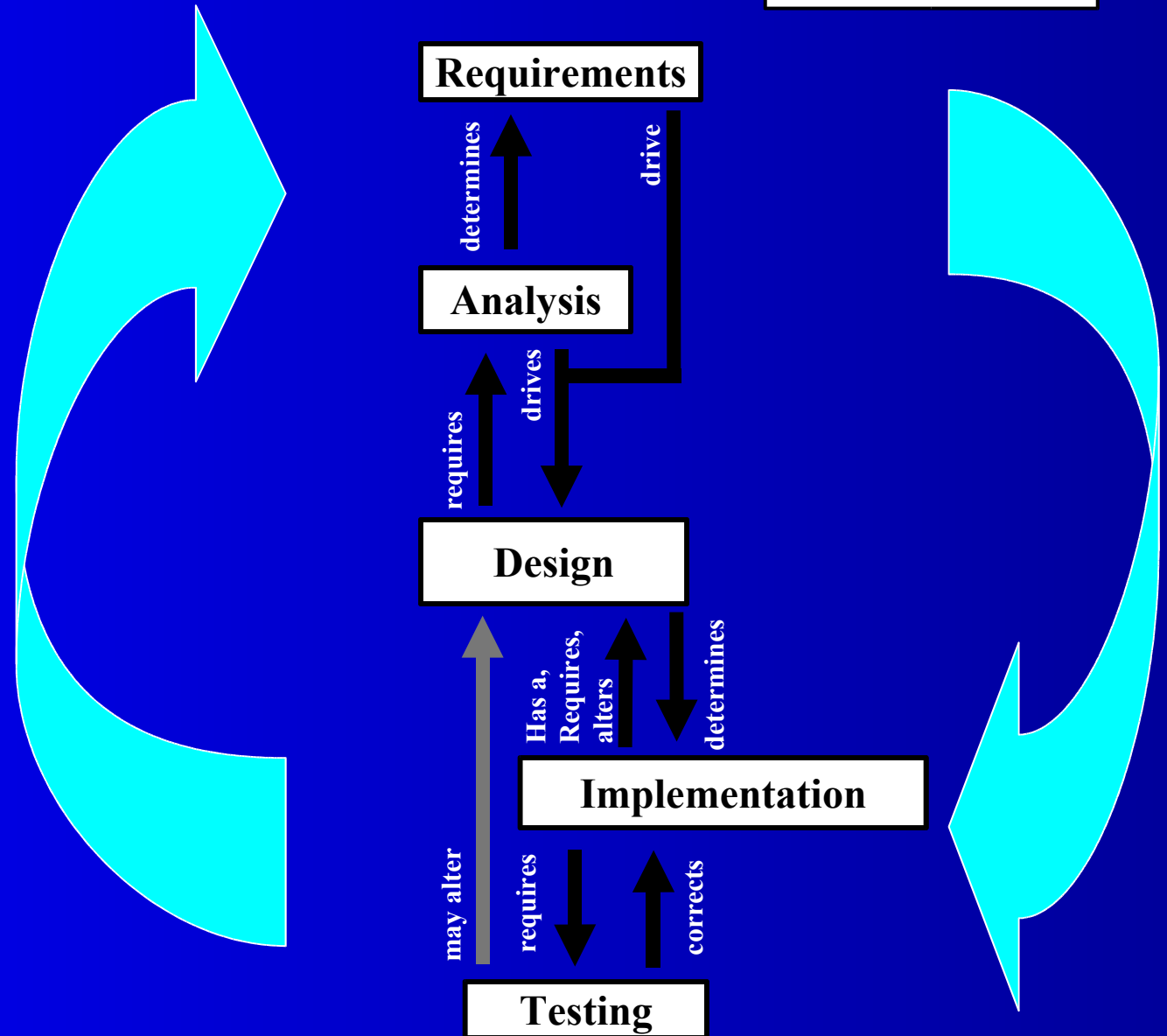
# Traditional Development Process

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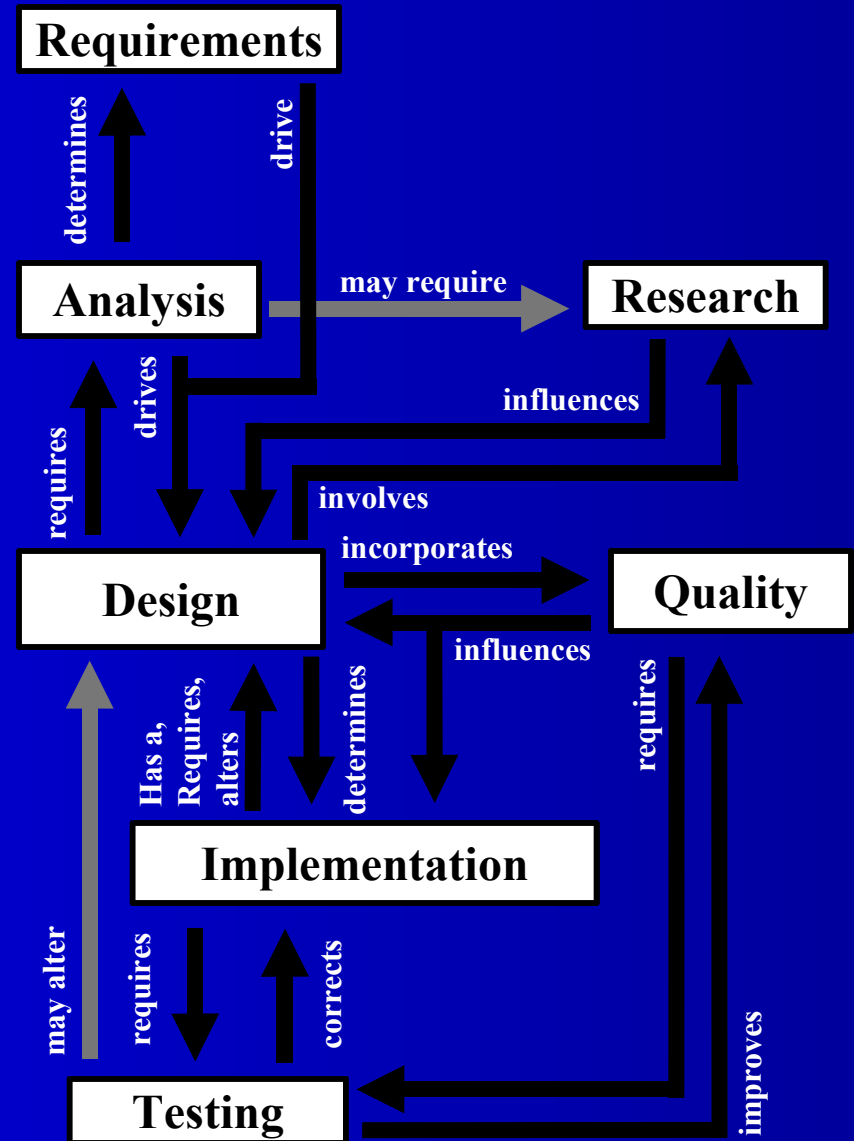
# Improved Development Process

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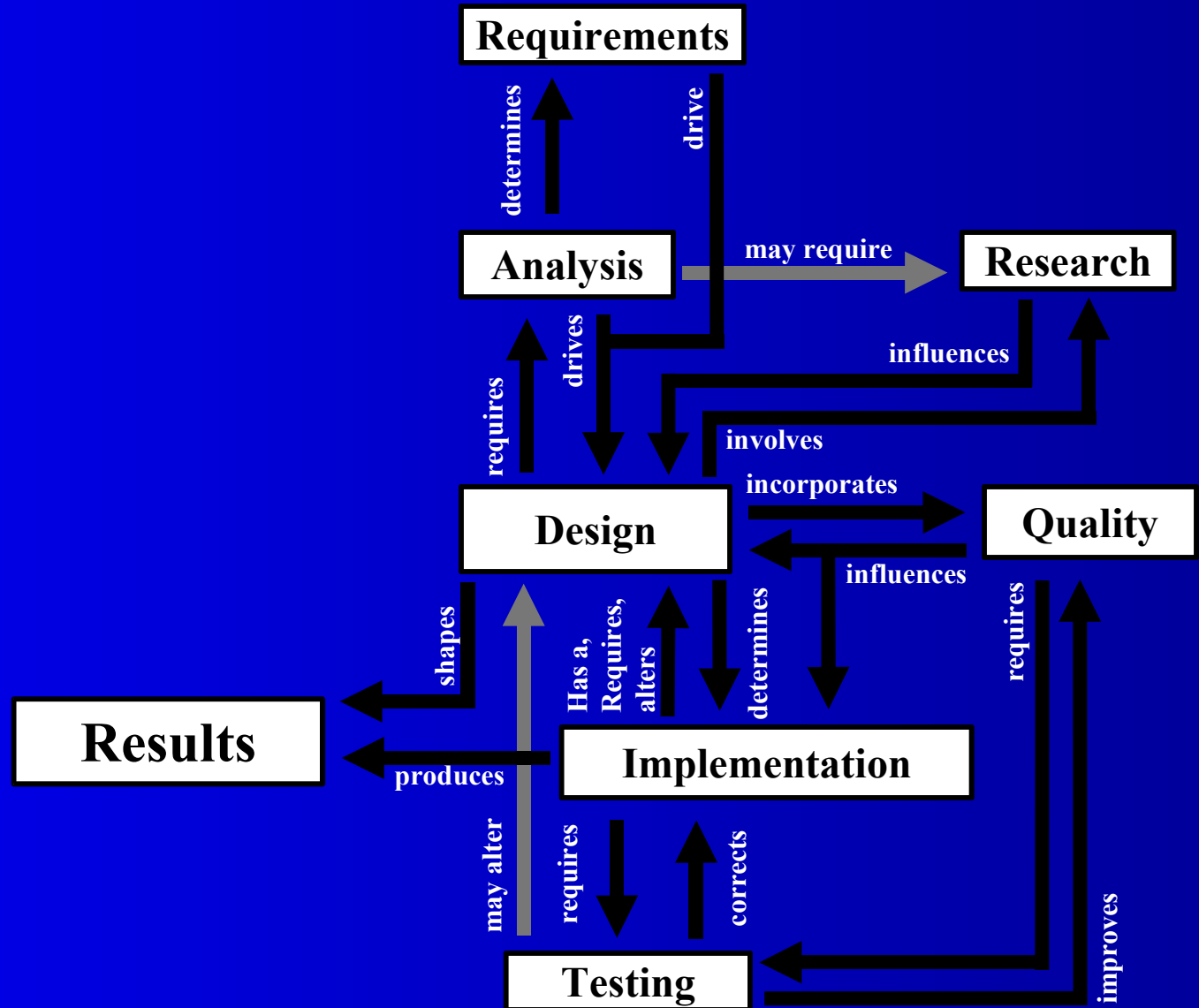
# Extended Development Process

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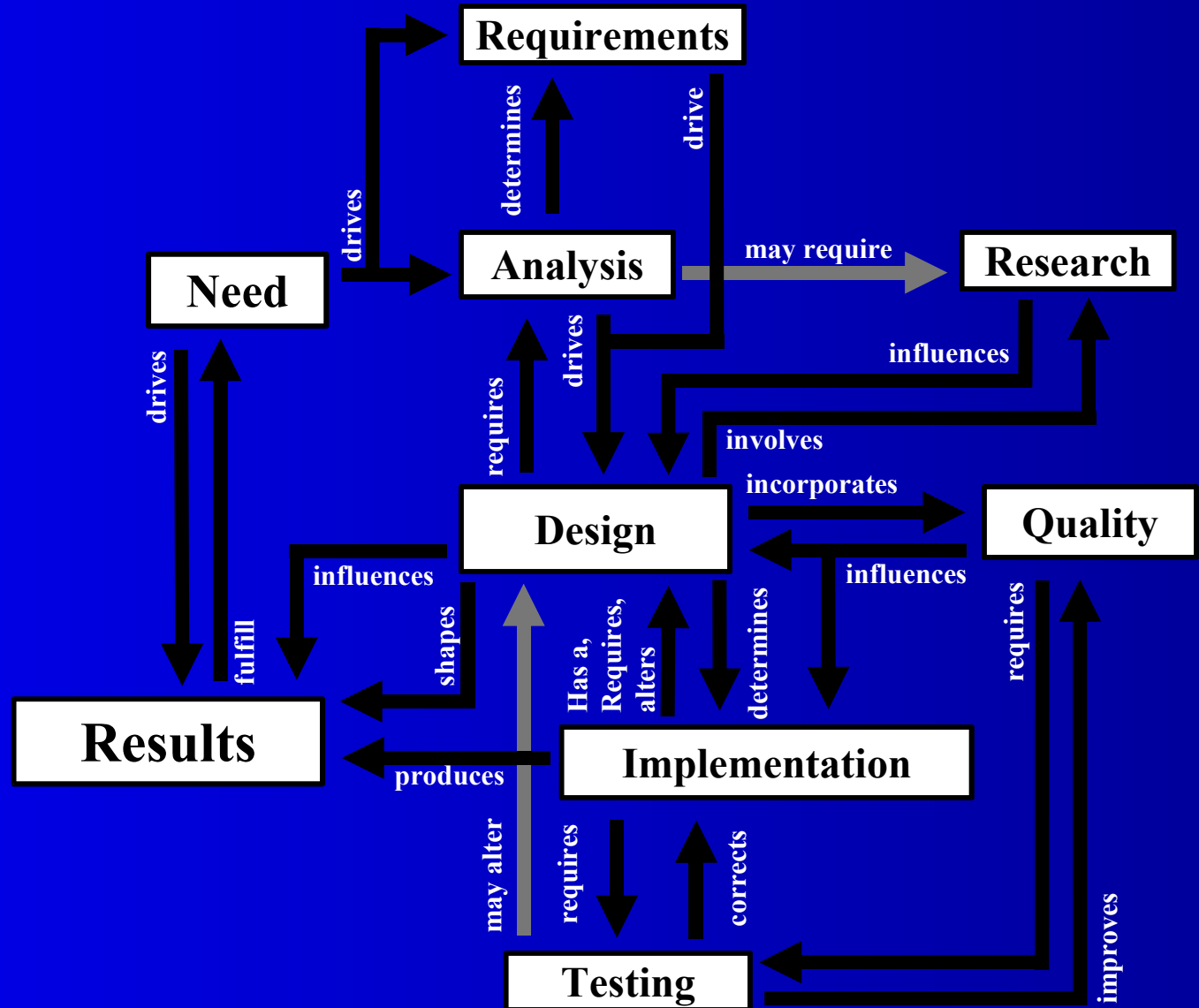
# Result Focused Process

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# Need & Result Process

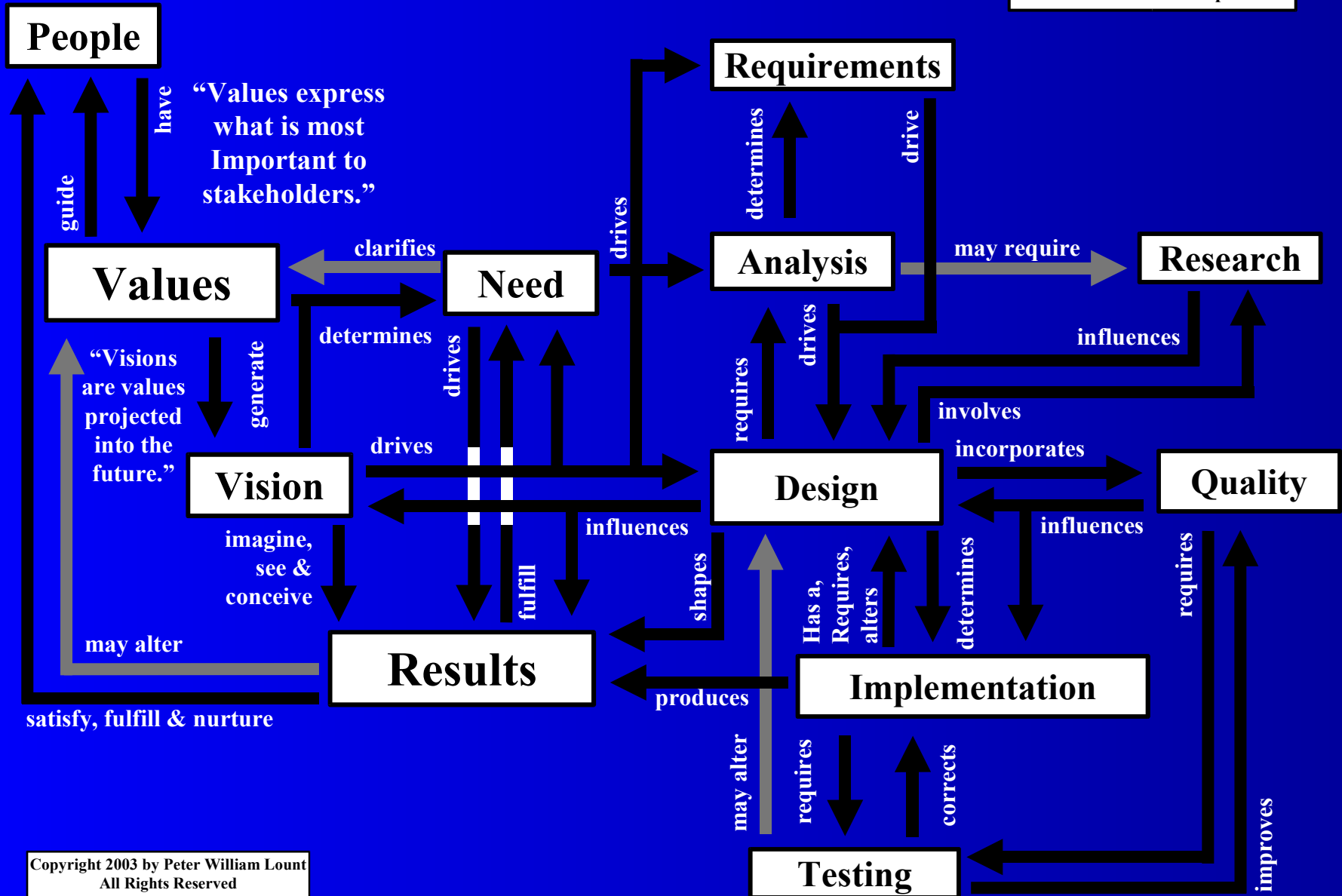
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# Value & Results Focus (VRF) Process

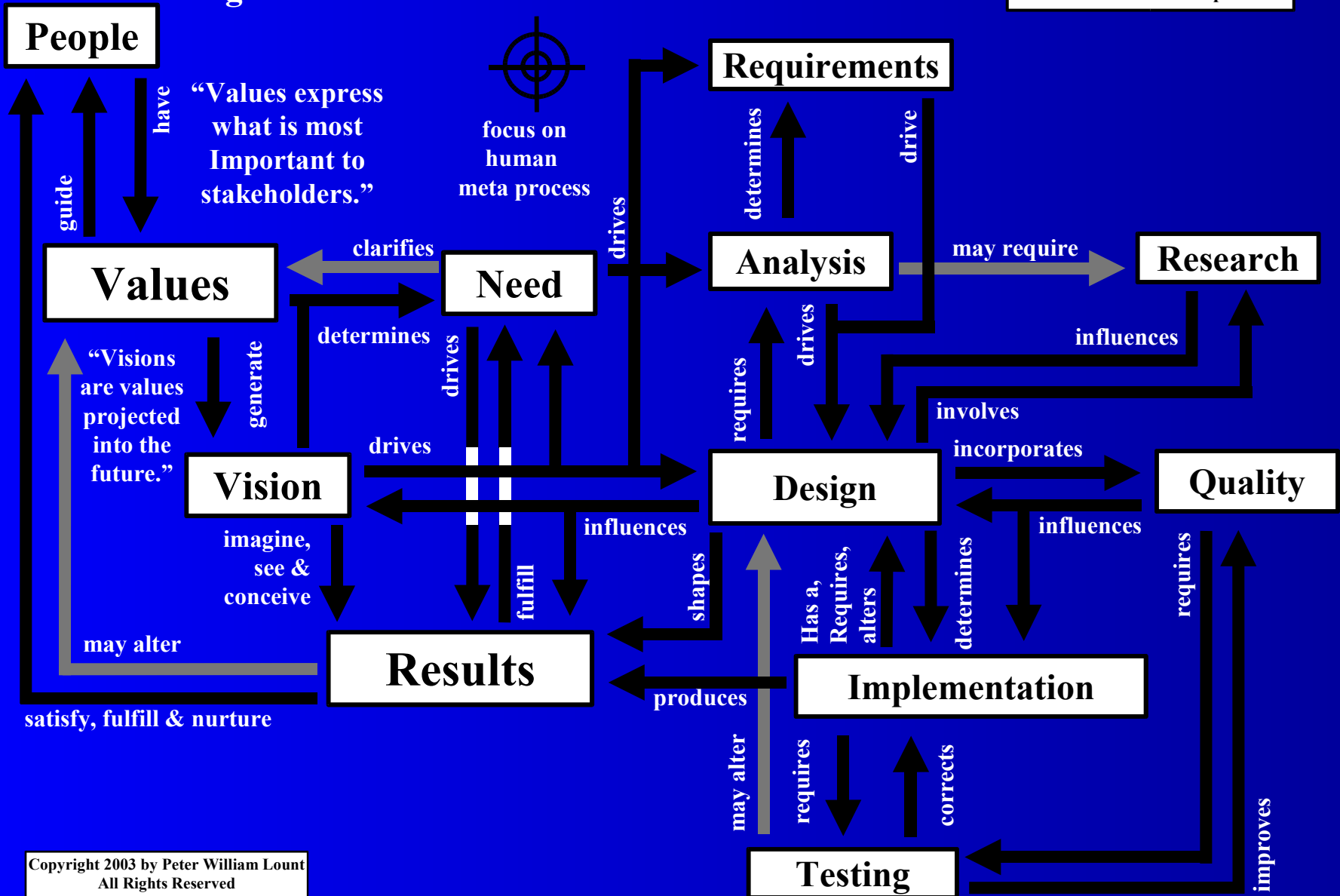
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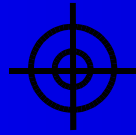


# Extreme Value & Results Focus (E-VRF) Process

Aligned Team + Coach Position = Extreme Team

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focus on  
human  
meta process

# Coach Position

- While in Coach Position (CP) you are observing and evaluating your, and your teams, development process.
- Offers a “forum” for communicating about the meta process at all levels in the project’s organization.
- Tends to flatten the team organization for communication purposes.
- The process helps ensure that all team members are on the same page when needed, and lets them excel on their own as needed.
- In Coach Position you may choose to alter the current direction of the development process to fine tune the results.
- Coach Position is a “judgment free” neutral observer position.
- There are many tools available while in CP.

# Coach Position and Extreme Programming

- Some of the key reasons Extreme Programming (XP) works is:
  - that it's easier to enter Coach Position when there is another person, with the same goals and purpose, present.
  - You catch each others mistakes.
  - You leverage each others skills.
  - Two heads are often better than one.
- The Extreme Value & Results Focus Process (E-VRF) can be viewed as an extension of XP for the whole team.
- The E-VRF Process has many tools that facilitate team communication and focus on relevant actions.

# Coach Position

## Solution Focused Tools

- Outcome Frame
- Logical Levels
- Failing Forward To Success
- As if Frame
- The Miracle Question
- Value Based Self Image
- Positive & Powerful Feedback Frame
- Relevancy Frame
- Four Tones
- Present State – Desired State
- Presuppositions
- Backtracking
- (Un)Conscious & (In) Competence – Matrix
- Important – Urgent Matrix
- Coaching Contract
- Committed Conversations
- Time Line
- State Line – Emotions
- Questions
- Scaling
- 100+ More tools...

# Conclusion

- Human process matters in projects of all kinds.
- A focus on the interaction process between people on a project team makes a big difference.
- The flow of the Extreme Value and Results (EVR) Process is what we already do.
- Enhance that with Coaching Skills and see the productivity improvements occur.

# Thank you

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