

MAGDALENA FIRLIT

Measuring Agility

Scrum Day Europe, Amsterdam 2019

Magdalena Firlit



PROFESSIONAL
SCRUM TRAINER
AT SCRUM.ORG

Independent Agile

©Magdalena Firlit

Transformation

**YES, YOU CAN
MEASURE AGILITY.
YES, YOU CAN
MEASURE VALUE.**



Pizza delivery

Delivery Metrics

Pizzas Delivered per Trip
Time taking an order
Time for Delivery
Miles per Delivery
Fuel Used
Order Accuracy (Quality)
Route Efficiency
Orders per Drive

<https://blog.versionone.com/wp-content/uploads/sites/3/2014/04/owner-agile-metrics.jpg>



©Magdalena Firlit

<https://www.alamy.com/stock-photo-people-dining-alfresco-at-a-pizzeria-restaurant-in-little-italy-in-71741688.html>

Owner Perspective

Owner Metrics

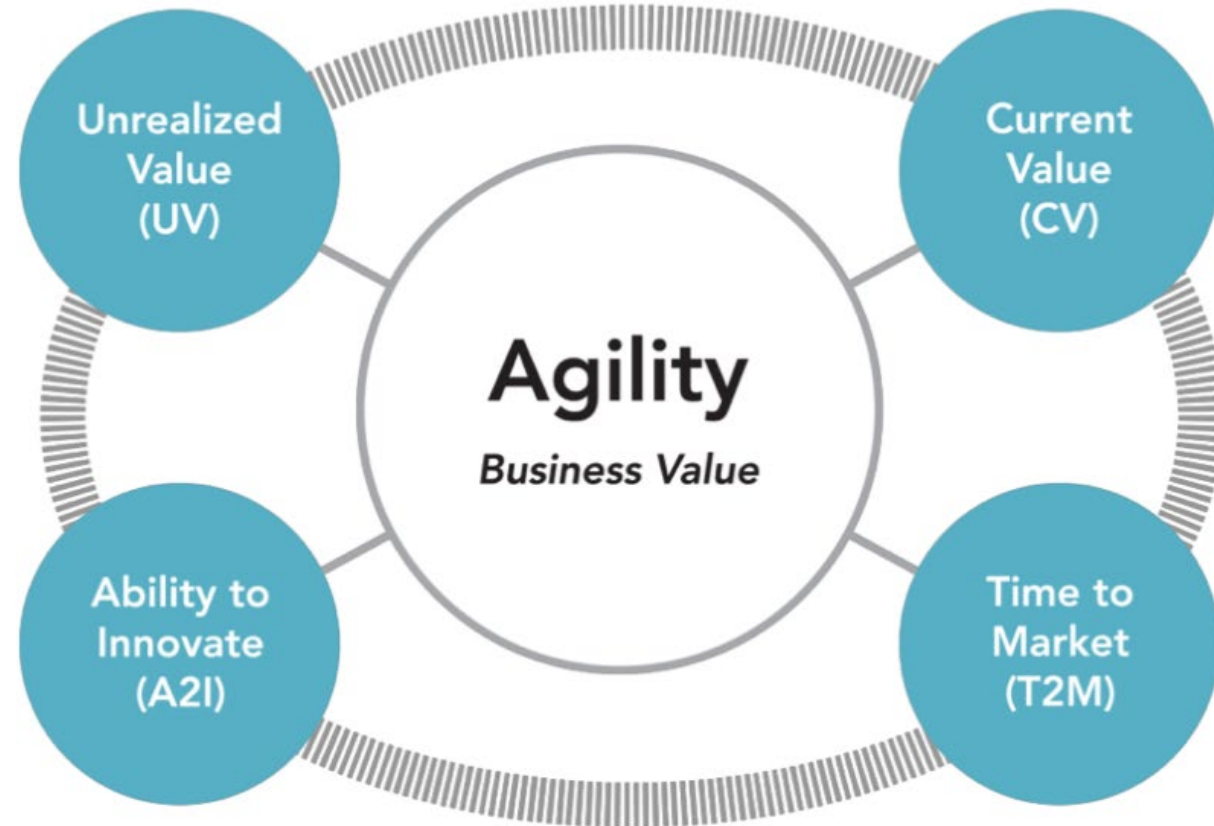
Revenue
Per Delivery
Per Employee
Investments/Costs
Customer Satisfaction
Repeat vs New Customers
Employee Satisfaction
Time to Market
Growth
Market Share
Market Drivers:
Popular Trends
Ingredients
Events

Metrics used by your organization

**WHICH METRICS ARE USED BY
SOFTWARE DELIVERY DEPARTMENTS?
WHICH ONES BY THE BUSINESS?
WHAT MEASURES CAN AFFECT THE
CURRENT VALUE?**

**What do your
organization do with
these metrics?
Any decisions are being
made?**

Evidence Based Management



**What
measures
would you
introduce to
your
organization
and why?**



Thank You