

The Customer Journey

Startup Mentality & Ability in the Enterprise

Product Organization



Based on Modern Agile

We are uncovering better ways of developing organizations that unleash the brain power of the employees. This is our best current thinking.



Version 1.2

Business Value

- Decreased Time to Market
- Increased Strategic Flexibility
- Increased Quality of Solutions
- Increased Employee Engagement
- Increased Customer Loyalty



Vision

We need to cross the river. You can figure out how.



Strategy

Strategic input from learnings



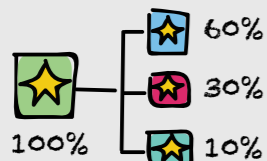
Team Mission

6 Months - 1 Year Mission



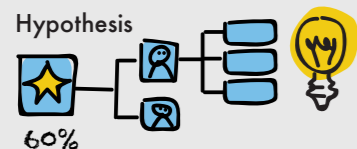
The Lean Team

Team Opportunity Map



Tactic input from learnings

Impact Map



Case Study 2018: The bank Avanza did a full transformation from a traditional silos organization with separated IT/Marketing/Product/Operations to Customer Journey org with Lean Teams during 2017-2018 while still running business as usual. Before the transformation 5.8 teams were involved in an average delivery, after the transformation only 1.2 teams. The vision was that all teams should feel like a small startup, and they succeeded in that according to their happy employees.

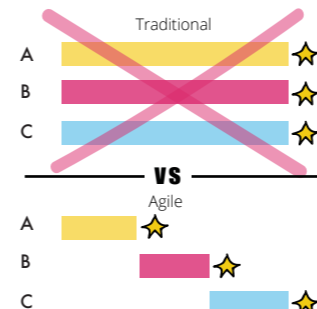
One Product Organization

Organized for Customer Focus & with an Agile Mindset to Mobilize Brainpower



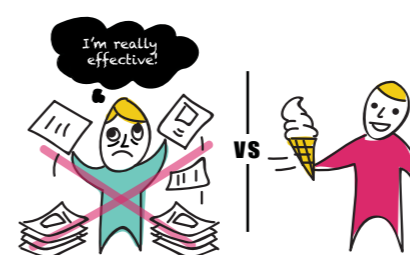
Company Bets Alignment	Company Bet
Team Initiative - Mission Autonomy	Team Mission
Helping other teams Autonomy & Alignment	Helping other Teams
Lights on "Up an running" Autonomy	Lights On

Limiting concurrent initiatives



Reduce the number of concurrent initiatives to deliver early & often.

Optimize for Flow - and Customer Value



Optimizing for flow instead of resource optimization together with customer focus leads to increased output of value.

Teamsetup

Roles	Lean Teams	Skills (competence groups)
Agile Coach	[Lean Team Structure]	AC - Skill
Product Owner		PO - Skill
Scrum Master		SM - Skill
Competences		
Online Marketing		Marketing - Skill
Development		Development - Skill
UX & Design		Design - Skill
Analysis		Analysis - Skill
Operations		Operations - Skill

Leadership Team Support all Teams

A Growth Mindset



Modern Agile (the middle of the flower) by Joshua Kerievsky

The Lean Team

... as in Lean UX and Lean Startup

A Team on a Mission

End 2 End Responsibility

- From identifying opportunities - to building solutions that creates impact.
- From user research and analysis - to building on all necessary platforms.
- From coding with automated testing - to continuous deployment.



X-functional Team 7-12 people

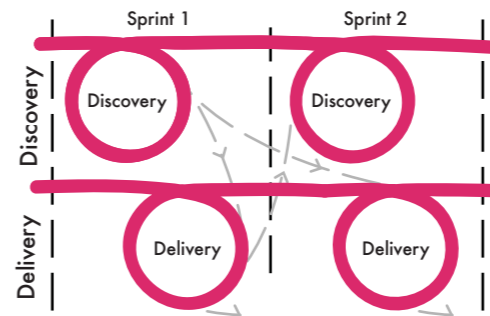
- Roles
- Competence
- Activities
- Diversity

Profit & loss, and budgets by team

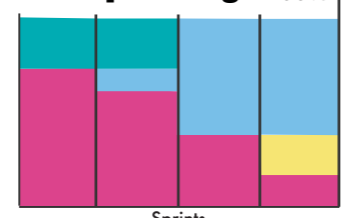
Ownership & Purpose

Mission Opportunity Map Backlog

Dual Tracks



Team planning



- Company Bet Alignment
- Team Initiative - Mission Autonomy
- Helping other teams Autonomy or Alignment
- Lights on - "Up an running" Autonomy

Mastery & Collaboration

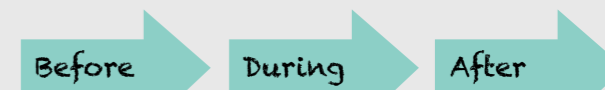


T-shaped People



Organization Structure

Customer Journey Teams



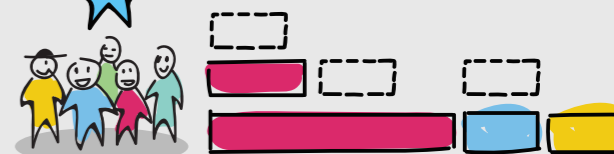
Delivers on Strategies connected to the customer journey, such as Increasing New Customers, LTV or Increased Usage.

Product Teams



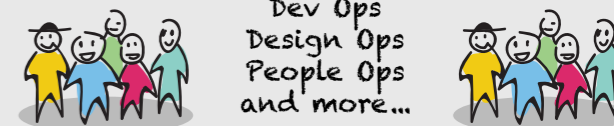
Delivers on Strategies connected to specific products & maintain the platform for long term high quality & speed.

Platform Teams



Platform Teams delivers functionality in the platform to support needs from the Customer Journey - & Product Teams.

Support Teams



Support Teams acts to deliver self service for all other teams. Could also coach, train, mentor and support in alignment and strategic input.



Infographic Poster by: mia.kolmodin@dandypeople.com

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