

# apexorion Lean Coffee

## Spilling the Beans...



## Be the early eagle, rise and register!



- APPLIES TO THE FIRST 5 WHO REGISTER EARLY.
- \$799 for CSM & \$859 for CSPO
- Contact ApexOrion for your discount code (info@apexorion.com)
- \*Cannot be combined with any other discount
- No refunds. No changes.

- Earlier this month, we completed our work with a technology company in the Data and AI space, in its quest for Becoming Agile. One more organization transformed in Silicon Valley, California.
- In November, our public classes will be lower, as we will start a new transformation project in that month. To meet the needs of the cities we serve for public classes, we have added more classes in September and October. Encourage your network to take advantage of this.

## What is Brewing?



- Community forum infrastructure creation is under way
- We are working on video lectures for some Agile and Scrum foundational topics. For past participants of the class, we will be offering these recordings for free in the first month.
- We are on track for Public TBR and Public A-CSM classes in Q4 2019/Q1 2020

## Cream & Sugar!



- Why Face-to-face meetings are the best – enjoy his video - <https://www.youtube.com/watch?v=kNz82r5nyUw>
- Enhance your skillset by using our Tools & Tips page on our website!
- As many of you have requested, Punita Dave will be publishing her case studies with transformation experiences soon. Be on the look out for it in upcoming months!

# Coffee break with ApexOrion



Recently I was working with one of the Google Ads Marketing Guru. In Google Ads, there is an option whether you want to spend your daily budget as quickly as possible or want to spread it evenly during the day. I always thought spreading it evenly was the right thing to do. However, my friend told me that you should actually select the option to spend it as quickly as possible, so that you know within how many hours of the day you spend your daily budget. For example, if your daily budget is \$100/- and you invariably spend it by 12:00 PM, it means you should probably double your daily budget for it to last the whole day. On the flip side, if you budget more than \$200/- per day, you may not be getting your money's worth with your current bidding strategy. What a simple principle!

Scrum Teams who face interruptions are in a similar situation. Let me first say that, Scrum Teams should not be interrupted during a Sprint. While there are organizations and teams that are able to achieve this, there are many who are still striving to get there. For them, a Sprint without interruption or in some cases a day without interruption is a "myth." If you are a member of one such Scrum Team or part of one such organization, here are some thoughts that might be of help:

- If the interruptions are once or twice during a 2-week Sprint and consume less than 5-15% of the Sprint duration, don't worry too much about it. Most teams are usually in a position to deal with this amount of interruptions. Some teams may not be, but we would deal with them as exceptions
- If the interruptions occur more frequently, then add a Product Backlog Item for interruptions.
  - Many advise adding a buffer, but I am not for adding buffers. Buffers are easy to spot and build distrust between the Scrum Team and Management
  - Add a Product Backlog Item instead to make the interruptions visible
- In order to size the Interruption Product Backlog Item, the Scrum team should observe patterns over 3-4 Sprints. Now this is where the Google Ads expert advice becomes very helpful
  - Say you decided to put in an Interruption Product Backlog Item consuming 20% of Team's capacity. Do not try to spread this over the entire Sprint - meaning allow only 1-2 interruptions daily. On the contrary, allow as many interruptions as they come in, till you have exhausted 20% of the Team's capacity, then stop taking in interruptions
  - This approach is going to highlight to the interruptors how much bandwidth is actually lost due to the interruptions, and it will give the Scrum Team a very solid basis to expand the estimate of the "Interruption Product Backlog Item"
  - I once worked with a team whose Interruption Product Backlog Item was as big as the Sprint itself. While it initially created a lot of churn in the Scrum Team and with Management, eventually, the cost of interruptions became evident and the entire organization gradually moved to a less-interruption and more-focused culture

Hope you find these tips useful in dealing with interruptions!

**PUNITA DAVE, CEO**