Value Driven Agile (VDA)

Interpretation of the Agile Manifesto
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Value Driven Agile (VDA) Executive Summary

Key Elements of VDA: Integrity, Learning Loop, Agile Lean

People Matter: We complemented Lean, Agile, Scrum, Kanban, Scaled Agile Framework, Design Thinking, Lean Startup with the Learning Loop.

Integrity is essential. It is not just about the Agile Manifesto and Agile Principles, but also about all customer value by keeping the customer journey, key value streams and delivering the right outcomes. Integrity means that we do what we say we will do, we are honest about our capabilities and we are transparent about our progress. Integrity means that we are open and honest about our mistakes and we learn from our mistakes and we continuously improve our performance. We want to be dependable and reliable. We want to be open and honest about our failures and we want to learn from our failures. We want to be open and honest about our successes and we want to learn from our successes. We want to be open and honest about our capabilities and we want to improve our capabilities. We want to be open and honest about our limitations and we want to improve our limitations. We want to be open and honest about our ignorance and we want to learn from our ignorance. We want to be open and honest about our prejudices and we want to learn from our prejudices. We want to be open and honest about our biases and we want to learn from our biases. We want to be open and honest about our weaknesses and we want to improve our weaknesses. We want to be open and honest about our strengths and we want to improve our strengths. We want to be open and honest about our ignorance and we want to learn from our ignorance. We want to be open and honest about our prejudices and we want to learn from our prejudices. We want to be open and honest about our biases and we want to learn from our biases. We want to be open and honest about our weaknesses and we want to improve our weaknesses. We want to be open and honest about our strengths and we want to improve our strengths.

Where life is agile measurements do not kill you as an evaluation impacts on life and Measurement Kills Agile.

the Universal Customer Journey with Value Streams

Universal Customer Journey Cycle: Customer Journey, Value Stream, Key Roles, Accountability, Scaling Focus
Universal customer journey: Customer journey covers the lifetime value delivery. Each step in the customer journey is a value stream. Each value stream has its own key roles, accountability and scaling focus. Value stream is the outcome of the Value Stream Canvas. Value Stream Canvas: Value Stream, Outcomes, Customer Journey, Customer Journey Cycle

High-level universal Customer Journey – Legend:
- Pre-Sales
- Sales
- Delivery
- Pre-Use
- Use
- Post-Use

The Universal Customer Journey Cycle is composed of:
- Pre-Sales
- Sales
- Delivery
- Pre-Use
- Use
- Post-Use

1. Awareness Value Stream

- **Trigger**: Customer understands his/her/their/group/a/an/ social frustrations or opportunities to improve their/his/her/a/an/ life/work.
- **Output**: Customer recognizes the brand and his/her/their/group/a/an/ to forward brand awareness.

2. Consideration Value Stream

- **Trigger**: Customer seeks information about a/the/ product or service, often through research.
- **Output**: Customer develops a list of potential products and begins to evaluate them based on features and benefits.

3. Decision Value Stream

- **Trigger**: Customer narrows down options and begins making a purchase decision.
- **Output**: Customer makes a purchase decision and selects a product or service.

4. Purchase Value Stream

- **Trigger**: Customer completes the transaction, either online or in-store.
- **Output**: Customer receives confirmation of their purchase and is officially a/the/ customer.

5. Delivery Value Stream

- **Trigger**: Product/service is shipped or scheduled for delivery.
- **Output**: Customer receives the product or service, fulfilling their/his/her/a/an/ initial need.

6. Usage Value Stream

- **Trigger**: Customer begins to use the product or service.
- **Output**: Customer experiences the value of the product or service, leading to satisfaction or frustration.

7. Support Value Stream

- **Trigger**: Customer encounters a/the/ issue or has a question regarding the product or service.
- **Output**: Customer receives assistance through customer service, FAQs, or support resources.

8. Loyalty Value Stream

- **Trigger**: Customer is satisfied with their experience with the product or service and/or the brand.
- **Output**: Customer becomes brand/ambassador, leading to repeat purchases and advocacy.

9. Advocacy Value Stream

- **Trigger**: Customer is satisfied with their experience and feels compelled to share it.
- **Output**: Customer shares their/his/her/a/an/ experience with others, influencing their/his/her/a/an/ purchasing decisions and brand perception.

Each of these value streams represents a distinct phase in the customer journey, from initial awareness to post-purchase advocacy, ensuring a comprehensive approach to customer engagement and satisfaction.

Example of how each Value Stream has a Foundational Step based on the Happy Flow

Example – Value Stream Sales

Sales Value Stream – Sales Process: Sales Process is the sub-process of the Sales Value Stream.

Sales Process: Create a lead, qualify the prospect, and the sign the deal is the **Foundational Step**.

Sales sub-process/Value Stream: **Happy Flow** is the step after the Happy Flow.

- Lead is the foundation
- Qualified is the foundation
- Deal is the foundation
- Lead is called Sales Lead
- Qualified is called Qualified Lead

Sales Process Step is Foundation: **If the Step is not available then the Foundation Step is the Step before the Step.**

- Lead is the foundation
- Qualified is the foundation
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- Sales Lead is the foundation
- Qualified Lead is the foundation

Sales Process Step is Defined as before the Flow: Sales Process Step is Foundation for the Step after the Step. Sales Process Step is Foundation for the Step after the Step.

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Sales is the customer and Customer Facilitator Roles. We can have Value Stream Owners and Business Owners depending on the size and complexity of the business. Value Stream Owner is responsible for the Value Stream and Product Owner is responsible for the product or service. Business Owner is responsible for the business. Value Stream Owner and Product Owner are responsible for the Value Stream and Product Owner and Business Owner are responsible for the product or service.

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Domains

Domain is a value stream and a/an:
- Business Function
- Business Process
- Value Stream
- Product/Service Portfolio (VP, Value, Task, Feature)

Domain is a Value Stream and a/an: Business Function Business Process Product/Service Portfolio

Pre-Sales – Business Partner
Sales – Customer Facilitator
Delivery – Value Creator
Pre-Use – Value Creator
Supporting All Value Streams is a Shared Service

Universal Customer Journey
Pre-Sales
Sales
Delivery
Pre-Use
Use
Post-Use
Value Stream
Value Stream
Value Stream