

# MASTERCLASS

24-28 November 2018  
ArtHotel Stalowa 52,  
Warszawa

# Tom Gilb

teaches measuring  
and evidence based  
prioritization  
of IT requirements



Organizers:

**NOWY**



# Summary:

“ I’ve always considered Tom to have been the original agilist. In 1989, he wrote about short iterations (each should be no more than 2% of the total project schedule). This was long before the rest of us had it figured out.

– Mike Cohn

## What you will learn?

How to be ‘ninja’ product owner or business analyst who knows how to prioritize value delivery quantitatively and logically with lower risk. The course will present specific practical methods, which will improve the Product Owner /Business Analyst's productivity.

**Planguage** a full systems planning language.

**Evo** an agile project management method.

**Specification Quality Control** a quality control process.

## For whom

It is intended for individuals and organizations that are seriously motivated to deliver much better results, much earlier; and to get control over risks, economics, and time - the upper 1% of competence.



## Quality Assurance

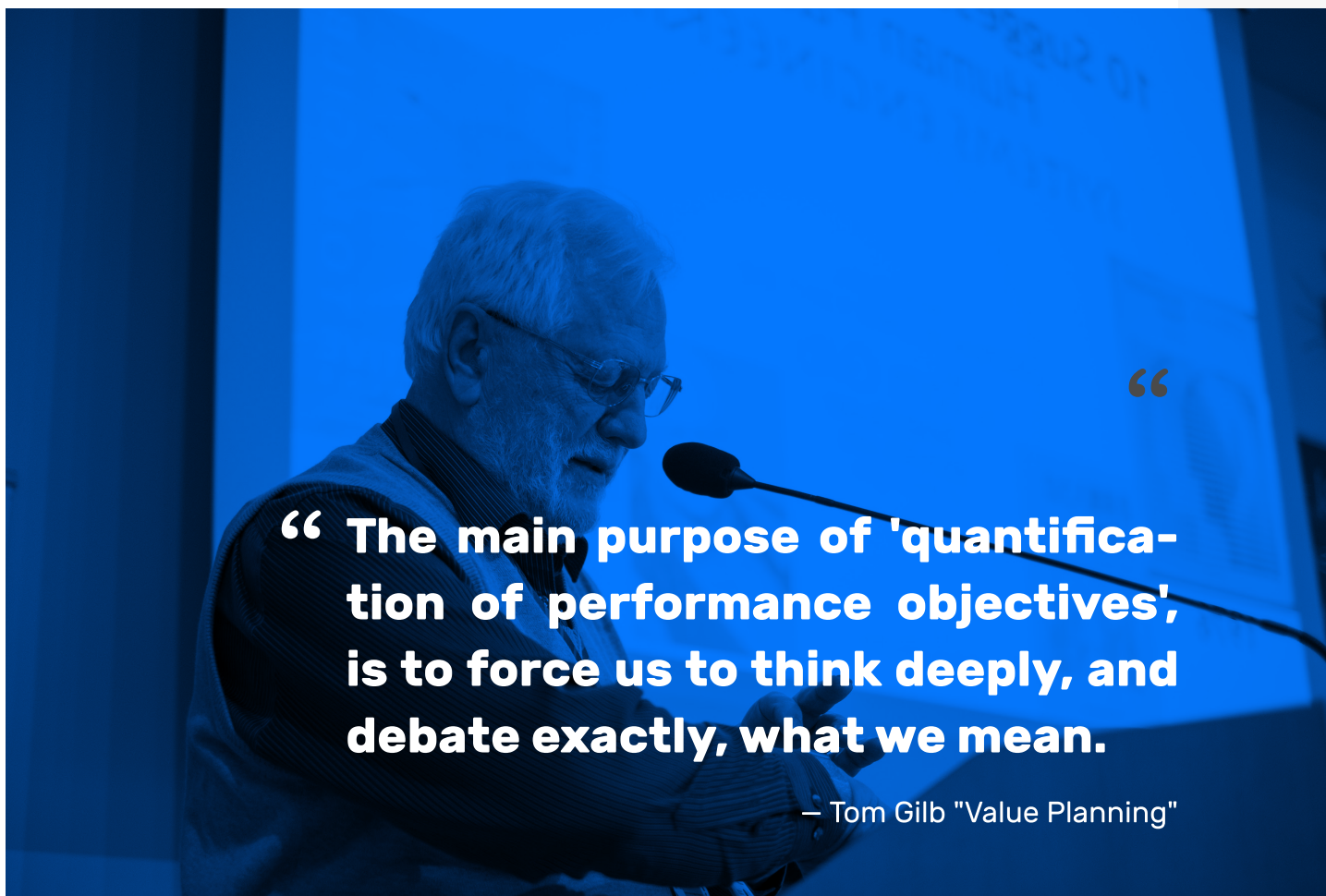
When you use some or all of our methods properly on your projects, we promise you startling positive results - or you should give feedback to us, and we will help analyze what went wrong.

# Tom Gilb:



See [www.gilb.com](http://www.gilb.com) extensive background

Gilb© methods like Planguage, Evo, Specification Quality Control are sought out and used by, well-known organizations like: Intel, HP, Boeing, Philips, JP Morgan, Citigroup, Credit Suisse, Siemens, Statoil, Bring, Confrimit and others.



His Agile Foundation book "Principles of Software Engineering Management (1988)" is still advanced, useful, and powerful. He has written many reputable groundbreaking books, and articles about his methods. He holds invited keynote speeches and university lectures worldwide.

Sutherland, Beck, Cohn, Uncle Bob recognize him as the pioneer, well before the Agile Manifesto.

“Tom Gilb invented Evo, arguably the first Agile process. He and his son Kai have been working with me in Norway to align what they are doing with Scrum. Kai has some excellent case studies where he has acted as Product Owner. He has done some of the most innovative things I have seen in the Scrum community.”

– Jeff Sutherland, co-inventor of Scrum,  
5th Feb 2010 in Scrum Alliance Email

## ★ We have strong preferences for:

precision, clarity, unambiguousness, quantification, engineering, proof, evidence, practical demonstration, knowledge, science, simplification, rapid learning from feedback, zero failure of projects.

## ★ We have little patience for:

lack of clarity, illogical thinking and reasoning, assertions without decent basis, fake methods, failed projects, incompetent managers and decision-makers, lack of ethics, lack of concern for society and the longer term, academic theories of little practical use or proof or value, unmotivated employees in government.

**The Gilb<sup>©</sup> do not bid  
on contracts, smart  
organizations find us.**



# The backgrounds for Gilb's methods:

We have personally practiced these methods worldwide for decades. Gilb's methods are used not only in IT, but in a wide variety of smaller and very large, product planning, service planning, and organization improvement planning situations. They are 'systems' methods. These methods simplify complicated problems (by about 100:1) and reduce project bureaucracy to a 'necessary minimum' needed to ensure success. We actually, on large projects (25 at Boeing for example), start delivering measurable increments of value on the second week of the project.



## Some insides on prioritization

1/

Absolutely NOT by assigning **weights**, or number of stars to 'our priority'. We must prioritize more like nature does. We need Agile Prioritization based on rapidly changing facts, for survival and success everytime.

2/

'MOSCOW' (Google it) its 'heart is in the right place' (to be diplomatic), but it is too static, in an agile world, so we need **more advanced tools** like an 'Impact Estimation table' and 'Quantified Value Requirements' to understand priorities.

3/

We need to adopt a much more **advanced culture of Stakeholder Analysis**. We need to analyze 50 or more stakeholders, and their multiple needs, conflicting and overlapping requirements, and their priority attributes (rich, powerful, weak, knowledgable, near, remote, authority).

# Course agenda:

## Saturday:

- Stakeholder Analysis
- Requirements Analysis

## Sunday:

- Requirements
- Objectives Specification

## Monday:

- Quality Control
- Quality Assurance
- Requirement Prioritization

## Tuesday:

- Strategy Specification
- Architecture Specification
- Strategy/Architecture decomposition

## Wednesday:

- Estimation of Strategy Cost-Effectiveness across all critical requirements
- Costs Estimation
- Risk Specification
- Dynamic Computed Prioritization

# Learn also:

- ✓ Stakeholder Analysis: how to identify the many varied sources of critical requirements.
- ✓ How and why we quantify all critical stakeholder improvement requirements.
- ✓ Project Startup Week. Quantified critical objectives on day 1. Result delivery from second week.
- ✓ How to use these 'scale free' methods to tackle very large and complex projects.
- ✓ Best practice rules for requirement specification.
- ✓ Measurable quality control of requirement specifications.
- ✓ Quantitative evaluation of a complete set of alternative strategies, for all requirements.
- ✓ Evaluation and estimation of all types of resources, short-term and recurrent.
- ✓ How to contract for specific quantified improvement requirements; supplier motivation.

Oral communication and stickies are considered primitive and unreliable for serious and large complex systems. We build integrated documentation so that:

- 1/ Everybody has **access to the complete set of planned ideas** (for review, QC, synchronization, prioritization)
- 2/ Individuals can come and go (new employees, outside contractors, reviewers, managers, specialists) but the **written Planguage planning remains as a stable** and comprehensive basis.
- 3/ Oral discussion resulting in well-defined and quality-controlled clear ideas, written down, and integrated into past and future planning.

# Pricing:



**7499 PLN \***  
Net price  
(VAT not included)

**One-Week Masterclass Training  
with Tom Gilb**

\* the number of places is limited

**Order your ticket at [www.nowy.me/gilb](http://www.nowy.me/gilb)**

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## Price includes:

- 5 days of training (35h) and possible individual sessions,
- digital copies of 2 textbooks by Tom Gilb: 'Competitive Engineering' and 'Value Planning' to give you the level of explanation and detail beyond what we have time for on this course, and to help you remember, and go deeper into subjects we have dealt with.
- Certificate of participation,
- lunches and snacks.

## Contact us

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