



PRODUCT DELIVERY AND VELOCITY OF VALUE

VIDEO TRANSCRIPT

0:00 Opening

0:04 Transparency, flexibility and control in digital product delivery have long been very important things for our engineering teams.

So that comes from things like making sure we are measuring really accurately, and we are looking at the right agile delivery metrics and tracking those carefully. And, it's also about us making sure we are using automatic delivery dashboards to make sure the whole team actually understand what's going on and where we are with certain things.

Our Velocity of Value approach introduces return which is the value given to the business of the work done within our teams. This is particularly powerful when you combine with other agile delivery metrics because it gives us a view on the burn - so the capacity and cost we are burning through to actually deliver things, the earn - which how fast we are delivering stories and features through to production, and the return - which value that those features actually give to the end user and to the business. This then enables us to do a really simple ranking of which features are more valuable based on real data-driven KPIs.

For example, we can pick what is most valuable to do between user and user-facing feature or some operational change to enable us to

reduce our costs or increase the stability of our product. Effectively, it allows us to always be thinking about prioritizing the most valuable item of our work above the rest.

1:38 Closing

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