

The best **AGILECOACHTRAINING** **TARGET** Correctly.

From stone to cathedral.

3. Make it attractive.

Meaning
WHY?

3.1 Cathedral

- I'm not working on a stone, I'm building a cathedral!
- What overarching goal does my product contribute to?
- How does this product make the world a better place?

3.2 Meaning

- What benefits does my goal have for the customer - for the user?
- What contribution does this SPRINT goal make towards the "end" goal?
- What meaning and benefits could the team personally find in this outcome?
- Why should they do it with enthusiasm, even if they didn't feel like it before?

3.3 User focus

- Which end-user function does this fulfill?
- How does this function differentiate our product from competitors?
- How can this function excite or delight the user?

Proper WISH
"Describe your goals as if they have already come true!"
- THE SECRET -

2. Make it measurable.

DoD
Definition of Done

2.1 Criteria

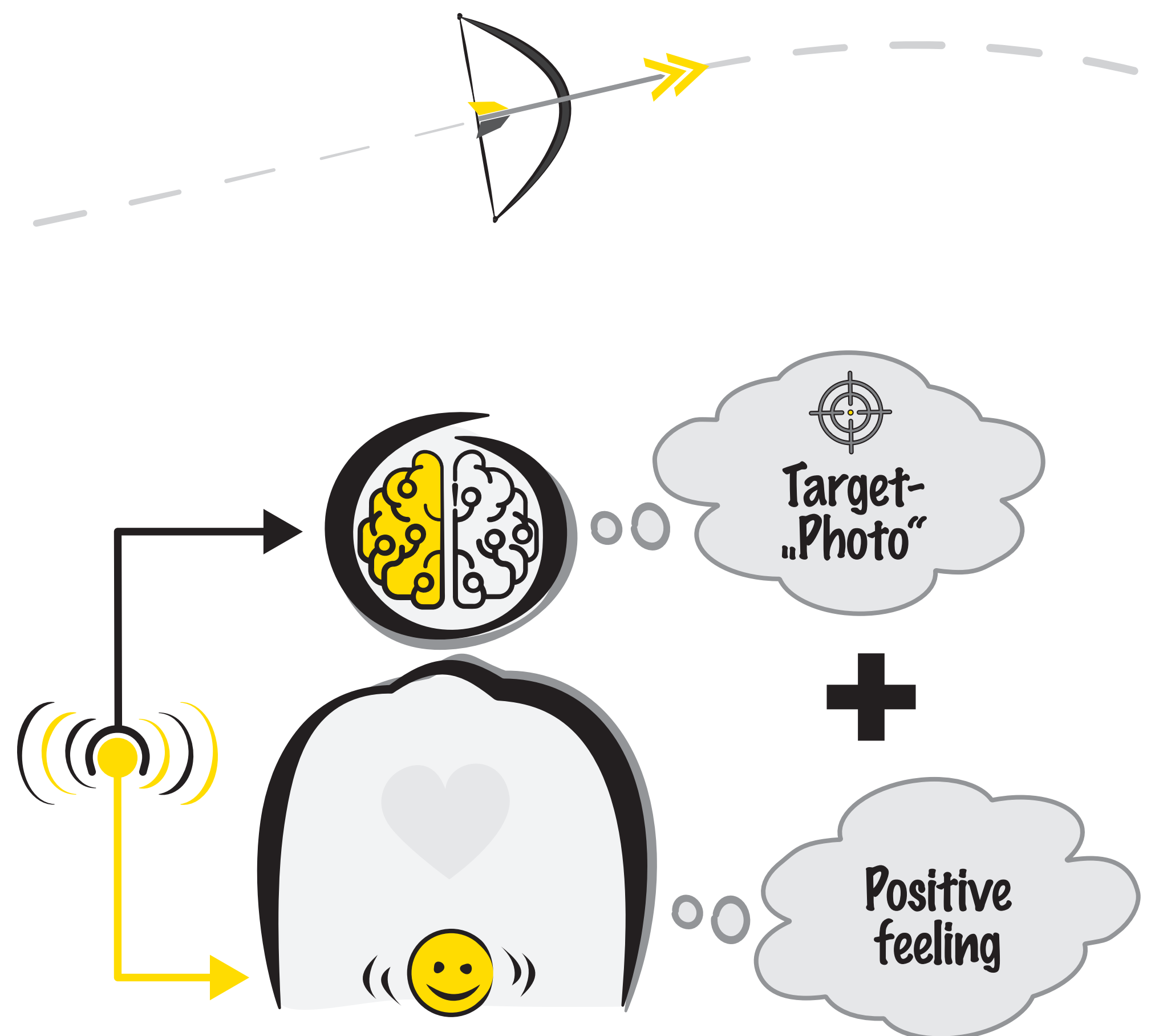
- Define 3 fulfillment criteria for the goal.
- Describe what you base the quality of goal achievement on.
- The purpose - not the means to the end.

2.2 Positive

- Achieving vs. avoiding.
- Positive criteria generate energy.
- "The white elephant" remains in the subconscious.

2.3 Quantitative

- Measurable, preferably in numbers.
- Achievable in a YES/NO forma.
- What standard do you orient yourself to?



1. Get to the point.

Result
WHAT?

1.1 Vision

- Place yourself at the end of the next SPRINT.
- Describe the "delivery item" that you will then take delivery of.
- Phrase as if the wish has already come true (the goal already achieved).

1.2 Concise

- Formulate the result in many words first.
- Leave out all filler words and adjectives.
- Reduce to the essentials.
- Shorten to 3 words.

1.3 Size

- Share the result on the feasibility in a SPRINT.
- S, M, L - as possible the same size.

"I apologize for the length of the letter. I didn't have the time to make it shorter!"
- GOETHE -

1. Clear Goals 2. Freedom 3. Feedback

Good Leadership

Make people great