



# Game Changing Beliefs for the Product Developing Organization

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Find the slides here: <http://42ndstreetcompany.com/eurospi-contribution-on-agileengine-and-gamechangingbeliefs/>



# Morten Elvang – in brief



- Principal Consultant, at DELTA since 2012, [consultancy.madebydelta.com](http://consultancy.madebydelta.com)
- 14 years at Nokia, latest as Director, Quality, S40 Products
- MSc & Phd in Computer Science from TUD
- See more from: [www.linkedin.com/in/mortenelvang](http://www.linkedin.com/in/mortenelvang)
  
- Personal belief: Create **freedom to perform** – help spread the word about lean and agile! Blog: [www.42ndstreetcompany.com](http://www.42ndstreetcompany.com)
  
- Facilitating:
  - <http://www.meetup.com/Danish-Agile-and-Lean-Product-Development/> (it's free!)
  - <http://tecpoint.dk/grupper/agil-produktudvikling/> (membership required!)
  
- Building: [www.lku.dk](http://www.lku.dk) (with Jesper Boeg)
  
- Interests: Agile, Lean, SW testing, Innovation



# My quest(ion)

- Assuming you work with IT or High-Tech product development ...
- How can you best build an organization where having business success is possible?
  - Aka picking the right actions and executing them right
- An organization, where you will experience more 'operational effectiveness' and more 'success' more often?
- Which are the things you should consider?

WHO IS THIS?



Virgin

RICHARD



# Richard Branson, Virgin

The Virgin logo is written in a white, cursive script on a red background.

RICHARD



When it comes to business success, it's  
all about ... ???

The Virgin logo is written in a white, cursive script on a red background.

RICHARD

Richard Branson, Virgin



When it comes to business success, it's  
all about ... PEOPLE, PEOPLE, PEOPLE!

<http://42ndstreetcompany.com/people-people-people-richard-branson-virgin/>



# Exercise: Now, if ...



*... you should create a high-performing organization*

*Which are the principles you would chose to believe in?*



# Culture in a company ...



... is defined by what you  
are not talking about



How can you change culture?

# Behavior ...



... is a function of a person  
and the environment  
surrounding the person

Behavior  
= Environment x Person

How can you change personal behavior?

# Example: Changing your husband?



Wife



New wife

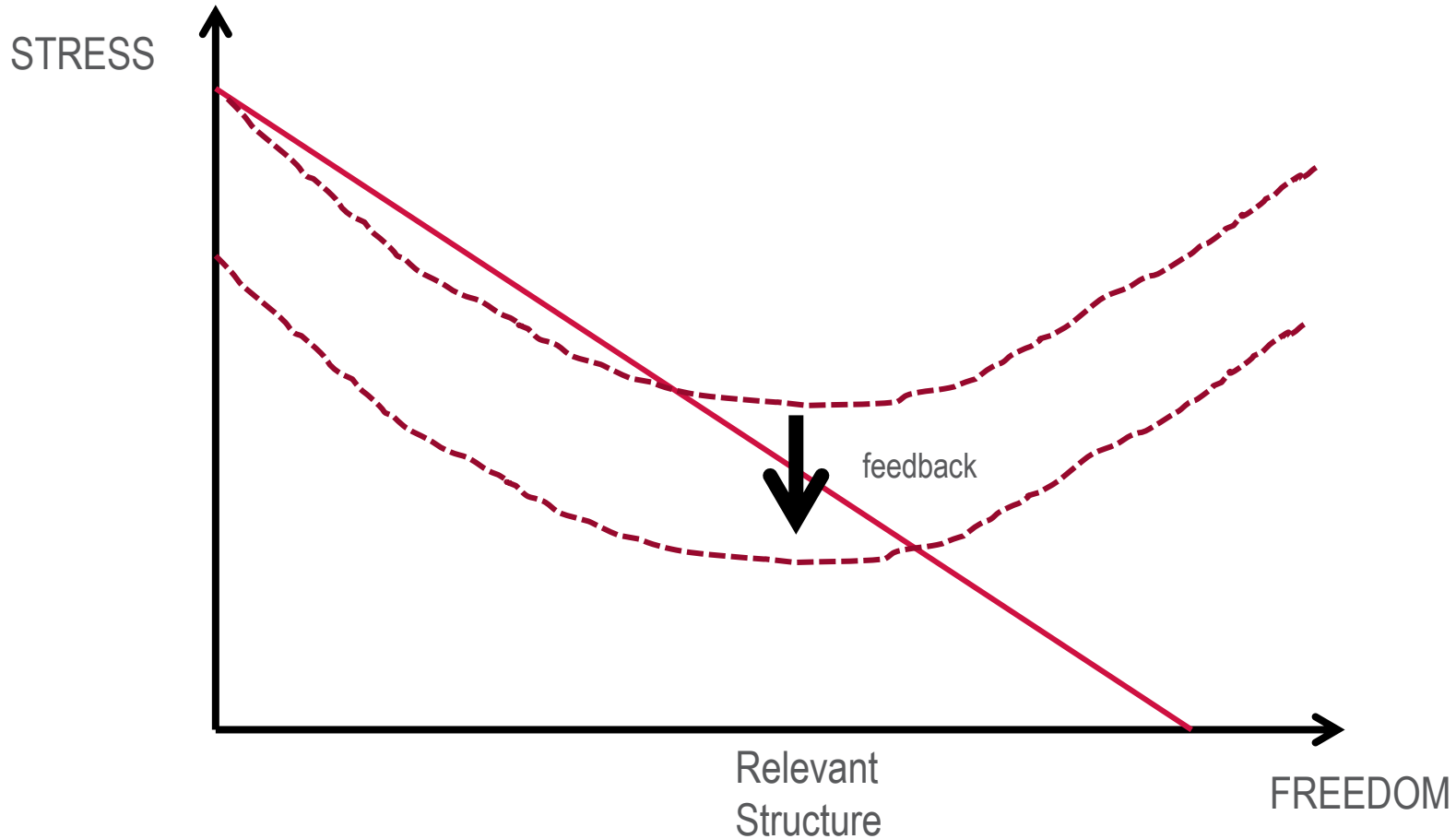


# Freedom through structure

- The right structure – in your environment – can give you more freedom ... to perform
- Examples
  - Traffic rules and control



# The sweet spot: freedom to perform



# Gary Player



*"The more I practice,  
the luckier I get"*

# Imagine ...



...if you could decide to believe in something and then ...

... it would help push your luck in the right direction?

# Eleven Game Changing Beliefs



<http://42ndstreetcompany.com/game-changing-beliefs/>

- The OPPORTUNITY SPACE is huge – never stop searching
- Know and be who you are...be RELENTLESS in what you are aiming for
- PEOPLE make the difference
- Enable everyone to LEARN and ACT INTELLIGENTLY
- Understand what VALUE is and where it comes from
- Optimize the FLOW OF VALUE
- The worst COST is what you can't do, because of what you did
- Accept that MOST IDEAS ARE BAD
- Accept that MOST PROJECTS ARE CHAOTIC
- SMALL, FAST, SIMPLE beat large, slow, complex any day
- ENGAGE with the world – SHARE what you know – STEAL with pride

(Based on version 1.194)

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# Game Changing Beliefs

A set of principles you can chose to *believe* in, which have high odds of *changing your game* favorably:

More 'operational effectiveness'  
and more 'success' ... more often!



The trick – of course – is to believe in the right things ... and stick to it!!!



# THANK YOU!

The question is not whether the 'Game Changing Beliefs' are right or wrong.

The question is which principles you yourself chose to believe in to favor your game!

**#GameChangingBeliefs**



... are beliefs with a game changing impact on your success with high-tech product development!

Imagine if you could chose to believe in something ... and then it would change your luck ... forever!

[www.42ndstreetcompany.com/game-changing-beliefs](http://www.42ndstreetcompany.com/game-changing-beliefs) "Change your luck ... forever!"

*You can't control your luck,  
but you can change it!*