Shake Up the Scrum with Shape Up

Mladen Marković, Product Manager

ScrumAlliance®
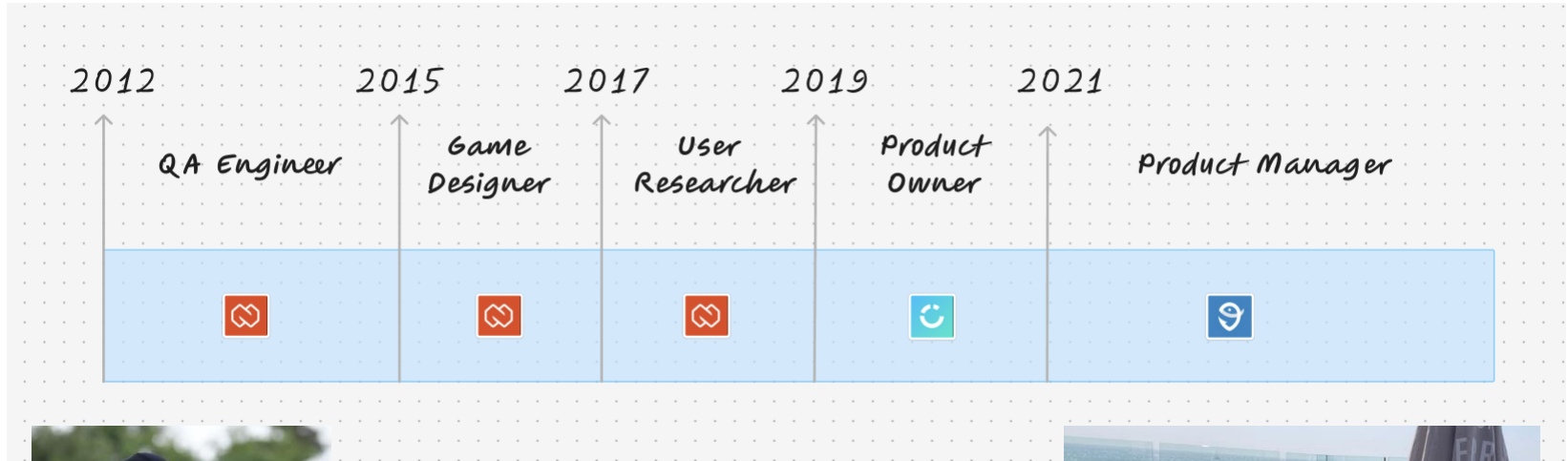
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Shape Up

RYAN SINGER

Shape Up

Stop Running in Circles and
Ship Work that Matters

Basecamp
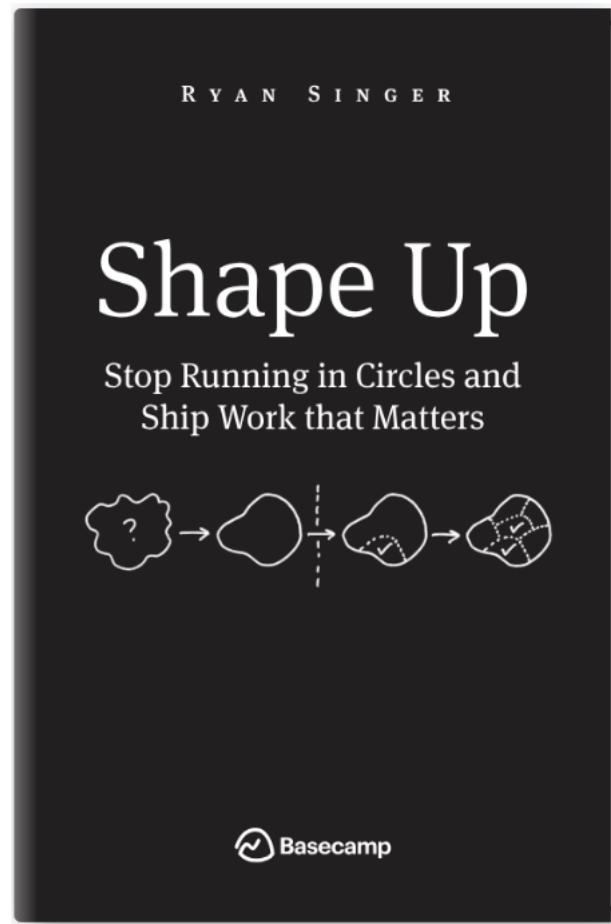
Ryan Singer

Author of the "Shape Up" book
Free read: https://basecamp.com/shapeup

Intro & Agenda

About me – Mladen Marković

2012 — QA Engineer
2015 — Game Designer
2017 — User Researcher
2019 — Product Owner
2021 — Product Manager

Rules of "the game"

→ I'm not here to convince you to use Shape-Up instead of Scrum

→ Ask Qs on the go (I'll keep an eye on ⏰)

→ Participate

→ I'm around, let's chat

Agenda

I)   Intro ~5m

II)   Shape Up in a nutshell *~10min*

III) Intro Work Session - group session *~5min*

IV)   Framing the problem - group session *~5min*

V)   No-Go Zone - group session *~5min*

VI)   Shaping the solution - group session *~15min*

VII) Present your Package *~10min*

II) Shape Up in a Nutshell

Async culture is a prerequisite

SCRUM vs SHAPE UP

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Scrum

You define a thing you want to **build** and then **estimate** it

Shape Up

You frame **the problem** you want to deal with and set the **appetite** (time) for dealing with it

Framing

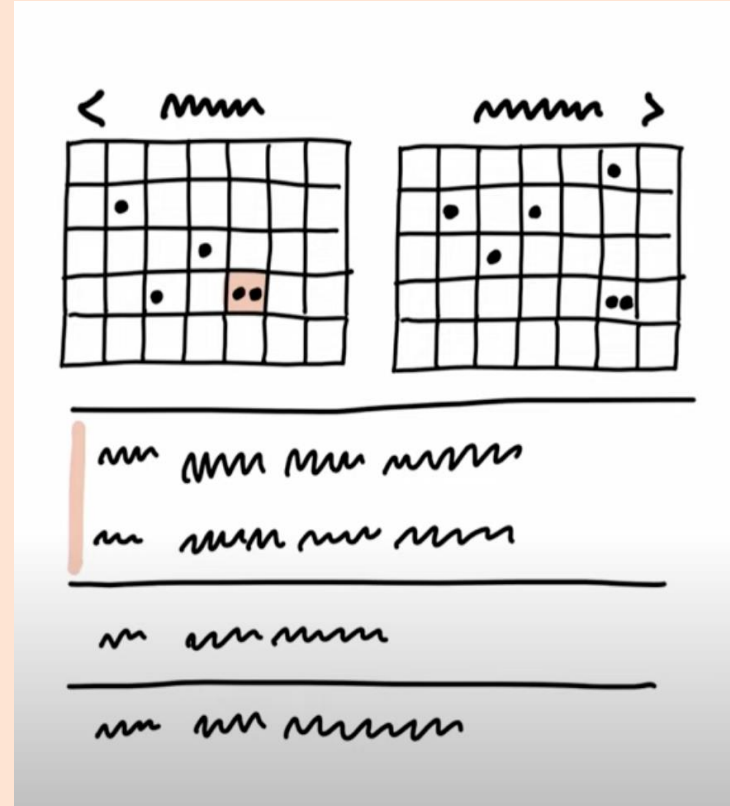*1st step – nailing the problem space and setting the appetite*

Shaping

Finding some solution for the problem within the given appetite

"Shaping is about making trade offs" - Ryan Singer

Shaping

Fat marker Sketch of the Basecamp Calendar

How Shape Up works?

6 weeks development Cycle followed by a
2 weeks Cooldown period

Package

Package is INPUT for development team at the beginning of the Cycle

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What does a Package contain?

- → Problem
- → Appetite
- → No-Go Zone
- → Solution
- → Rabbit Holes

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III) Intro exercise ~5min (per group)

Present yourself to your group

OUTPUT: Smiles on your faces ☺

IV) Framing the problem ~5mins

Agree on a product first.

Examples:
- Some products that you work on
- Well-known products (Instagram, WhatsApp, Netflix, etc.)
- You can even imagine a product

OUTPUT: Write down in **1 sentence** a **problem** you want to "attack" today

Appetite

2 weeks for this project

Cross-functional Team:
- *1 Mobile, 1 Web, 1 Backend engineer*
- *1 Designer*
- *1 Data analyst*
- *1 QA*
- *You represent a PM*

V) No-Go Zone ~5mins

What you don't want to solve now?
Do you know of a problem, but the timing (or something else) isn't right to address it?

OUTPUT: Write down one or more NO-GO zone statements

VI) Shaping the Solution ~15mins

- What's the essence of your solution?
- How can you make it understandable to people who need to build it?
- Why do you think this approach will solve the underlying problem? What's the hypothesis?

OUTPUT: Paper with a Fat marker sketch/diagram or a couple of sentences that describe the solution

VII) Present your Package ~10mins

Each group giving highlights of what they've come up
with and what are they takeaways

Thanks 🙌
Q&A