

The TameFlow Connection Newsletter

The latest news and ideas about the *TameFlow Approach*

TameFlow Connection No 11

Hello Friends of Herbie

Welcome to the latest edition of the TameFlow Connection newsletter. It is a period during which I am logging a lot of online presence. Let's see "what's up" and what has been happening recently.

The TameFlow Media Flow!

Upcoming Events and Broadcasts

On Tuesday August 4th, 2020 at 20:00 CEST, the next **Campfire Talks with Herbie** (21) will welcome [Cherifa Mansoura](#) as our guest. She is a business analyst and agile transformation consultant, with lots of experience in the industry. This time we will talk about **Beyond Budgeting** and the **Cynefin Framework**. It will be an interesting conversation. You will see it on [Youtube](#).

Recent Events and Broadcasts

In case you missed them, these are the most significant recent events and their recordings.

- On July 16th, 2020 I was invited as a guest to the *Agile Executive Briefing: Achieving Enterprise Agility* organized by the [Indonesia chapter](#) of the Business Agility Institute.
- On July 23rd, 2020 I was interviewed by [Sajeev Kumar Menon](#) about [Leadership in Times of Crisis](#). My thesis was that leadership, and in fact the entire organization, need to prepare *before* a crisis strikes; and ensure that they have adopted the best ways to **sense and respond** and then quickly execute on those decisions. Having a well drilled system that supports **Informational Flow**, **Decentralized Decision-Making** and directed by the **Unity of Purpose** are paramount.

- On July 28th, 2020 I hosted the [Campfire Talks with Herbie No 20](#) and welcomed, [Sandeep Joshi](#) as a guest. While Sandeep introduced his very interesting **Manifesto for Sustainable Agile**, (see [here](#) for details about that), the highlight of the show was when he showed off his skills as a singer! This was the first time ever where we had a singing performance in the Campfire! Sandeep also came up with what maybe is the most gracious description of TameFlow - he said: *"TameFlow is simple and beautiful!"*
- On July 29th, 2020 I was a guest on [Justin "Zim" Zimmerman](#)'s show discussing the topic: [Is TameFlow The Right Agile Approach To Fix Your Funnel](#). The most interesting point was about the distinction between a methodology and a framework. Justin observed that: *"Frameworks are interpretive. They provide principles. Methodologies are prescriptive and provide instructions."* Challenged to state where I saw the *TameFlow Approach* with respect to that, I stated that **TameFlow is generative** because it is based on patterns and the new ways of working are always *generated* out of the organization's current context. Justin concluded appreciating that he could see TameFlow as based on pattern recognition with an adaptation response mechanism.
- On July 30th, 2020, our very [Minton Brooks](#) held a brilliant webinar about [TameFlow: Integrating Kanban, the Theory of Constraints and More](#) hosted by [Digite](#), the makers of the [Swift Kanban](#) tool.

TameFlow

Re-read Saturday with Tom Cagley

As customary, [Thomas "Tom" Cagley Jr.](#), the host of the [Software Process and Measurement Cast](#), posted a new **Re-Read Saturday**. This time it was about the re-read of Chapters 7 and 8 of the [Tame your Work Flow](#) book.

You find Tom's thoughts [here](#).

This time Tom's commentary was short, maybe because, as he stated: *"I am not fond of business novels"* - and Chapters 7 and 8 have exactly that format. It is a little detour from the general more text-book-like tone of the rest of the book. This format was motivated as a tribute to Dr. Eliyahu Goldratt and to his many business novel books, from the very first one, *"The Goal."*

The major topic of these two chapters is about **decision-making** and **Throughput Accounting**.

The Business of TameFlow

This industry is clearly overloaded with **certifications**. Just see this recent post: [The Circus of Agile Certifications](#) where the author, Anthony Mersino, tells us that there are more than 256 "Agile Certifications" today.

I have heard other sources report that the number is now well over 400.

Unfortunately, it seems you will not stand a chance of being taken seriously in the industry unless you offer certifications of sorts. So, while personally I've always had a negative opinion about certifications (I'm not even a "Scrum Master" for that matter!), I can accept the business rationale that even *TameFlow* must come with certifications in order to make an impact on the industry.

Yet I don't want to contribute to making the circus more entertaining than what it already is...

Therefore, I reason, if we have to offer certificates, we might just as well try to **disrupt the Agile Certification industry entirely**.

Do you want to join me on the ride? Yes?

But from where should we start?

Let's take a TOC approach, and start listing all the *Undesirable Effects* - the UDEs - of known certification programs; and then apply some **Thinking Processes** to that.

Do you hold an existing Agile Certification? **What are the most annoying, undesirable things that bother you with the existing certification programs you know?**

And then: what would a "dreamland" certification program look like? For you as a professional coach or trainer; for the practitioners; for the clients; and for the industry as a whole? How can we make sure such an ideal program really delivers outstanding value and stands apart from all other? And what should that value be? What should the **Purpose** of such a certification program be?

Please do **reach out to me and let me know!**

Maybe we can create an entirely new category, a dreamland certification program, that will disrupt the industry. I'd love to hear your thoughts about this: maybe post them on the [TameFlow Community](#) for all of us to share and discuss.

That's it for this time.

Have a great week!

Steve

P.S.

Do you enjoy this newsletter? Spread the word and tell your friends and colleagues to subscribe to this [TameFlow Connection Newsletter](#) – or just forward them a copy of this issue. And invite everyone to watch the [Campfire Talks with Herbie](#) live streams. Or invite them to join the [TameFlow Community](#).



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