The TameFlow Connection Newsletter

The latest news and ideas about the *TameFlow Approach*

TameFlow Connection No 13

Hello Friends of Herbie

Another week with plenty of online events featuring the *TameFlow Approach*. Let's see what happened.

TameFlow Media Presence

Recent Events

- On August 10th [Daniel Doiron](), was [John Coleman]()'s guest on the *Agility Chef* show. Daniel talked about [Exceptional management and management by exception](). After the presentation, I joined live as well and contributed to the conversation.

- On August 11th, the [Campfire Talk with Heribie (22)]() welcomed [Jitesh Dineschandra](). Jitesh is the first **Certified TameFlow Trainer** in the UK (specifically in London). We looked into *Apex Predator Theory* and talked about *market disruption*. We reasoned about how the *TameFlow Approach* could possibly disrupt the "Agile" market. I then elaborated on *Goldratt's Six Questions* and we could frame the thinking around those. Finally, after the broadcast, I summarized the topics in a blog post: [Market Disruption the TameFlow Way]().

- On August 13th, [John Coleman]() ran another *Agility Chef*: an [interview]() with none less than [Troy Magennis](). Naturally the topic was about data and metrics. At the end of he show, I joined and commented on how to find the Constraint, in particular with the *Jungle-Jeep-Journey* metaphor. (My audio had some problems, so my entrance became one of those classical moments of online awkwardness... :)

Upcoming Events

- On August 18th, 2020, at 20:00 CEST the next *Campfire Talk with Herbie (23)* will welcome [J.B. Rainsberger](#) as the main guest. He's a business/software coach, mentor and consultant who specializes in **Test-Driven Design/Development**. Interestingly, J.B. has been using the *Theory of Constraints* to justify the practice of TDD. During the talk we will also reflect on how **eXtreme Programming (XP)** has influenced the *TameFlow Approach*; how they relate today; and what might be the overlaps and differences. The show will be on this [Youtube livestream](#).

- On August 19th, 2020, at 16:00 CEST there will be a webinar about **TOC and Blue Ocean Shift: A Perfect Match**. This event seems like an excellent continuation of Campfire 22 (mentioned above with Jitesh). The speaker will be Humberto Baptista and it will be facilitated by Eli Shragenheim. For details and sign up see the [Theory of Constraints International Certification Organization](#)'s home page.

Re-Read Saturday with Tom Cagley

Thomas "Tom" Cagley Jr., the host of the *Software Process and Measurement Cast,* continues with his weekly [Re-Read Saturday](#) covering Chapters 10 and 11 of my [Tame your Work Flow](#) book.

It is in these two chapters that we delve into **PEST Environments**. Tom highlights the importance of *Work Entry;* how striving to maximize personal performance creates conflicts; how negative behavior (like jumping queues) impact the bottom line; and more. Tom concludes: *"If you can't see the queues and flow of work through the entire system the outcome of any analysis or process improvement will be less than useful."*

The Business of TameFlow - Is it your future Business too?

In the *TameFlow Connection Newsletter No 11* of August 3rd, 2020, I called out to you and asked you to let me know what, in your opinion, are the most annoying factors with the current, competing certification programmes that the Agile industry is offering. Thank you to all who replied!

In the above mentioned Campfire Talk 22 (with Jitesh), I exposed some of these **Undesirable Effects** (UDE); and I am now in the process of elaborating these. The objective is to create a new kind of certification programme. One that will overcome such UDEs and become extremely attractive for all current Agile coaches and trainers. The

reasoning is that, being the newcomer and the under-dog in this industry, the whole proposition must simply be outstanding and profitable for the Agile coaches and trainers - otherwise there is no way the *TameFlow Approach* can become a major player, as is my intention.

If you are a professional Agile coach/trainer, and believe that it is possible to do better than what the industry is currently doing, I invite you to reach out.

Maybe you will be in for something exceptional. As I have been saying recently, it could be a turning point for your career - as well as for the whole industry.

TameFlow

Quantification: An Essential Business Skill for Full-Kitting

When I explain how the **Full-Kitting** activity works (at the **Portfolio** level), and especially when I bring forth the absolute necessity that the business side has to put a *"Dollar number"* on the **MOVE**s that are under consideration; well, then there is resistance and push back.

While the business side is very comfortable asking for delivery estimates to the engineering side, they are taken aback. *"We have never done this before!"*; *"It is impossible to know!* and many other objections are raised.

This is when I like to refer to books like Douglas W. Hubbard's [How to Measure Anything: Finding the Value of Intangibles in Business](). Reading that book will give you a lot of ideas on how to get to the *value number*.

Another master of quantification is Tom Gilb (who's also the creator of the **EVO Method**, maybe the first ever documented "agile" method before Agile was even a thing). Here's a TED Talk of his from 2013: [Quantify the un-quantifiable]() where he talks, among other things, about how to **quantify the value of flow** in addition to quantifying... Love!

His **Twelve Tough Questions** at the end of the talk are noteworthy.

Tom has announced that he will write a new book about quantification, that he will call [Quanteer]() - that's a Dropbox download link from which you can get Tom's "daily build" of the book. Certainly worthwhile following. Let's keep an eye on it!

Kanban & Lean

You don't know anything about LEAN!

My LinkedIn feed brought to my attention this brief interview, [You don't know anything about LEAN!](#) of [Venkatesh "Venky" Krishnamurthy](#).

I commented: *"Great great wisdom by Venky! Tools are outcomes of thinking, and thinking is not visible. Develop people first. The Toyota System was not designed, it emerged through repeated experimentation. Invest more in improving thinking and culture rather than tools and practices."*

It is very close to how the *TameFlow Approach* works, starting with **Mental Models** and then working on the mindsets and attitudes of people with the narratives (The Story of Herbie; The Patient in the Hospital; The Jungle, the Jeep and the Journey; The McDonald's tray); aiming at building the *Unity of Purpose* sustained by a *Community of Trust*. So definitively a case of improving thinking and culture before the tools and practices.

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](#).