

The TameFlow Connection Newsletter

The latest news and ideas about the *TameFlow Approach*

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Hello Friends of Herbie

Despite its long history, the *TameFlow Approach* is mostly unknown – primarily due to my own inaction. I never had the ambition or the motivation to make it known. That is, until earlier this year, shortly after I and [Daniel Doiron](#) published [Tame your Work Flow](#), Daniel convinced me to "make a business" out of my ideas; and to go out on the market to compete against the many other schools of thoughts out there. Since then, lots of work went into gearing up and preparing for this.

One thought that has absorbed me in these months, is figuring out what makes a method a business success. I'm not contemplating the functional success – obviously I'm convinced that the *TameFlow Approach* is the best approach that actually delivers outstanding results. I'm concerned about what makes a method achieve broad *market adoption*.

I ponder about the market. It is sort of reminding of the Personal Computer operating systems wars (between the likes of now mostly forgotten: CP/M, AmigOs, Linux, Mac OS, OS Level 9, Atari TOS, OS/2, Dr. DOS, MS-DOS) wars in the late '70s and '80s. Just like we had many operating systems then, today we have an overwhelming offering of "agile" approaches and not. At the end only a handful operating systems survived the market's natural selection. Maybe the same will happen with all these methods, methodologies, frameworks, and approaches. Who will remain standing?

One key factor in the operating systems wars, was simply about attracting broad programmer support. Successful operating systems were those that attracted a critical mass of programmers, who created applications and solutions for the mass adoption by users. How can we attract a critical mass of trainers and coaches, and become one of the key players? How can those trainers and coaches create their own applications and solutions for the mass adoption by the market?

There are many factors to consider; but there is one in particular that I think is paramount: *The approach must appeal with no hesitation to all professional trainers and coaches.* Not only must it be convincing in terms of delivering results, but it must also be compelling in terms of making a true and lasting impact on the quality of life of the trainers and coaches themselves. In other words: what is the "What Is In It For Me" (WIIFM) factor for the trainers and coaches?

If the trainers and coaches do not see a personal advantage, why would they even consider the *TameFlow Approach*. Of course, I am thinking about [Self-Interest: The Secret Sauce of the TameFlow Approach](#) - trying to understand the perspective of Agile Trainers and Coaches.

In September and August I conducted a number of workshops with the first group of [TameFlow Trainers](#), with the declared intent to identify what WIIFM factors would be significant for Agile Trainers and Coaches. For many of them it was probably the first time they saw - actually experienced in first person - TameFlow's **Enlightened Self-Interest** pattern in action.

And with their very own self-interest on the line!

With their input and help, we developed in a collaborative manner what is shaping up as an **Unrefusable Offer** for all **Agile Trainers** and **Agile Coaches**: a programme supporting them in their career and personal lives, with all their critical WIIFM factors catered for, that is so compelling that it cannot be refuted. I will make the details of the programme public soon.

(Note: The "Unrefusable Offer" is a concept of the sales and marketing applications of the *Theory of Constraints*. Dr. Goldratt used to refer to this in the more colorful terms of "Mafia Offer!")

If you are an Agile Trainer or Coach, how would a dream programme look like for you? Let me know. Maybe, soon, it will be real! And so good that you won't be able to resist it!

Watch

Disciplined Agile / Flex and TameFlow

[Al Shalloway](#), as he is preparing the new Discipline Agile/Flex programmes for the Project Management Institute, is giving more and more recognition to the *TameFlow Approach*. In this [tweet](#), he proposes an interesting categorization of agile:

1. framework based (Scrum, SAFe, LeSS)
2. practice based where practices directly address issues of Lean (XP)

3. principle based, but not full value stream (Kanban via KU)
4. theory with practices based (DA, Tameflow ...)

Again, DA and TameFlow are put in the same category, which is just very promising for building up synergies.

Finally I just love what he says in this webinar: [Moving from SAFe or Scrum to DA](#), especially at minute 7:36 and then at minute 14:50!

Miro Distributed 2020

If you've been watching any of my *Campfire Talks with Herbie* live broadcasts, you know I entertain the audience with my Mr. Bean like attempts at using my tablet with Miro.

Miro turns out to be an amazing tool for all sorts of collaborative activities, and not only for "drawing doodles at a distance." The company recently hosted a "Distributed 2020" event, and now has put online the recordings of all talks and panels, which cover lots of ground.

Here's the entire playlist on Youtube: [Distributed 2020: helping teams to adapt, evolve and thrive](#).

Read

Value Management Office

I never cease to be repeatedly impressed by [David Hodes'](#) insights. Here he introduces the concept of [The Value Management Office](#) - it is like a PMO on steroids. I really appreciate David's thinking here, and maybe that is yet another great idea to reckon and actively adopt. It would also be nice to see how to connect this with [Tom Gilb's Value Engineering](#) concepts.

Agile's Founding Father

And speaking of [Tom Gilb](#), a few weeks ago he was my guest on the [Campfire Talks with Herbie 27](#) where he told us a great deal about himself. As a great complement to that, here's another interview with him: [In conversation with agile's founding father](#). If you liked his Campfire interview, here's even more! I am looking forward to integrate Tom's *Value Engineering* concepts into TameFlow.

The Energy of Polarities and the TameFlow Approach

[Srivinas Garapati](#) has posted a new article: [The Polarities in the Life - the Real Source of Creativity and Innovation in all Contexts](#). It is intriguing how he finds connections between oriental philosophies, and the *TameFlow Approach* - and in particular between *TAO Leadership*

and **Inspired Leadership**. Maybe this kind of connection is just a testament to how flexible TameFlow is, as it can be interpreted and rendered from a diversity of perspectives.

Strategy Cycles

[Bill Dettmer](#), whose outstanding works have made the **Logical Thinking Process** accessible, published a brief paper "A Living Strategy, Repetitive Use of the Logic Thinking Process" which he announced in [this LinkedIn post](#), where he expands his ideas about how frequently strategic logical trees need updating. He recognized that it is really a cyclic activity, and compares it to the OODA loops as well. If you are using the Logical Thinking Process, this is an interesting read.

Where to put the Business Analyst

This week [Michael Küsters](#) was wondering about [Where to put the Business Analysts?](#) It is an interesting post concluding that the business analyst should be part of the (agile) team, all the while dealing with the "HR issue" of how not to make that appear as a professional demotion. I would argue though that in an Agile team, the business analysis function should be performed between the team itself and the Product Owner. The Business Analyst function seems a heritage of conventional methods where "requirements elicitation" was one of the phases of waterfallish processes.

So what should one do when the company has armies of Business Analysts? Maybe be inspired by David Hode's, and reinvent them as "Value Analysts" and get them to think in terms of **Throughput Accounting** not only for the company, but also for the company's clients? And thus build the capability to resolve the client's constraints as an outcome of their analytical work.

Re-read Saturday

[Tom Cagley](#), the host of the *Software Process and Measurement Cast*, continues with the weekly [Re-Read Saturday](#), the chapter by chapter review of my [Tame your Work Flow](#) book. This time he comments about Chapter 19, *Execution Management in PEST Environments*. Among many things, he highlights the importance of the **Constraint in the Work Execution**.

Past Events

On **October 20th, 2020** in the [Campfire Talks with Herbie 28](#) my guests were be [Patrick Steyaert](#) and [Arlette Vercammen](#) of Okaloa Flowlabs. We talked about *Patterns, Business Simulations, Experiential*

Learning and Communities. Patrick also gave us a demo of his new online simulation platform.

Upcoming Events

Mark your calendars for the following upcoming events

November 4th, 2020 at 23:00 CET I will be the guest speaker on **Agile Maine's** webinar **This is an Agile Heresy Manifesto**, hosted by [Miljan Bajic](#). Sign up [here](#).

November 10th, 2020 at 13:00 CET *Campfire Talks with Herbie 29*. The guest will be [Peter Merel](#). Of course we will talk about his **XSCALE** and see how it compares to the *TameFlow Approach*. To make sure you don't miss this or any forthcoming *Campfire Talks with Herbie* events, subscribe to the [Campfire Events Notification List](#), and you will receive the broadcast links ahead of the event.

November 17th–21st, 2020, [Daniel Doiron](#) and [Anna Sikorska](#) will present some leading edge TameFlow content at this year's virtual edition of the **Agile Tour Montréal**. One of the worlds largest Agile Tour event, it is a bilingual event with French and English content. You can book tickets [here](#) and check the full programme [here](#). Daniel and Anna will be speaking at these times:

- **November 17th, 2020 at 13:00 EST**: Daniel Doiron on **Flow Efficiency Kanban Boards** (English).
- **November 20th, 2020 at 10:30 EST**: Daniel Doiron on **Little's Law and Throughput Accounting** (French).
- **November 21st, 2020 at 15:00 EST** Daniel Doiron and Anna Sikorksa on **Timeboxing and Science - Not compatible** (French).

November 23rd–24th, 2020 I will have a talk at the **Critical Chain Project Management Virtual Conference 2020** organized by the TOCICO. The conference will be targeted at *traditional* project managers that might only have a summary understanding of CCPM and are trying to "uncover better ways" to do their job. Of course, one such better way will be via the *TameFlow Approach*. For more information, see [here](#).

- **November 24th, 2020 at 15:00 CET**: my talk on **Breakthroughs in managing knowledge-work**.

December 3rd, 2020 at 20:00 CET will see the first ever discussion panel event on the *Campfire Talks with Herbie 30*. The panel will be moderated by our very own [Mark Jørgensen Chaudhry](#) a.k.a "Question Mark" because when he is around, no question will be left unasked! The topic will be: **Ready now for building the future-proof organization**. We will explore the future of organizations, touching on

themes like: resilience, sustainability, diversity, social responsibility, power structures, hierarchies, networks, complexity, etc. and who know how many other lines of thought will be developed. In addition to myself, the panel will include these great professionals:

- [Niels Pflaeging](#), a leadership philosopher, management expert, speaker, author, advisor. Founder at BetaCodex Network. Thanks to Niels: the idea of this panel was developed with his input!
- [Pamela Dukes OLY](#), an enterprise agile coach & trainer, and a Hall of Fame Olympic athlete who is focused on helping teams through servant leadership and self-reliance strategies;
- [Ritu Ward, FACHE](#), a Healthcare executive with success delivering quality, growth, and strategy while leading high performing teams;
- and last, but not least, [Nigel Thurlow](#), former Chief of Agile of Toyota and the co-creator of The Flow System.

That's it for this time.

Have a great week!

Steve

P.S.

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