



Engage, Experience, Excel

Measuring Your Impact

Open Discussion with



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Measuring Your Impact

What brings you to this session?

Potential Follow-up Areas/Qs

Questions or interest

An experience story to tell

Output Outcome Impact

Impact varies by perspective

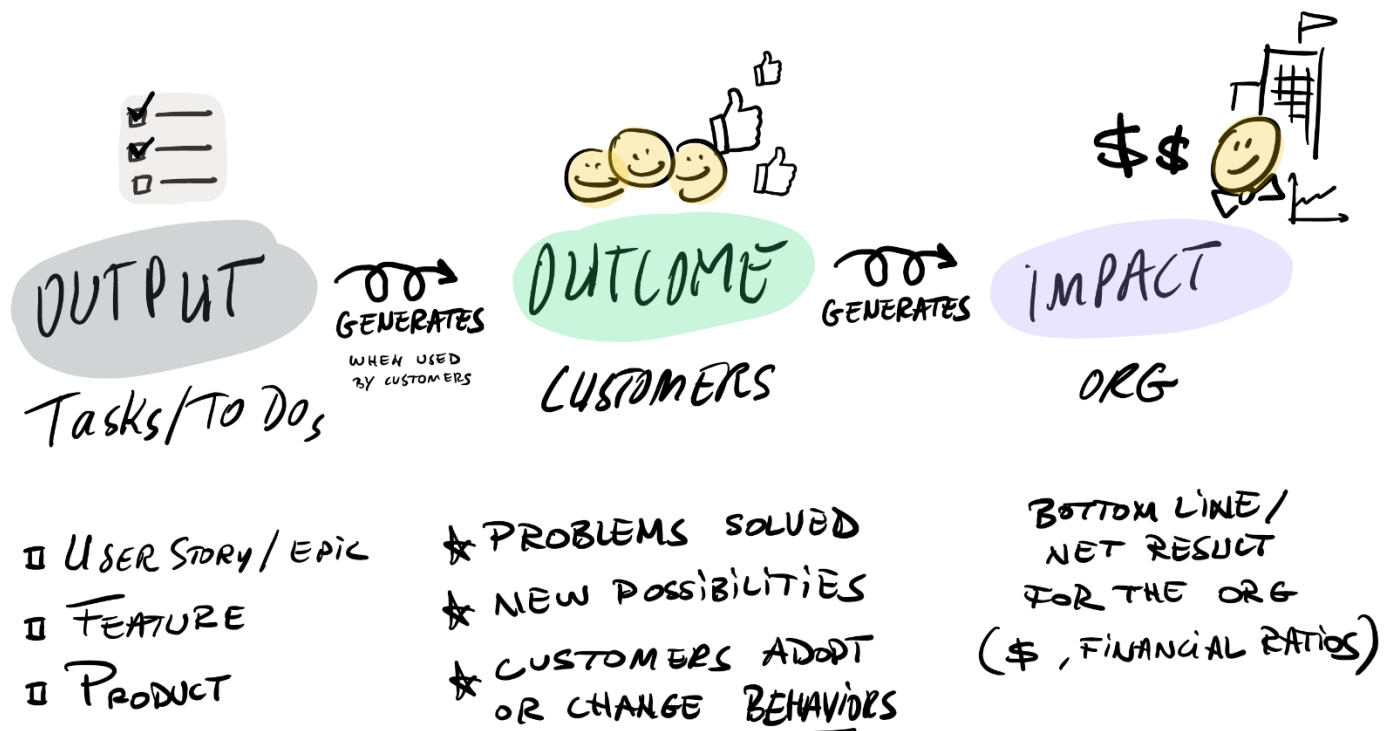
What should and shouldn't be measured?

Measuring techniques and tooling

Sources of data

Behaviour impacts as a result of measuring

What happens after measuring?



~~Let's go down!!~~
new
DALLAS
How can I boost
my culture
impact / value

REPORTING
TO MGT
WHO USE
METRICS
UPPER

OPTIONS
FOR
IMPACT

MY
INDIVIDUAL
IMPACT
MEASURE

"Can't Improve
What You Can't
Measure"
ripple rock

External
Brand /
drive personal
impact

Impact
→ Value.
We want to
be high impact.
Achievable

Bring me to session 2
How to shape
a new role to
ensure I can
measure my own
delivery team's impact

Encourage
+
motivate
team

Ownership

Q. What are
the units of
measurement?

KANBAN
VS
SCRUM

"It Doesn't Matter How
Beautiful Your Theory
Is, It Doesn't Matter
How Smart You Are, If
It Doesn't Agree With
Experiment, It's Wrong"
- Feynman

"Without Data, You're
Just Another Person
With An Opinion"
- Deming

Data Sources/Types

Bus outcomes
hypothesis,
bus metrics
- why we doing

"Healthy"
backlog
- understood
- x vol.

INCIDENTS

DOWNTIME

COMPLAINTS

USER
RETENTION

DORA
METRICS

NPS
Net Promoter Score

no. sign
ups

Conversion
time

time
spent
in app

no. clicks
to convert
or not

drop off
point

Cost
per
transaction.
/

granularity
of
budget.

Failed Sprint
→ Experiment

Outcome
Score
1-5

~~Rate of~~
Impact
Score
1-5

Business
OKR
dials



Sira ☺
eg ticket
metrics

Parallel thinking
⇒ Delivery/output
- lead time
- milestones
⇒ outcome