

Betamax
Videocassette System





SAFe & LeSS are different you can't compare them

SAFe isn't Agile

LeSS is for Descaling, not Scaling

You use them for different purposes


Why do I care?

I have often asked myself this

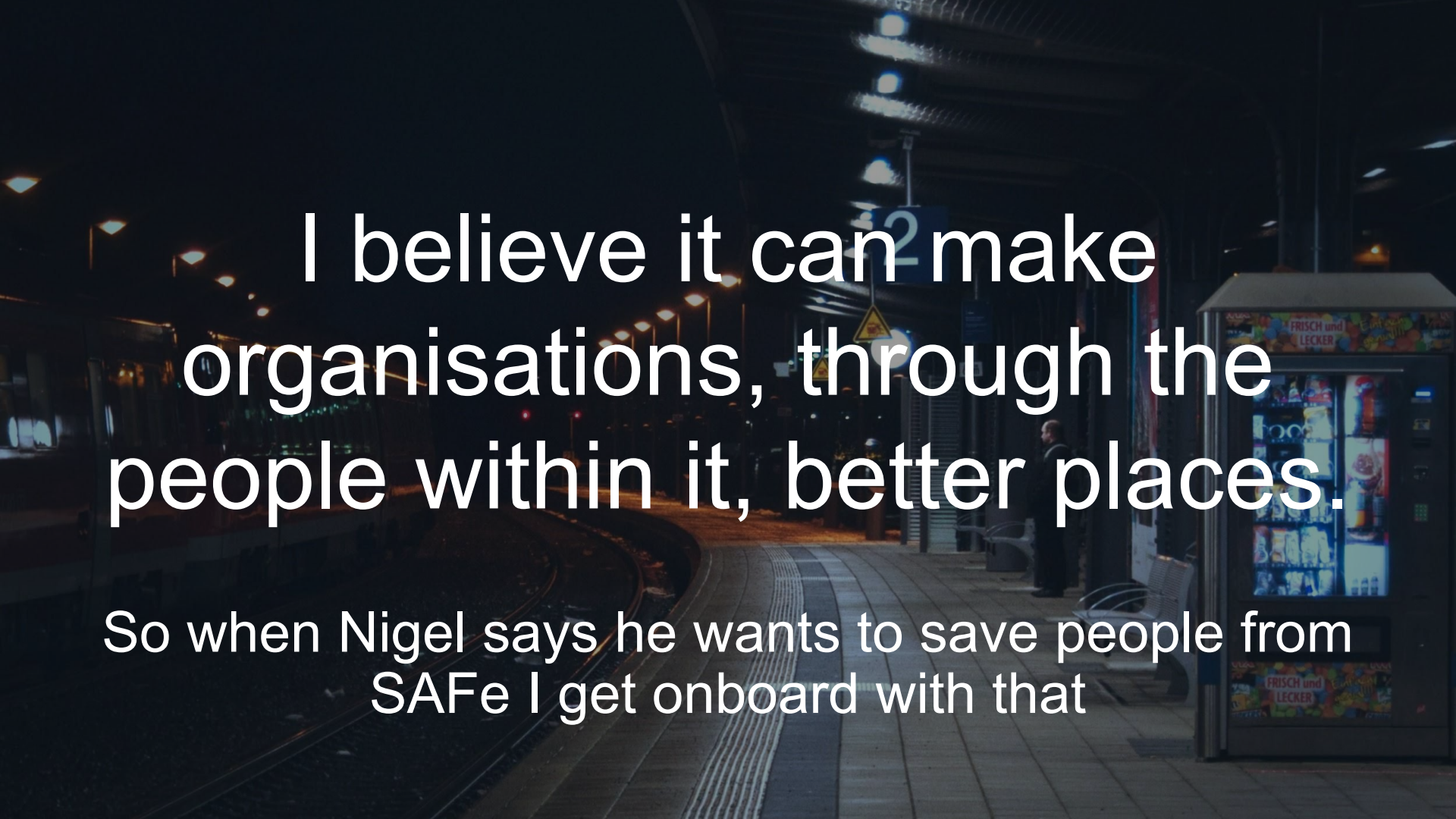




I am selfish & arrogant

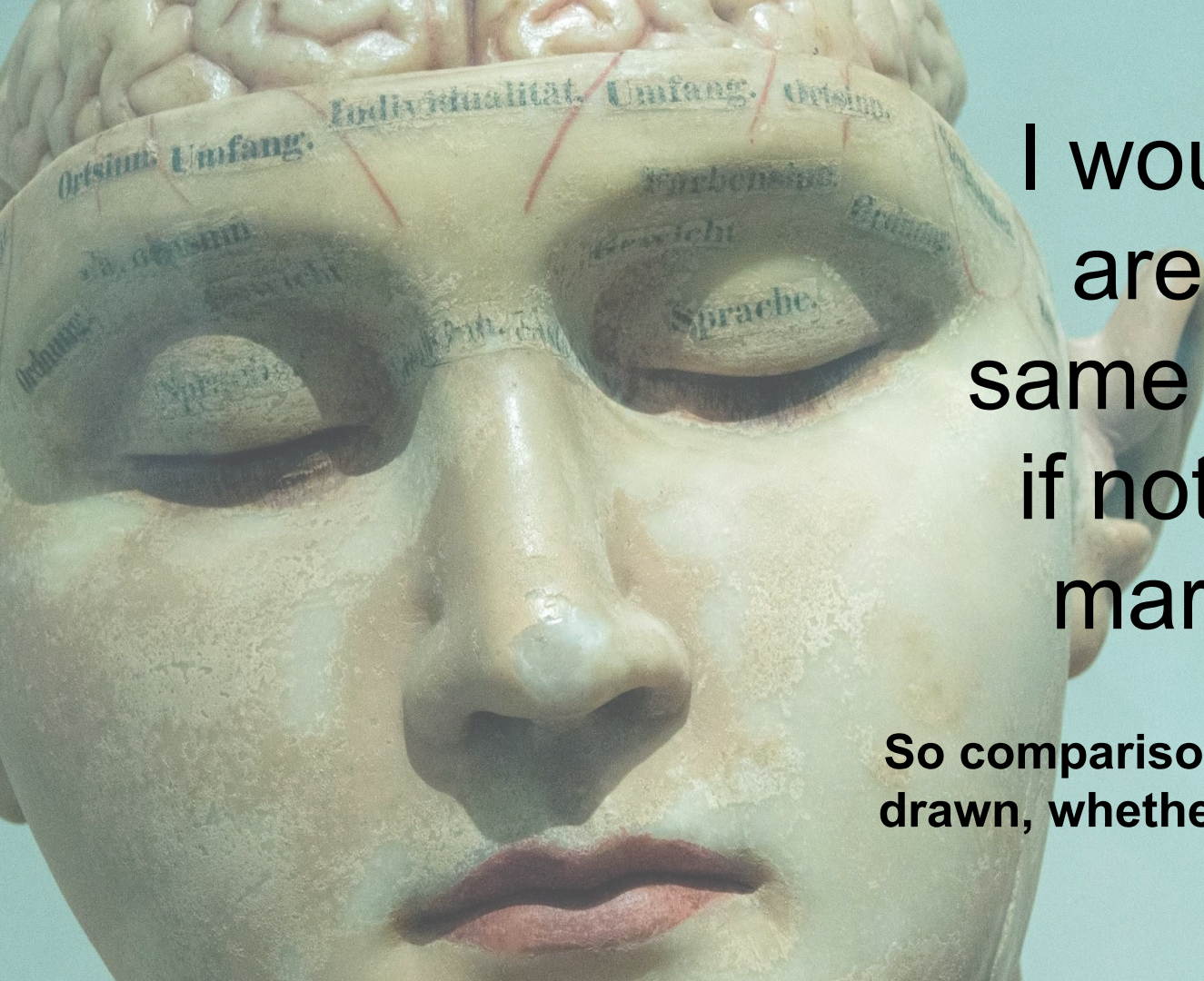


I find LeSS intellectually
stimulating (selfish)



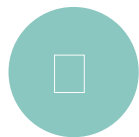
I believe it can make
organisations, through the
people within it, better places.

So when Nigel says he wants to save people from
SAFe I get onboard with that

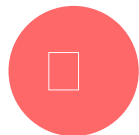


I would say we
are after the
same mindshare,
if not the same
market share

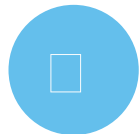
So comparisons will always be
drawn, whether we like it or not



WHAT WAS BETAMAX AND VHS



VHS ROCKED THE WHOLE
PRODUCT CONCEPT



WHY WERE THERE SO MANY VHS
MACHINES?



DID THE INFERIOR FORMAT WIN?



What Was Betamax?



What Was VHS?

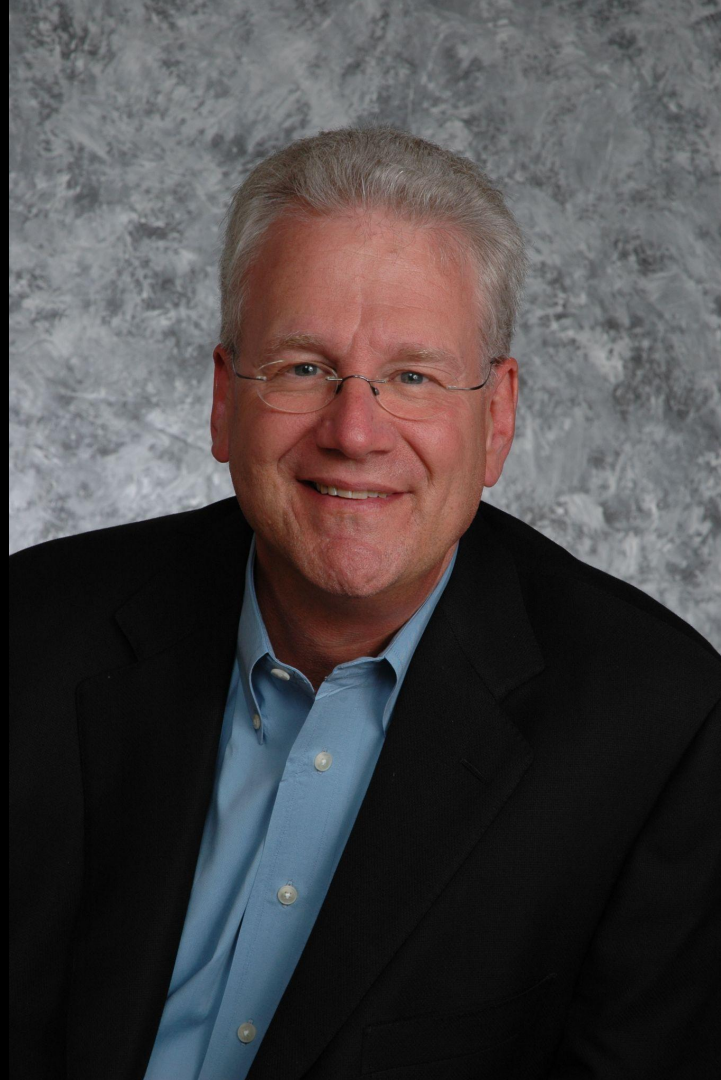




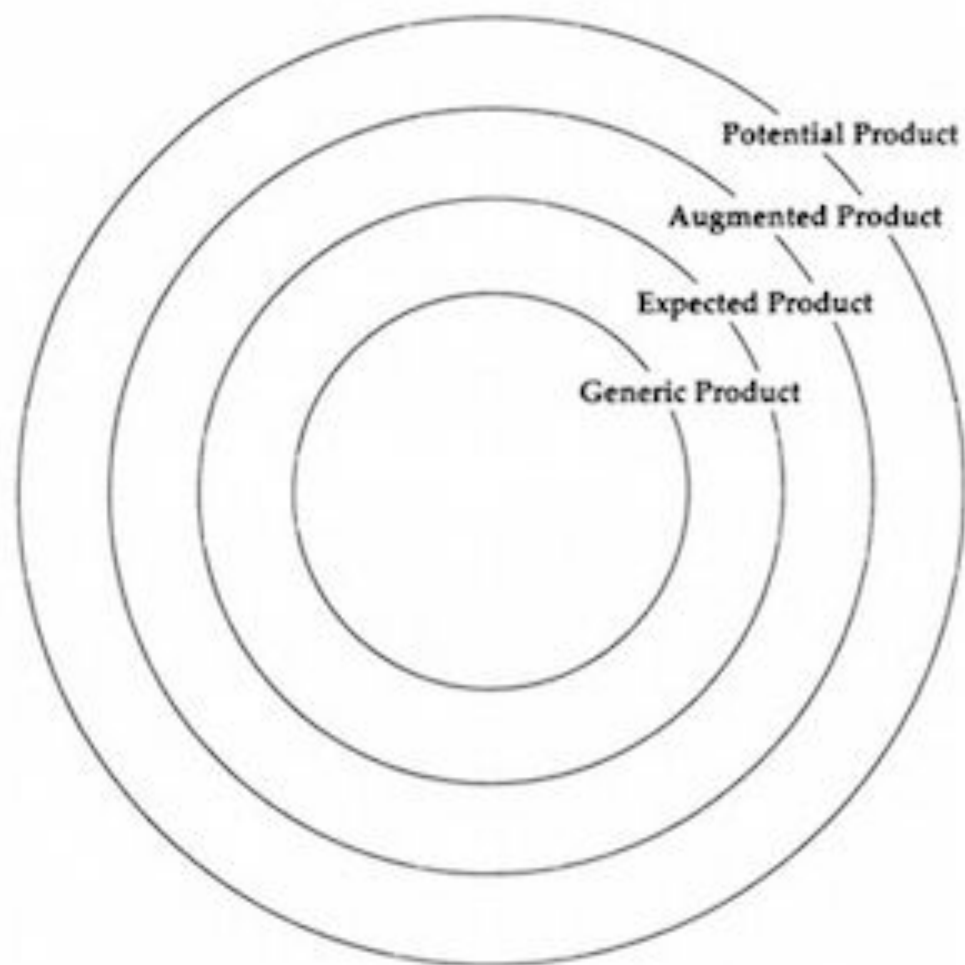
Whole Product Concept

the whole product is
*"everything required to assure
that the target customers can
fulfill their compelling reason
to buy"*

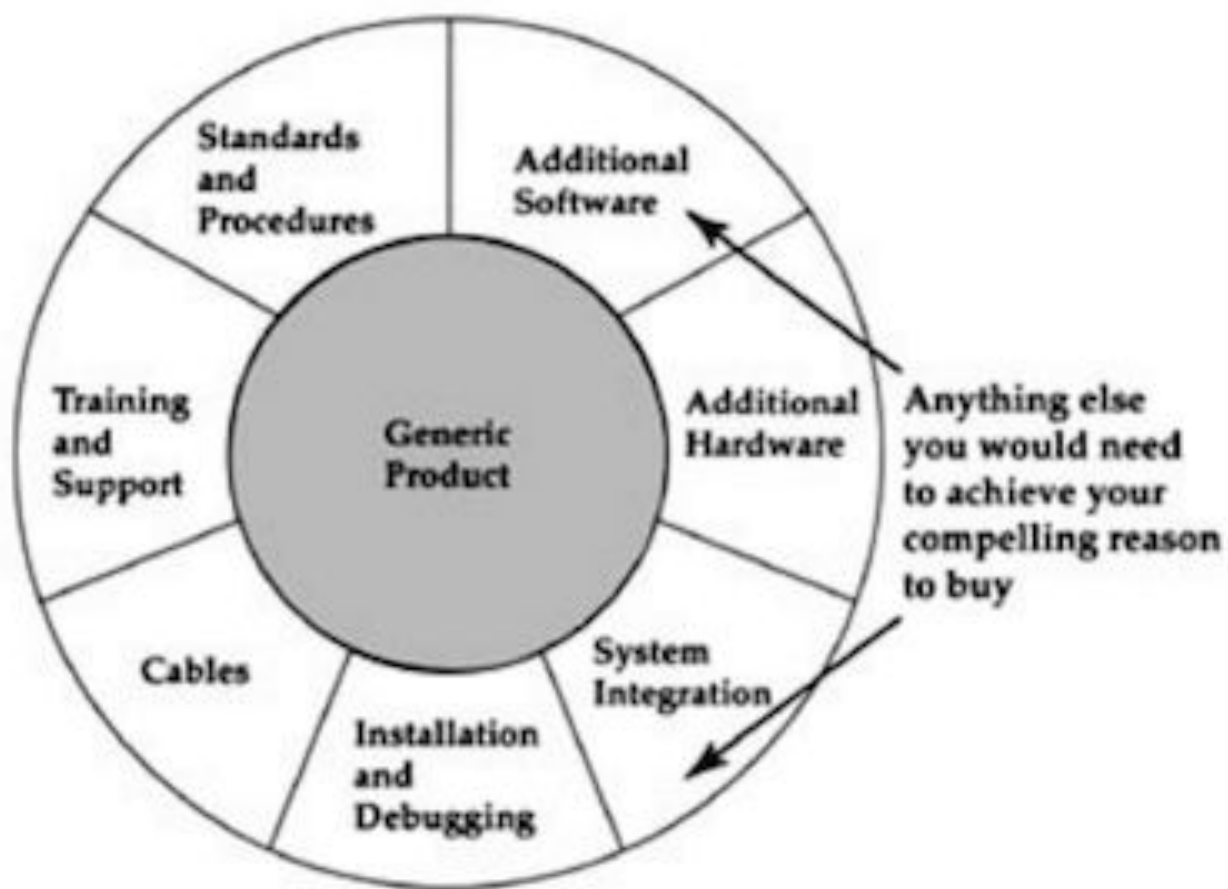
Geoffrey Moore, Crossing the Chasm:
Marketing and Selling Technology
Products to Mainstream Customers).



THE WHOLE PRODUCT MODEL



The Simplified Whole Product Model




SaFE Has a more enticing
whole product offering to those
that can increase the number
of adoptions

But not the number of impactful,
less harmful adoptions




LeSS Is Similar



"The whole product" approach of JVC provides a convincing explanation of why VHS thrashed Betamax.

VHS offered a bigger choice of hardware at lower cost, the tapes were cheaper and more easily available, there were a lot more movies to rent, and so on. All of this matched my own experience.



"The whole product" approach of SAFe provides a convincing explanation of why SAFe is more popular than LeSS.

SAFe offers a bigger choice of certificates at lower cost, the trainers are cheaper and more easily available, there were a lot more adoption stories to rent, and so on.



I believe LeSS could have more of a Whole Product View

If it evolved with more compliments to Scrum

And a bit more playing to the crowd



Why so many machines?!

The VHS Development Matrix

- ☒ The system must be compatible with any conventional television.
- ☒ The picture quality should be similar to that of a standard aerial broadcast.
- ☒ The tape must have a recording capacity of at least two hours.
- ☒ Belts must be interchangeable between machines.
- ☒ The whole system should be versatile, which means it can be customized and expanded, such as connecting a camcorder or copying between two recorders.
- ☒ Loggers should be affordable, easy to use, and have low maintenance costs.
- ☒ Recorders must be able to produce in large quantities, their parts must be replaceable and must be easy to maintain.

The Betamax Development Matrix



.....

A close-up photograph of a clear glass jar lying on its side, tilted towards the right. The jar is empty except for a small pile of coins at its opening. Numerous coins, including copper pennies and silver dimes, are spilling out from the jar and scattered across a dark, textured wooden surface. The lighting is warm and focused on the coins, creating a sense of abundance and financial gain.

The Effect

Higher Adoption of VHS because more people could make more money from it

And not just through making machines, through cassettes, repair shops, etc

KIDS

LOOK FOR OUR

SPECIAL \$2.99

RENTAL STICKER

Walt Disney
MICKEY
KNOWS BEST



A person with visible tattoos on their arms is interacting with a white, cube-shaped kiosk on a dark wooden table. The kiosk has a screen on top and a logo on the front. To the right, another hand is holding a dark blue Visa credit card over a small white base. The background is softly blurred, showing a pink object and some metallic items on the table.

LeSS Doesn't Want Video Rental Shops

It wants people to own it, not rent it

I N V E S T M E N T

But to own takes more investment than most orgs are willing to take on

When the prevailing model is control, supply and demand



But that is not something
we can control

The more LeSS tries to control and keep it pure the slower the number of adoptions, in the name of quality of quantity

LeSS
MATTERS
PODCAST



**WHAT
IS
YOUR
ELEVATOR
PITCH
FOR
Large
Scale
Scrum?**

DR.
WOLFGANG
RICHTER



ALL ACCIDENTS ON OR DAMAGE TO ELEVATORS
ARE TO BE REPORTED TO THE
DEPARTMENT OF CONSUMER AND REGULATORY
AFFAIRS (202) 442-4400.
OR AFTER WORKING HOURS CALL 311



DINESH
SHARMA
MSc

WARNING
ELEVATORS SHALL NOT BE USED
IN CASE OF
FIRE OR ELECTRICAL EMERGENCY.
USE DESIGNATED EXITS.

NO SMOKING
BY ORDER OF THE FIRE CHIEF

EMERGENCY OPERATION PHASE 2
1. EMERGENCY POSITION PLACES THE
ELEVATOR ON EMERGENCY OPERATION.
2. CONSTANT PRESSURE ON THE DOOR
CLOSE BUTTON CLOSERS THE DOORS.
3. CONSTANT PRESSURE ON THE DOOR
OPEN BUTTON OPENS THE DOORS.
4. HOLD POSITION HOLDS THE CAR AT
THE FLOOR WITH THE DOORS OPEN.
5. NORMAL POSITION AT THE RECALL
FLOOR RELEASES THE ELEVATOR.



ELEVATOR PITCH FOR LARGE SCALE SCRUM (LeSS)

A close-up photograph of a person's hand placing a small, dark-colored puzzle piece into a larger jigsaw puzzle. The puzzle is spread out on a surface, showing various colors like blue, orange, and green. The background is blurred, focusing attention on the hand and the puzzle piece.

The LeSS Elevator Pitch

Conundrum



Most Decision Makers in Organisations don't care about agile purity

They just want to rent something until the next thing comes along and they can give it back

If it's "good enough" then whatever

Is LeSS Betamax to SAFe's
VHS

NO

Could it be?

Yes



DVD

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Community for talks,
podcasts and more



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Ben Maynard

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Specialising in

- Coaching, mentoring and education
- Agile, Lean & the LeSS framework
- Organisational Design
- Software development, data analysis
and design

www.sheev.co.uk

Executive summary

Passionate about organisational culture and design that enables the creation of value both for an organisation's customers and its people

In recent years he has experimented with ways to balance an organisations desire for control, collaboration and innovation through educating, coaching and leading organisational transformations to get more with LeSS.

The key catalyst to all of this has been an obsessional focus on the growth of people at all levels of an organisation

Selected experience

- Senior Management positions in Large Investment Banks 8 years leading change and implementation of Large Scale Scrum.
- Since becoming a LeSS Trainer 3 years ago ben have certified over 340 people across Scotland, England, India, Romania and Russia. Through this, Ben have honed his Certified LeSS Practitioner material and delivery to a point where it consistently provides an interactive and thought-provoking .