





Portia Nelson - There's A Hole In My Sidewalk

"I walk down the street. There's a deep hole in the sidewalk. I fall in. I am lost. I am helpless. It isn't my fault. It still takes forever to find a way out.

I walk down the same street. There's a deep hole in the sidewalk. I pretend I don't see it. I fall in again. I can't believe I'm in the same place! But it isn't my fault. And it still takes a long time to get out.

I walk down the same street. There's a deep hole in the sidewalk. I see it there. I still fall in. It's a habit! My eyes are open. I know where I am. It is my fault. I get out immediately.

I walk down the same street. There's a deep hole in the sidewalk. I walk around it.

I walk down a different street."

Beware my pitfalls!



Jfokus 2015

Tobias Modig, Citerus

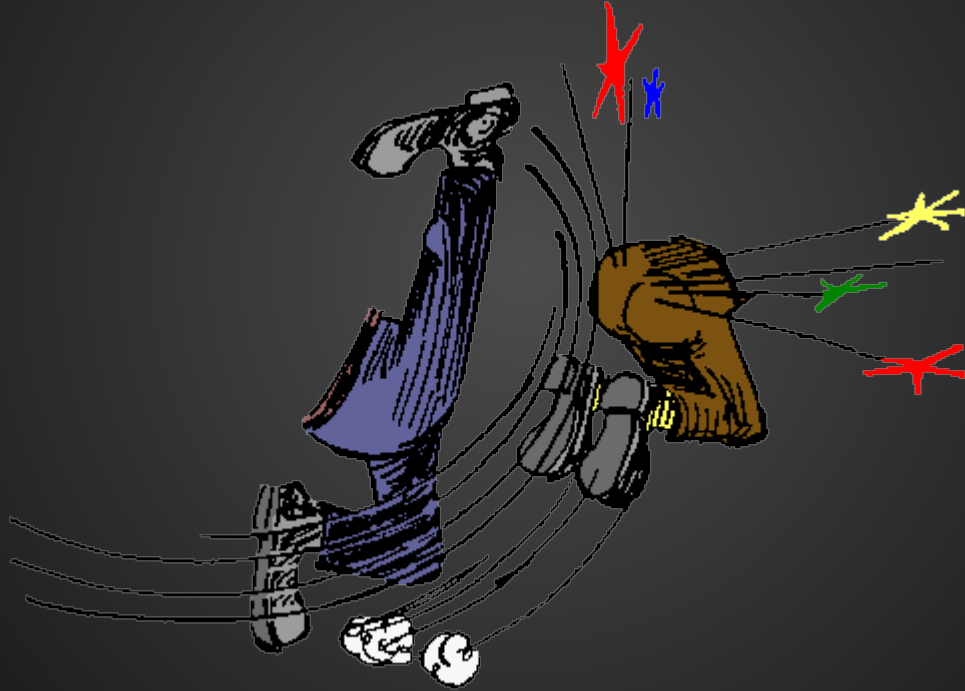
Failure



Epic failure

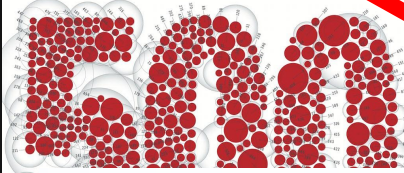


Failure and epic failure in projects



Context

FORTUNE



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JIRA



So who can I blame?



Pitfall 1, Water-scrum-fall



Pitfall 2, Product owner



Pitfall 3, Megastories



Pitfall 4, Push



Pitfall 5, No slack



Conclusion





The End

No animals were harmed in the creation of this speech.