

Dead Fish and Other Things Nobody Wants To Talk About



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The Dead Fish of Failure...
It sits on the table of far
too many projects.



How can we accept projects formulated to fail?

**Everybody smells it right away.
Everybody hunkers down.**



The joy of success. It lets you:

★ try hard

★ learn

★ experiment

★ have pride



For starters:

We all need to declare the smell as soon as it is wafting in the project area.

We need to all discuss the damage the Dead Fish does.

Is it too much to ask that 50% of our projects should be outright winners?

A Few More Things Nobody Wants To Talk About

- **Managers**
- **QA**
- **Requirements**
- **Estimating**
- **Software**

Managers Are Lonely

- **How do they learn?**
- **No collegial environment**
- **Not truly a teammate**
- **What is a P.M.?**
- **What are their responsibilities?**
- **Classes in stuff that doesn't matter**



Q.A. *Is* a Bottleneck



- **Separate the role, okay, but separate the work?**
- **Q.A. reacts to the cacophony of what goes on before it.**
- **Dependent on the V model**
- **A thankless job.**

Getting Agreement on Requirements is Not Neat...



Gathering requirements???



**Here's a pretty
orange requirement.
I'll take it back to
the office.**

- **What is the problem?**

Getting Agreement on Requirements is Messy...



- **Everybody starts out wrong - model and prototype.**
- **“We’ve been thinking.”**

Estimating is Overwhelmed By Expectations

- skew
- precision
- cargo overboard



Everyone estimates

Software (In The General) Is Uninteresting...



Watch Out For Anti-Intellectualism



Making toast or



Hard work ?

- **The Chinese Menu**
- **675 definitions of “agile”**

**Never lose the satisfying
feeling of making something
valuable together
with your colleagues.**



Thanks.

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