

TRANSFORMING

The journey to a Product Driven Organization

Experience Report



Meet the Speaker



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Delivery Manager,
Global Transformation Office

Why Transform?

Cleaner air.
Safer cars.
Faster commutes.



URBANIZATION



GLOBAL MIDDLE CLASS
GROWTH



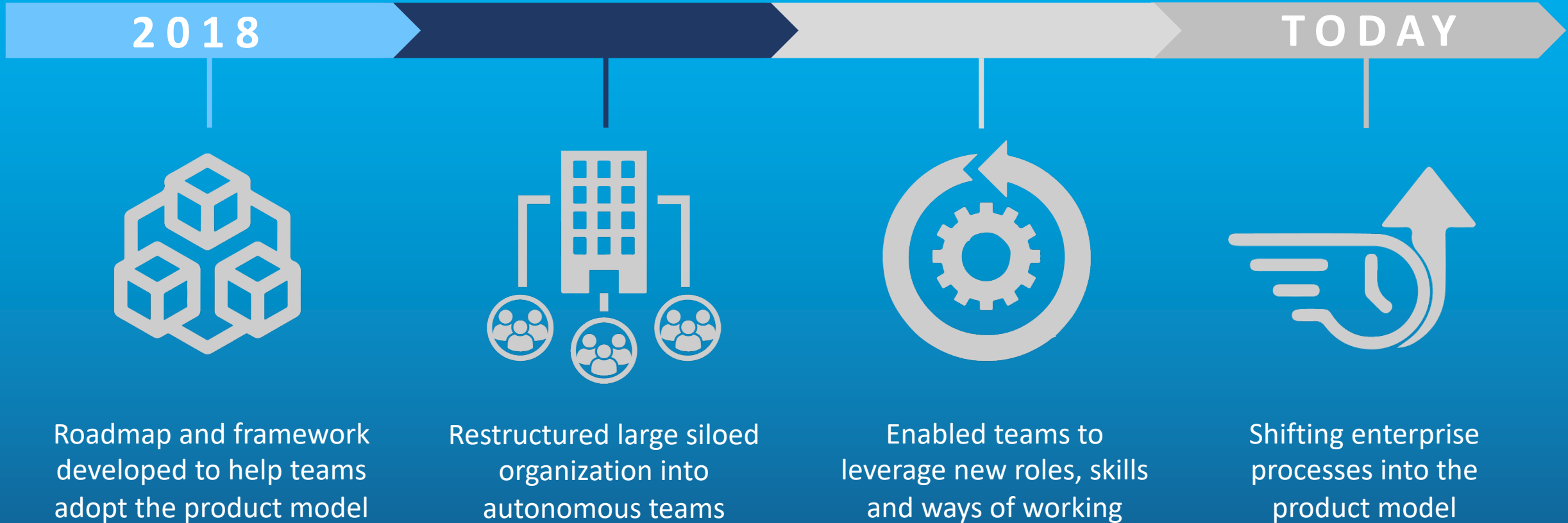
AIR QUALITY



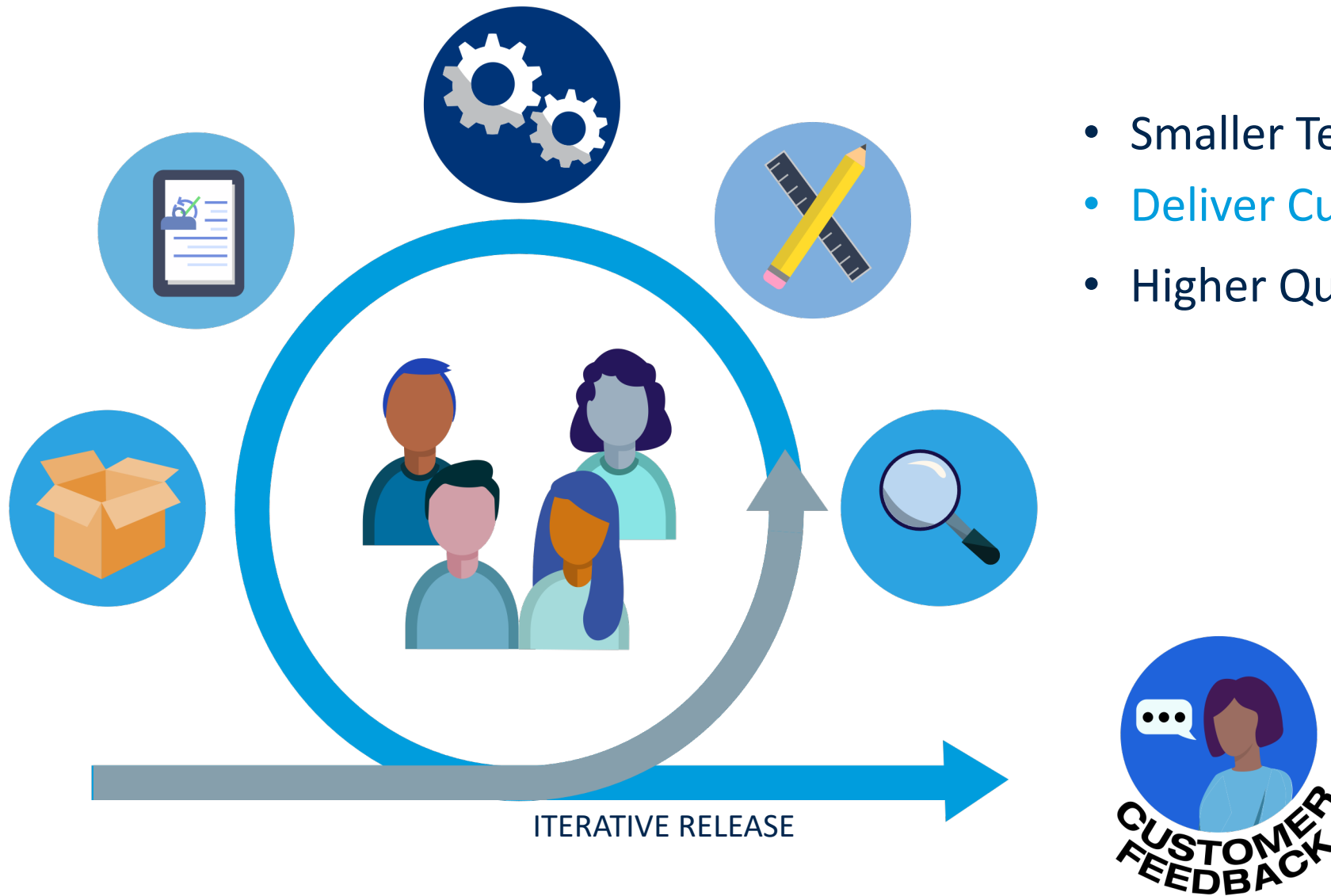
CHANGING CONSUMER
ATTITUDES

Our PDO Journey

TSP milestones to date



What is the Product Driven Organization (PDO)?



- Smaller Teams
- Deliver Customer Value Faster
- Higher Quality

Transformation Model Overview

Transformation Council

Transformation Council

Est. 2017

Twice Monthly, Wednesdays
@ 7-9 a.m. ET

Transformation Model Overview

Product and Service Team Structure

Who is our customer?

What problems are we solving
for them?

What dependencies do we
need to consider?

Transformation Model Overview

Map to Business
Capabilities



Transformation Model Overview

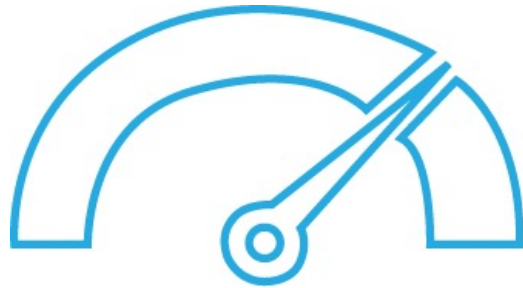
Teams Start Transformation



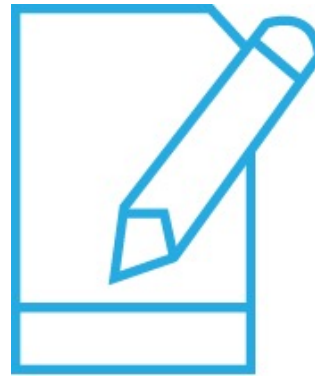
Transformation Office Services



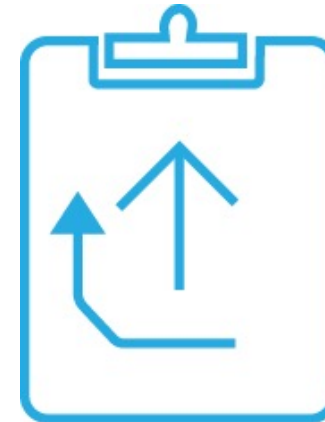
**Communications,
Org Change and
Learning**



**Playbook and
Basecamp
Assessments**



**Outcome-Based
Planning and
Metrics**

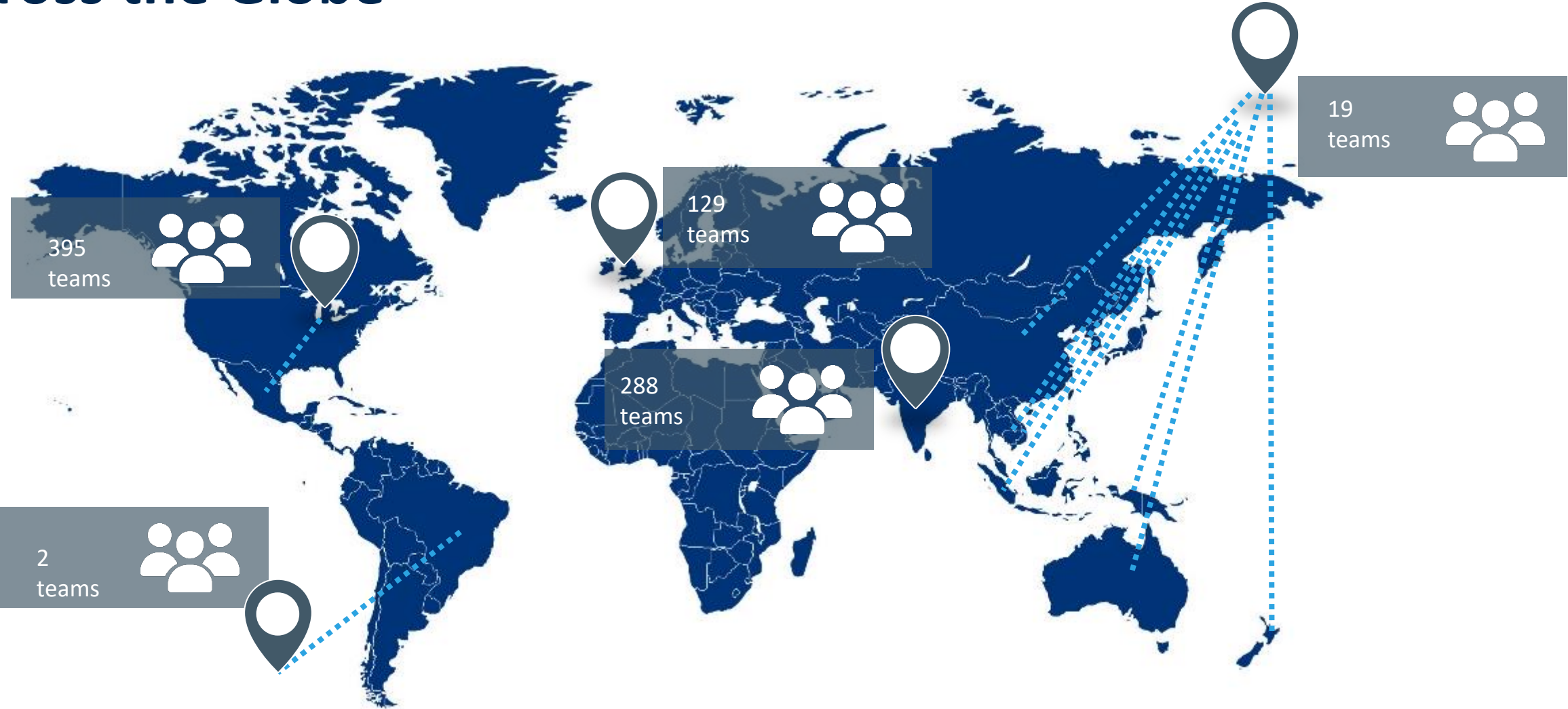


Coaching



**Software
Artisanship**

Transforming Teams Across the Globe



Basecamp Outcomes



BC 1
Getting Predictable

25%



BC 2
Reducing Batch Size

70%



BC 3
Breaking Dependencies

1%

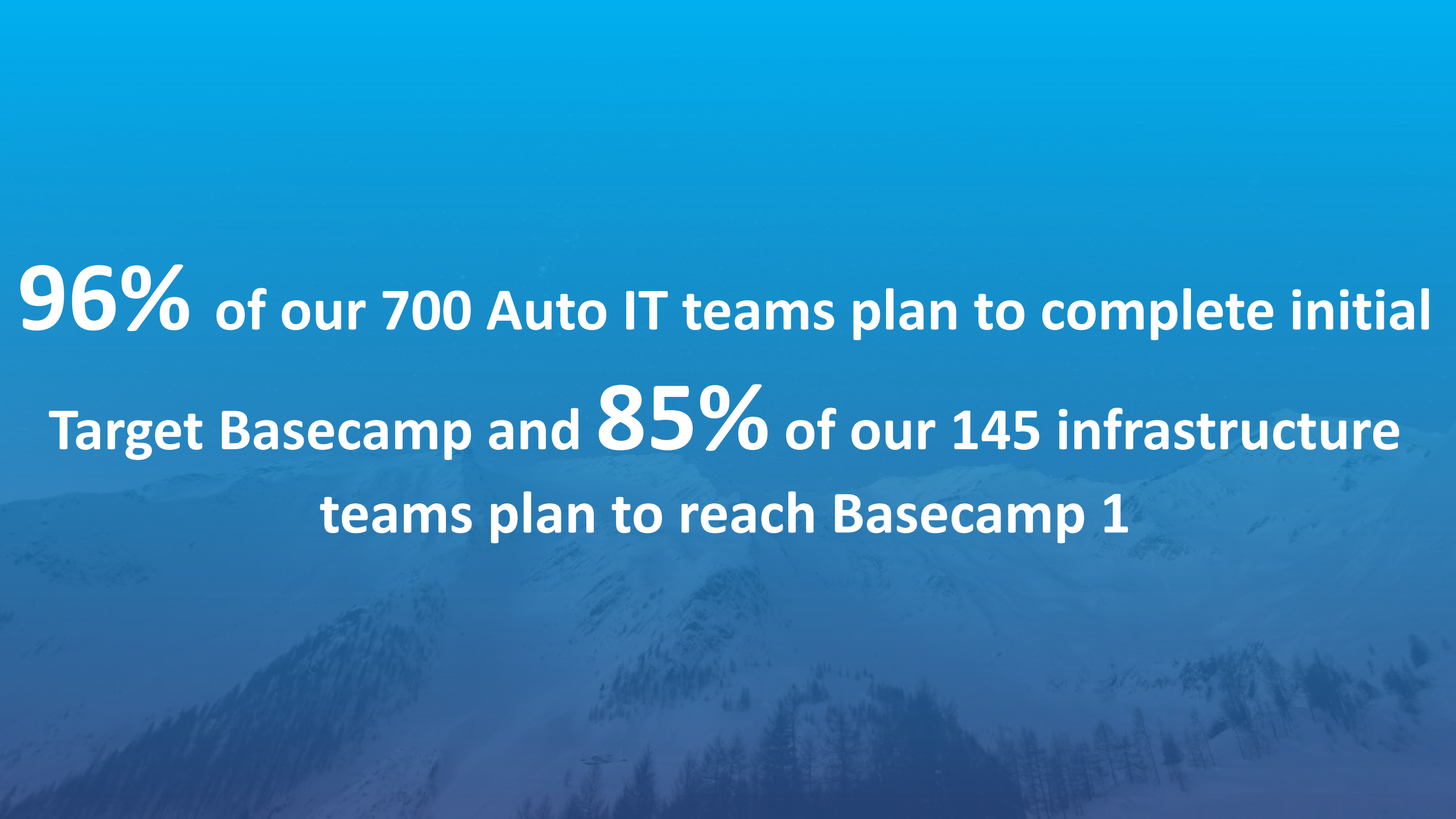


BC 4
Increasing
Autonomy



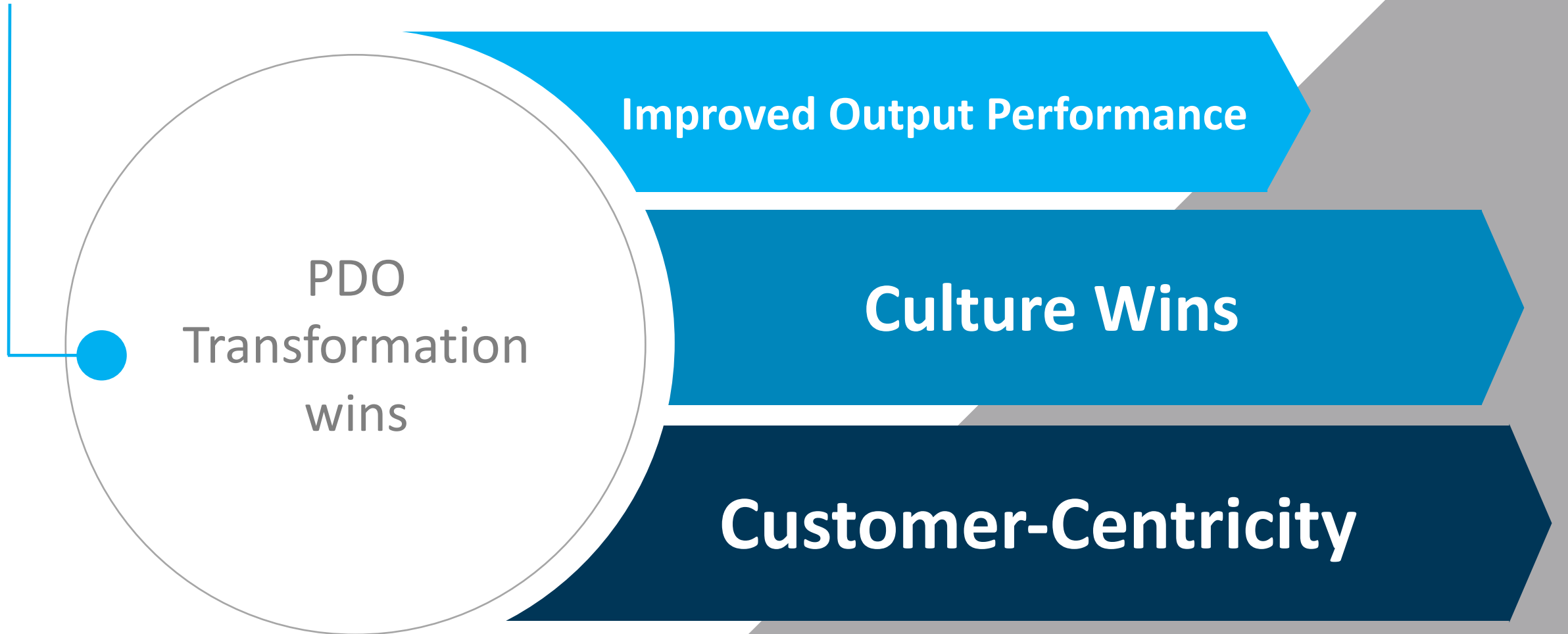
BC 5
Innovate

Ford Labs



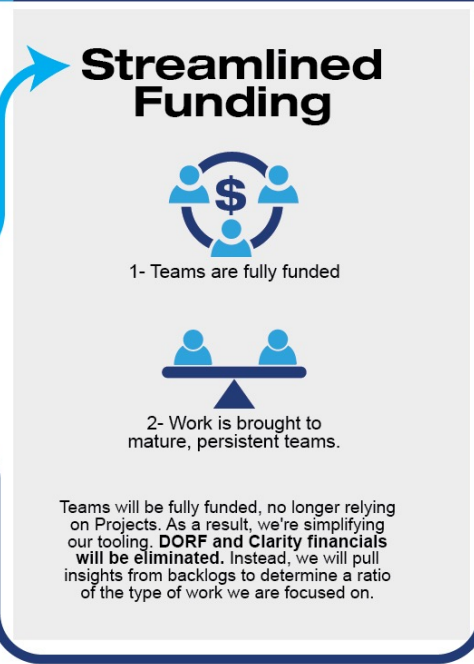
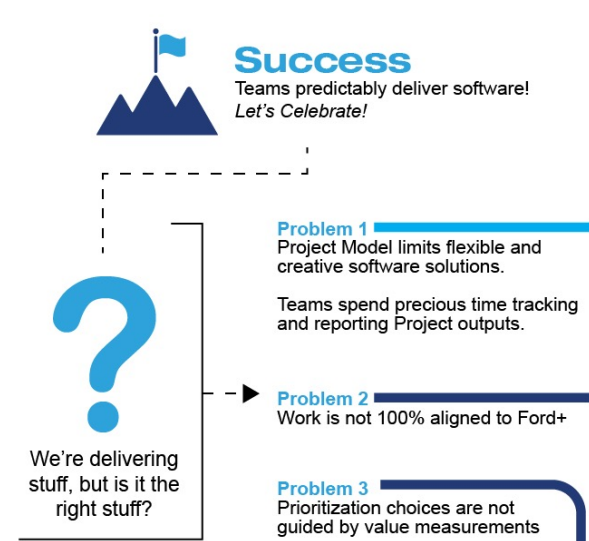
96% of our 700 Auto IT teams plan to complete initial
Target Basecamp and **85%** of our 145 infrastructure
teams plan to reach Basecamp 1

Transformation Success Highlights

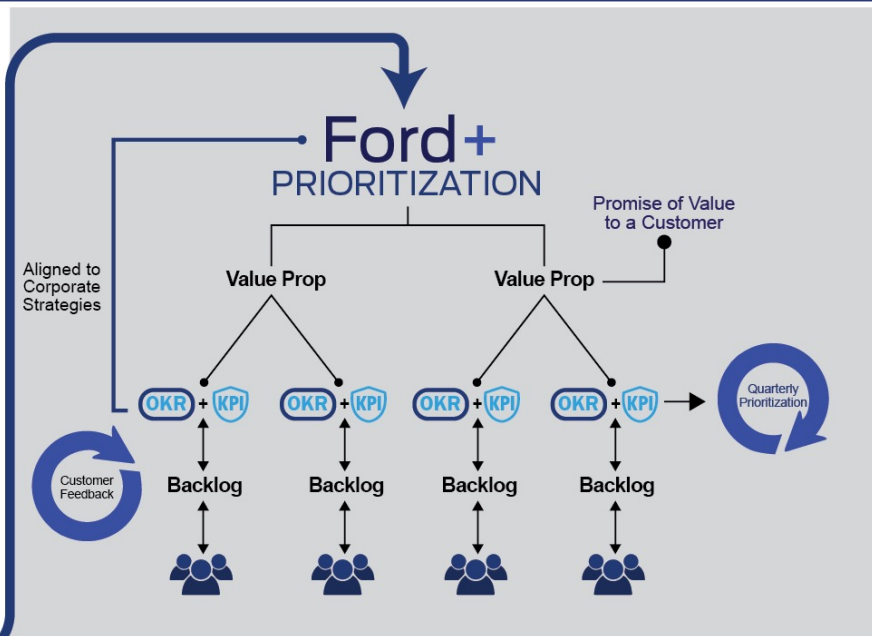


Removing enterprise Project model barriers that inhibit Teams' ability to deliver value at market speed.

PDO TRANSFORMATION

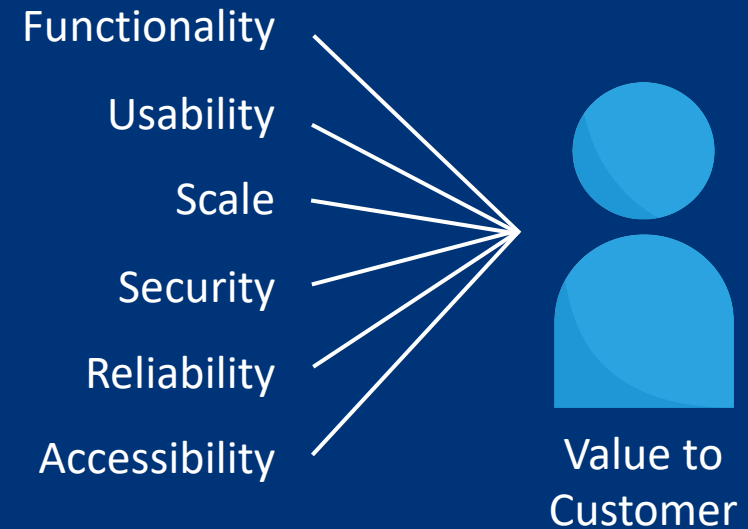
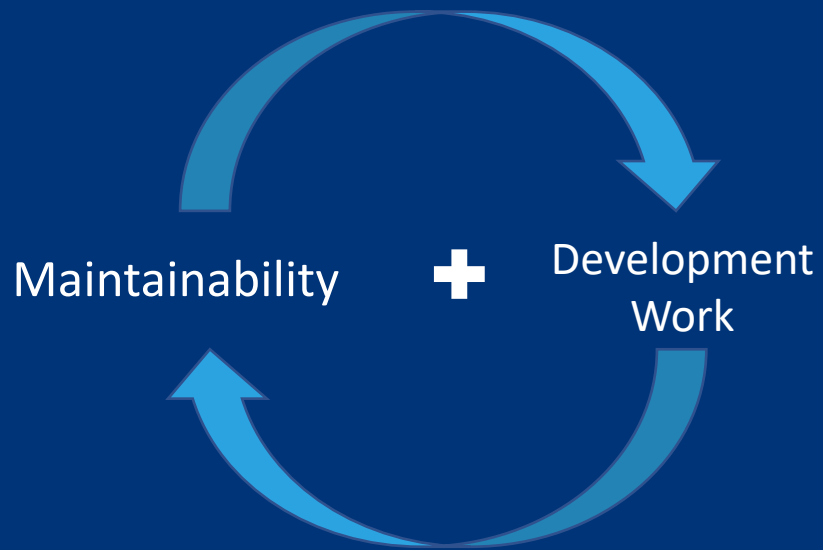


PDO NEXT How might we deliver the most value to our customers and business?



So, what happens *next*?

Software Engineering Excellence



EASY TO CHANGE

- Decouple Software at Product/Team Boundaries
- Elevate Software Engineering Competency
- Partner Wisely

ADAPTABILITY

- Establish a Learning Organization
- Attract, Retain and Reward Talent

THANK YOU!

