

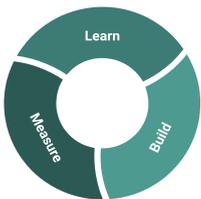
# Measure What Matters Playbook

Business decisions made without data are just guesses. The same goes for improving the performance of your software delivery teams.

The Mechanical Rock Measure What Matters Kickstart is a series of tailored workshops designed to help software teams and organisations to understand how to identify and apply data-driven improvements to their software delivery practices.

## The Leadership Challenge

In the modern digital economy, the commercial performance of your organisation is directly linked to your ability to develop, deploy and operate software. Reducing the time-to-market for new software requires a culture of cooperation between Development and Operations. DevOps brings together a set of disciplines, tools and practises to allow these two groups to work closely together. However, the constant challenge to manage the proliferation of development tools, legacy processes, and organisational silos makes it hard for leaders to have the end-to-end visibility that they require.



At Mechanical Rock we believe that it is essential to build the organisation-wide capability to make data-driven decisions based on experiential learning: put the right metrics in place and have the discipline to respond to what you learn.

## Software Delivery and Operational Performance

When it comes to measuring an organisation's ability to develop and operate software systems nothing beats the key metrics identified in the [2021 Accelerate State of DevOps Report](#) by DevOps Research and Assessment (DORA). The report clearly demonstrates the empirical links between high performing software teams and high performing organisations, and provides evidence-based guidance on the capabilities and practices that accelerate digital transformation. This research, together with our extensive delivery experience, forms the basis of the Measure What Matters Kickstart program and our wider DevOps practice.

Elite performers deploy code to production  
**973 times**  
more frequently than their low performing counterparts

Their lead time from commit to deploy is  
**6570 times**  
faster

They recover from incidents  
**6,570 times**  
faster

*Accelerate: State of DevOps 2021*





## Kickstart Plays

### Inquiry

We meet with a team leadership representative to identify the relevant stakeholders, then survey them to gather information about current practices and attitudes.

### Insights

We bring the delivery team together and begin by sharing the insights gained through the survey responses. Together we work to uncover the story behind the headlines, analysing the team's value chain.

### Assessment and Goal Setting

We then share our highly successful process for hypothesis driven development and work with the team to identify their specific key enablers and constraints. Together we identify a testable hypothesis that is linked to their business goals.

### Action Planning

Keeping things highly interactive, we shift the focus to action planning. Together we assess the measurement potential in support of their goals, and determine the plan for implementation and continual improvement.

### Iteration

We wrap things up with a report that documents the key insights gained and the detailed action plan for continual improvement.

Following the Kickstart your teams will be able to:

- Articulate the business value of investing in technical improvement practices, identifying which metrics are important and the science behind them
- Understand the importance of uncovering their own performance data
- Establish their current performance metrics maturity and identify their key gaps and opportunities
- Take immediate action to get the right metrics in place, and build better software, faster!

To book your Measure What Matter Kickstart today email the team at [contact@mechanicalrock.io](mailto:contact@mechanicalrock.io)

