

# How to Build the Wrong Thing Faster And Learn From It

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Can 'agile software development' be refactored to 'agile product development'? Some brave pioneers already doing this are re-learning that building good product is more opaque than simply getting work done. The land of product development is filled with holes, ambiguity and landmines of wrongness. Ideas that you are stone certain about often fizzle or change when you watch someone interact with your product. Being overly certain or focusing on 'just getting work done' to sustain velocity are mistakes that make matters worse.

Join me in an exploration of how to embrace wrongness, learn from it, and make it a vital part of our success. Our journey will explore the messy, sloppy and non-linear aspects of product development. Along the way, we'll investigate how software construction is important, but courageously failing and learning in product is even more essential. We'll look at how some teams are producing more real product value with less code. We will also peer into the world of program level development, where collections of teams produce better product by employing what might be called 'test driven product.'

Who knows, toward the end of the journey, we might even rally to refactor the agile manifesto to read 'Learning in Product over Simply Getting Things Done.'

**David Hussman** teaches and coaches product discovery through iterative delivery. He has spent the last 10 years coaching agility, Lean practices and producing products for companies of all sizes around the world. For each engagement, David's coaching is non-dogmatic, well-grounded, challenging and pragmatic. By focusing on really getting to know a project community, David seeds self-discovery and avoids falling into the expert trap of simply telling people what they "should do". David spends most of his time pairing around code and tests, creating product ideas and roadmaps, and helping leadership teams pragmatically introduce the type of agility that fosters innovation and creates a competitive edge. David owns and guides DevJam ([www.devjam.com](http://www.devjam.com)), a composition of mentors who

*blend technology, people, and processes to create better products in competitive cycles. Visit his website at **[www.devjam.com](http://www.devjam.com)***