

Christina



A close-up photograph of a person's hand, palm facing forward, holding a white business card. The hand is positioned in the lower-left corner of the frame. The business card features dark blue text on a light background.

Robert Misch
Agile Coach

gutefrage.net

Die Ratgeber-Community

A close-up photograph of a person's hand holding a white business card. The hand is positioned with the fingers supporting the back of the card and the thumb resting on its left edge. The background is plain white.

Sascha Rehbock
Agile Coach

gutefrage.net
Die Ratgeber-Community

A photograph of a large audience in a conference room. In the foreground, several laptops are open, and a projector is visible on a stand. The audience is seated in rows, facing towards the front of the room where a stage or presentation area would be. The room has large windows with blinds on the left side.

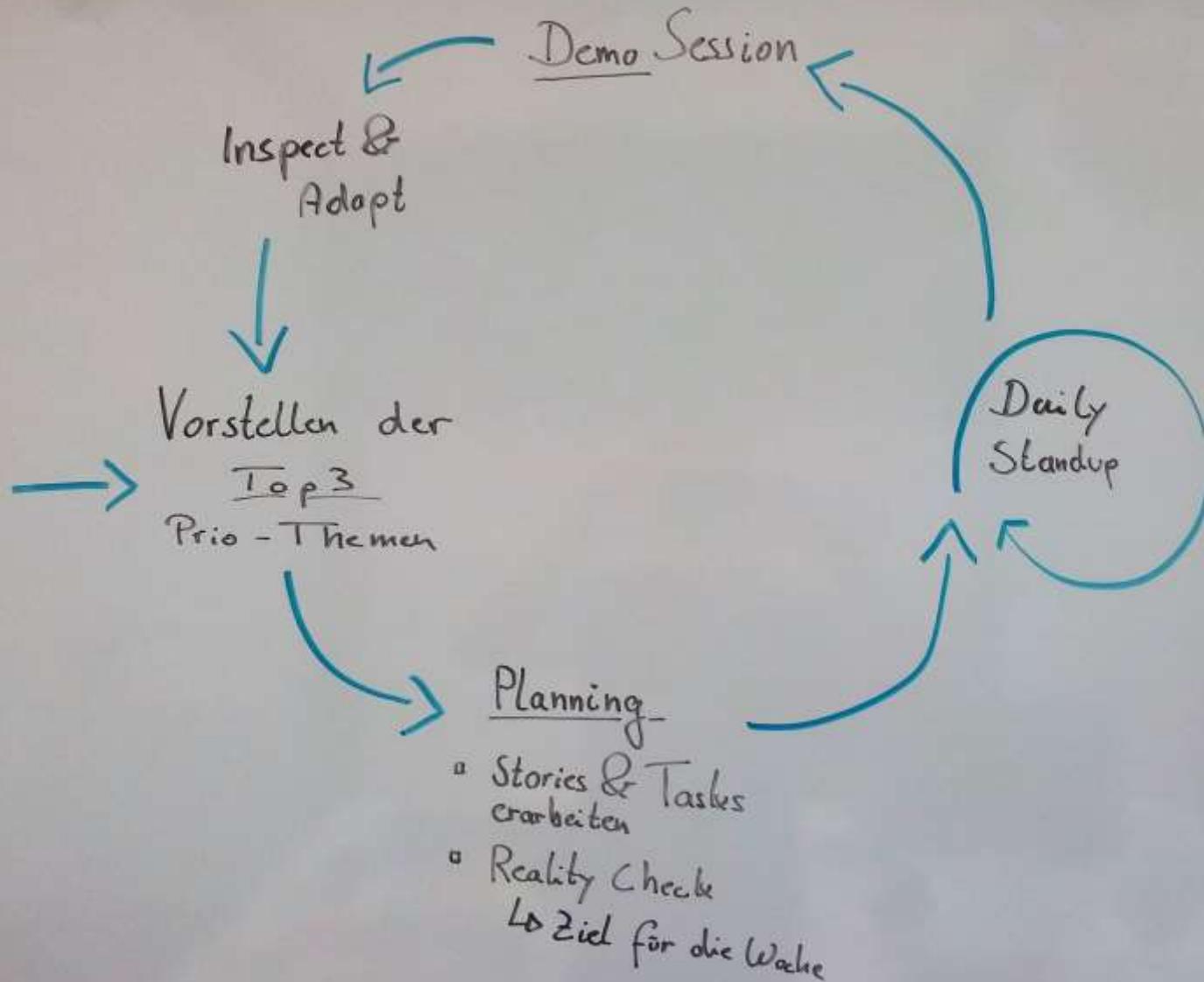
Aber wie?

Synchronisieren



A close-up portrait of a man with light brown hair and blue eyes, smiling broadly. He is wearing a white button-down shirt. The background is a soft-focus indoor setting.

Matthias



1 Woche im Marketing

* Wie geht eure Company-Wand?

Themen	Aufgaben	Aufgaben diese Woche	In Bearbeitung	Warten	Fertig
App-Kampagne	<p>App weiterentwickeln Projekt mit App-Team bearbeiten</p>				
323	<p>Marketing-Strategie für App erstellen Google Adwords optimieren</p>				
44-Gruppe	<p>Marketing-Strategie für App erstellen Google Adwords optimieren</p>	<p>Marketing-Strategie für App erstellen Google Adwords optimieren</p>	<p>Marketing-Strategie für App erstellen Google Adwords optimieren</p>	<p>Marketing-Strategie für App erstellen Google Adwords optimieren</p>	<p>Marketing-Strategie für App erstellen Google Adwords optimieren</p>
Besuchskunden (Anton)	<p>Geschenke - Sektion (Anton, Barbara, Stephan, Sophie, Ute, Jutta, Michael)</p>	<p>Anton, Barbara, Stephan, Sophie, Ute, Jutta, Michael</p>			





Wer will Retros?

2

17

9



Retro-Team

Team

House of Code

Bit Builder

Mac Droids

Content

CM

helpster
Redaktionhelpster
PMhelpster IT / PM /
Redaktion

Comprano

Dienstag

Di, 6.5.

6.5.

Zur

15⁰⁰

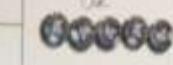
Rehearsal

RETRO
Board

Von



Schrift



Lie



Sachan



Sachan 2



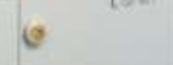
Sachan 3



Sachan 4



Lust



C



Kontakt



Creative



3 3 3

Team

Marketing

Sales

Leads

Finance

HR

OPS

Redesign

GF PM

D, 29.4

M-12

D, 29.4

D, 29.4

M-12

D, 29.4

M-12

D, 29.4

M-12

WERT
FESTIGKEIT
BLAUHEIT

S

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S

Sind wir am Ziel?





Externe Validität

Retrospektiv		Vorher-Selbst		Retrospektiv	
Retrospektiv	Vorher-Selbst	Retrospektiv	Vorher-Selbst	Retrospektiv	Vorher-Selbst
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	41	42
43	44	45	46	47	48
49	50	51	52	53	54
55	56	57	58	59	60
61	62	63	64	65	66
67	68	69	70	71	72
73	74	75	76	77	78
79	80	81	82	83	84
85	86	87	88	89	90
91	92	93	94	95	96
97	98	99	100	101	102







A red short-sleeved t-shirt is displayed against a white background. The word "COACH" is printed in large, bold, white capital letters across the chest area. A small, rectangular white tag is visible at the neckline.

COACH





Wk...

arbeitet(k) schwer
solche ein Team

"Brake davon absehn
Und keime die Theorie

„Habe davon gehört,
weil Sie nicht weiß,
es kommt auf nicht
so mich noch nie
so leicht.“

Strong	Medium	Weak
Very Thick		
• • •	• •	
•	•	•









BL	TO DO	I.P.	Review R = Dev	Acceptance R = PO	DONE
BUGS	Testing: Buttons don't work Testing: Buttons don't work Testing: Buttons don't work	UI Test		PTesting	Testing: Buttons don't work Testing: Buttons don't work
	UI Test	UI Test	Conditionality not clear	To Implement Change	UI Test
	UI Test	UI Test			
Feature: Switcher (F-30)	GT - 2 hrs	Start			
	Design: UI	Design: UI			
UX					
Christina		Top Idea Related Marketing	Design: UI	Top Idea Related Marketing	
PO Backlog	Story maps Action 2/28	Booking Plan + schedule			

Sara

Hieu

Maggie

Ellen

SOMA

LISA

TOPICS	TO DO	IN PROGRESS	WAITING	DONE
IM				
AdSense				
Kundenakquise				
Kundenbetreuung				
Reporting				
Sonstiger				

Context R

Sowmya

Data

Applift Games

UNSERE APPS

iOS Android

Onboarding

User

Streams

Fragen

Antworten

Suche

Splashscreen

Startscreen

Login

Startscreen

Login

Menu

Übersicht
Über uns

Startscreen

Übersicht
Über uns

Startscreen

Übersicht
Über uns

Startscreen

Übersicht
Über uns

Startscreen

Übersicht
Über uns

Übersicht

Registrieren

Logout

Übersicht

Registrieren

Übersicht
Über uns

1. BETA

Solar screen

Login

Google

Facebook (Omniture)

View







Was?

Wie?

Kontrollverlust?

Sinnfrage

HONOR



My personal values are reflected in the group and this boosts my loyalty

GOAL



My purpose in life is reflected in the work that I do

ACCEPTANCE



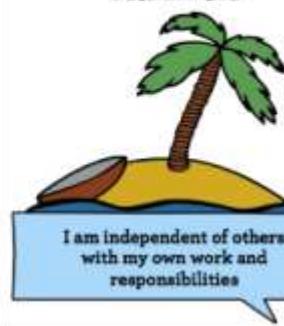
The people around me approve of what I do and who I am

CURIOSITY



I have plenty of things to investigate and to think about

FREEDOM



I am independent of others with my own work and responsibilities

STATUS



My position is good, and recognized by the people who work with me

RELATEDNESS



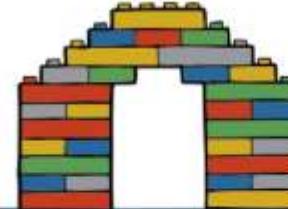
I have good social contacts with the people in and around my work

POWER



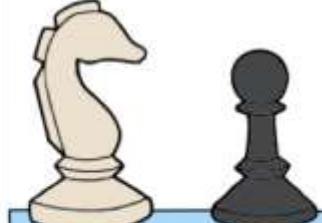
There's enough room for me to influence what happens around me

ORDER

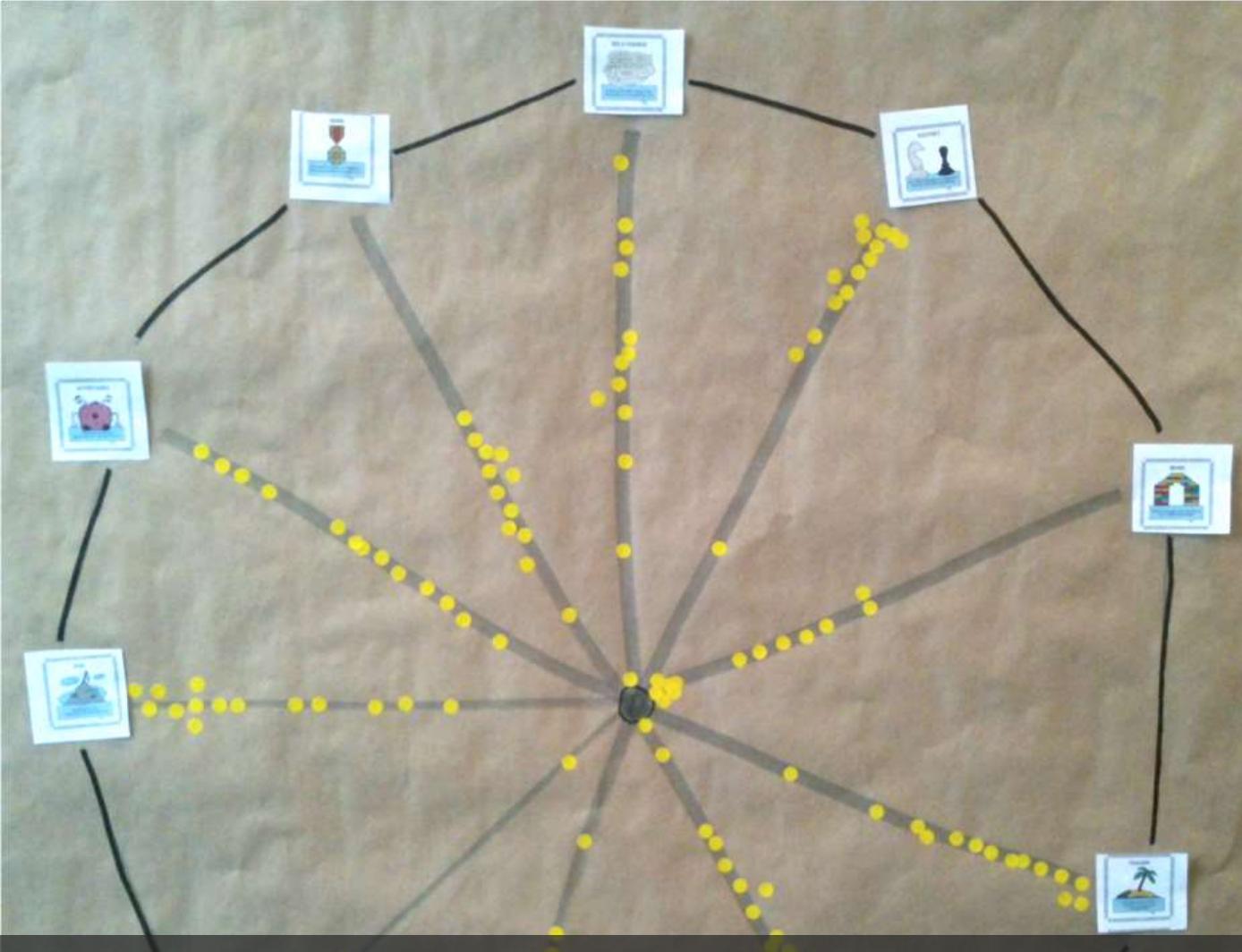


There are enough rules and policies for a stable environment

MASTERY



My work challenges my competence but it is still within my abilities



Team Motivation Radar

<http://www.happymelly.com/working-for-the-boss-or-working-together/>

7



Kudo Cards

<http://www.happymelly.com/how-gutefrage-net-used-kudo-cards-and-changed-their-culture/>



Happiness Wall

Früher ...





D



Man standing near a whiteboard, holding a small object.

Man sitting in a chair, leaning back with hands behind his head.





HACKATHON

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A photograph of a tall, white lighthouse standing on a grassy hill against a dark night sky. The lighthouse is illuminated from within, casting a bright, warm glow and sending light rays outwards across the darkness. A small building is visible at the base of the lighthouse.

„Wenn das sogar in der
Rechtsabteilung funktioniert ...“

Key Learnings

Trainings





Zeit geben

klein anfangen





Interdisziplinäre Teams



Taskboards

Führungs- PRINZIPIEN



HELPSTER

gutefrage
gruppe
gutefrage.net



Führungsprinzipien

Christina

