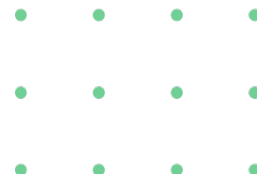




Jira is great for product managers, not developers

Atlassian Community Berlin Brandenburg
Monday, November 30th 2020



Dan Lines

**Co-Founder/COO
LinearB**

Live in So Cal

Just had a baby girl

Host “Dev Interrupted” pod

Obsessed with dev team culture

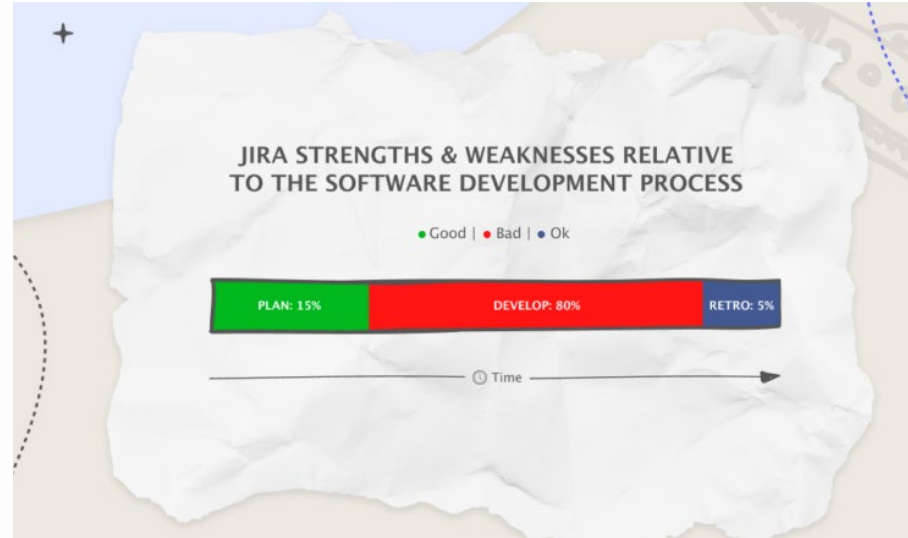
Today's Agenda

- The 3 PM tool challenges dev teams face
 - And the underlying real-world issues behind each
- My 3 proposed solutions
- Questions & probably answers

Challenge #1

Project management tools are plan-first, not develop-first

- PM Tools are optimized for the planning process
- 80% of the software development process is spent in the develop phase
- So why are dev teams required to use tools that are not optimized for them?



The real issue

Business leaders understand product strategy, not product development



Challenge #2

Project management tools perpetuate synchronous communication, not asynchronous

- PM tools are rarely up to date
- They are missing context
- Even when they are up to date, I still get interrupted with “urgent” requests

Execs and PMs want to know:

→ When is the bug going to be fixed?

→ When is the new feature being delivered?

→ What risks could stop us from hitting our date?



The real issue

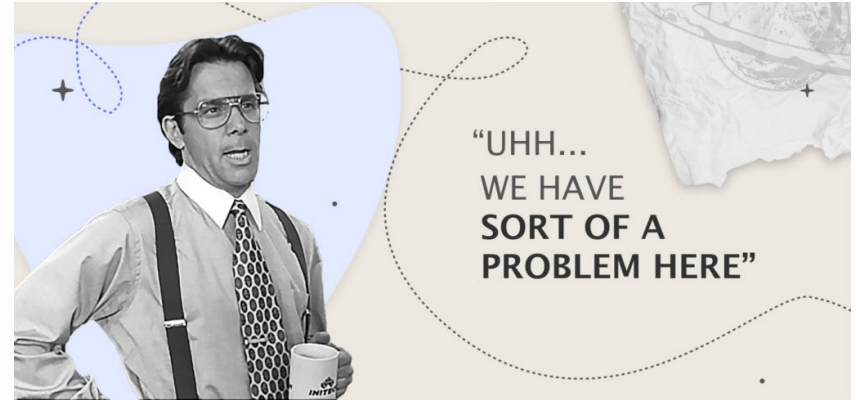
Businesses run on a “manager’s schedule” not a “maker’s schedule”



Challenge #3

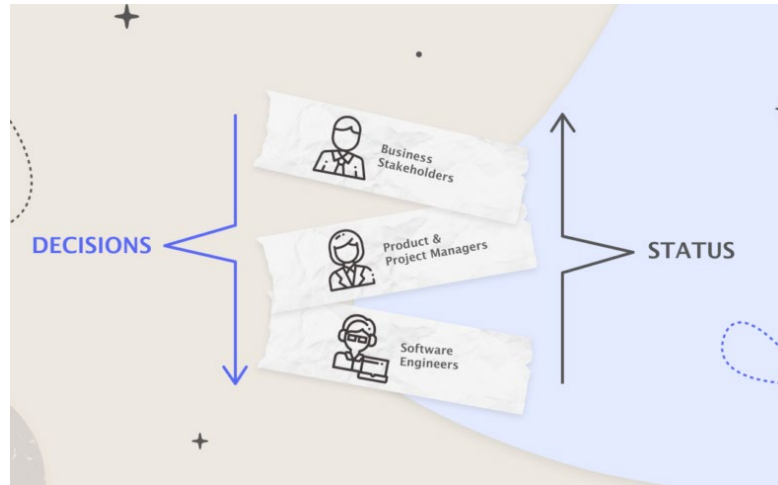
Project tools create separation between engineers and PMs

- The Engineer + PM relationship is already hard to get right
- The PM doesn't want to feel like a babysitter
- Still, a lot of time is spent on status updates



The real issue

Engineering is disconnected from the business



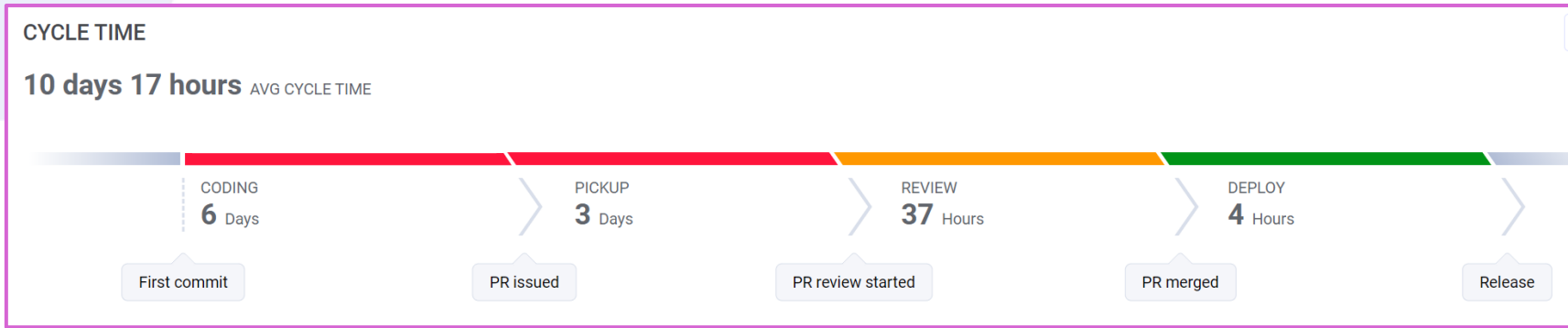
3 Project Management Solutions



1. Teach business leaders the software development process



Teach execs using metrics



Reasons I like **Cycle Time**:

It visualizes the high level development process

It reinforces key engineering vocabulary

It's easy to understand

3 Project Management Solutions




2. Embrace the “maker’s schedule”



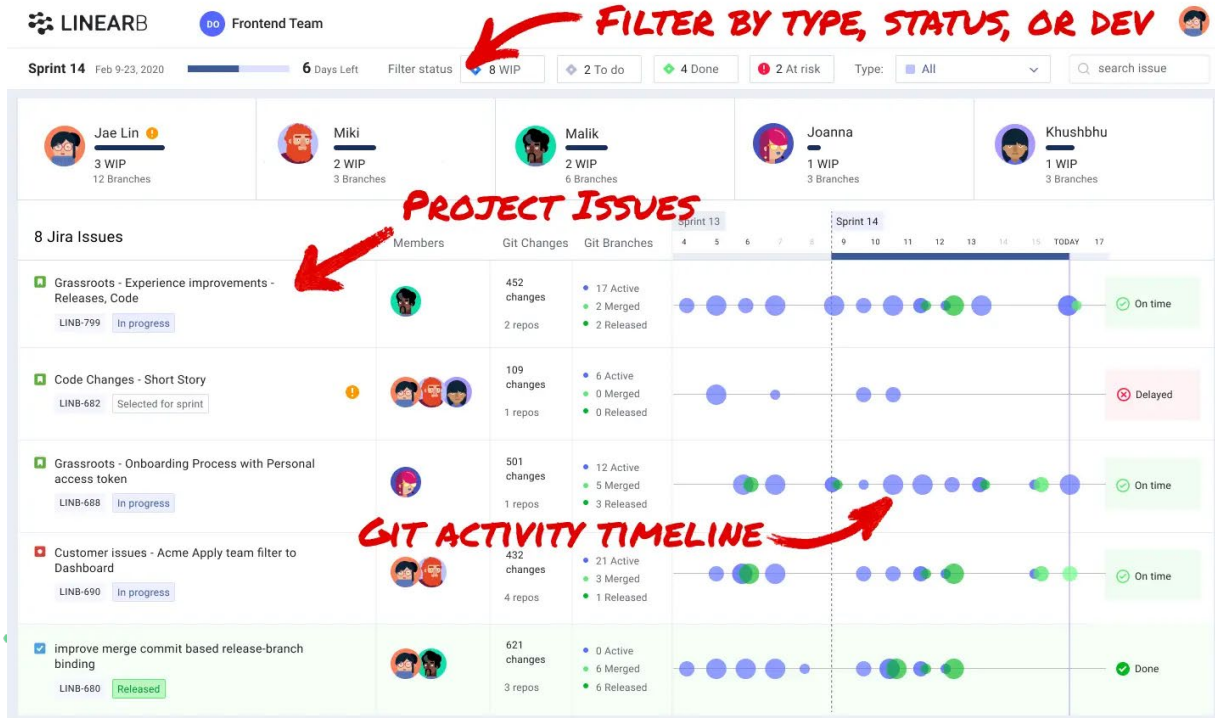
3 Project Management Solutions



3. Use project management tools for planning,
not managing dev team activities



Managing Projects with LinearB Pulse



I ❤️ Dev Leaders

Let's connect!



linearb.io/dev-interrupted-community



linearb.io/dev-interrupted-podcast

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Synopsis



Challenges

Project management tools are plan-first, not develop-first

Project management tools perpetuate synchronous communication, not asynchronous

Project tools create separation between engineers and PMs

Real-World Issues

Business leaders understand product strategy, not product development

Businesses run on a “manager’s schedule” not a “maker’s schedule”

Engineering is disconnected from the business

Solutions

1. Teach business leaders the software development process
 2. Embrace the “maker’s schedule”
 3. Use project management tools for planning, not managing dev team activities
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