

**IS YOUR CLIENT'S CODE  
BLOCKING THEIR BUSINESS?**



**DEEP ROOTS**

# Does their code impede:



## ...revenue?

- Sales blocked by bugs
- Customers delay upgrades
- Can't release on time



## ...product?

- Releases are a nightmare
- Productivity feels slow
- Fragile code

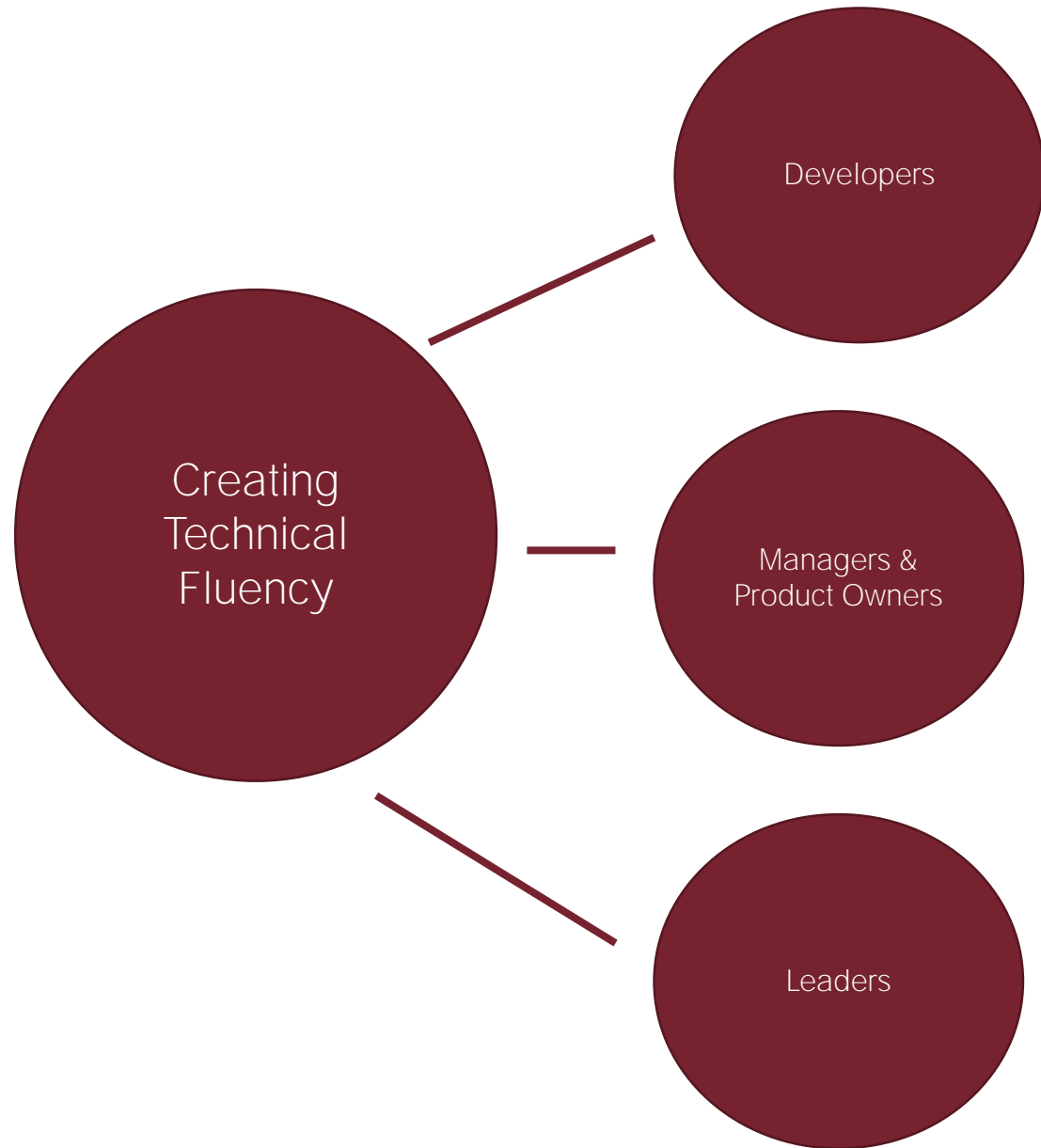


## ...more than they know?

- Even critical issues take a long time to resolve
- Teams refuse accountability or estimating
- Dev Ops and CD are hard to adopt



# Problematic code is fixable.



## **Code by Refactoring™**

Progressively add practices that reduce the number of bugs written and prevent future bugs without paying more now.

## **Safeguarding™**

Amplify your existing bug-fixing habits with practices that identify and eliminate the hazards that led to those bugs in the first place.

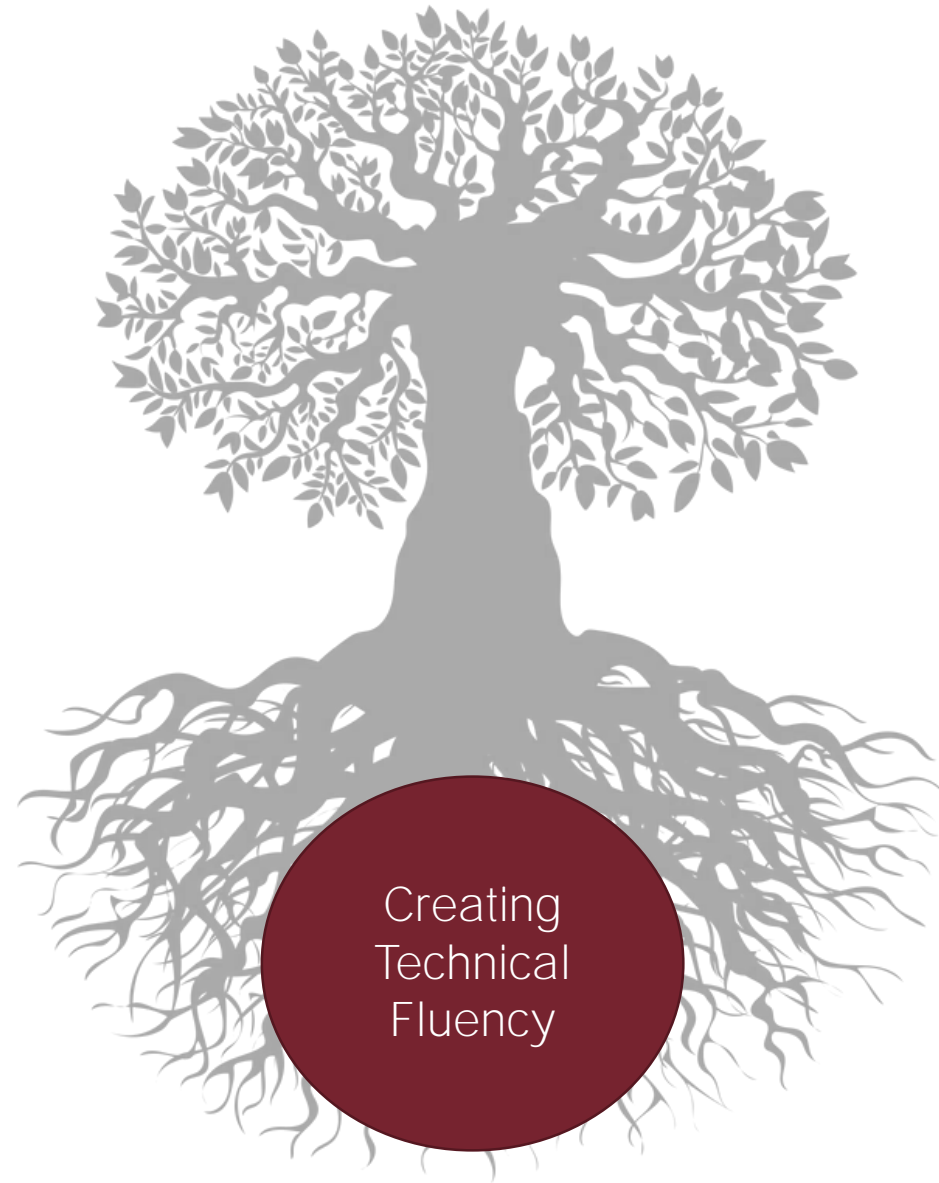
## **Growing Responsible Ownership™**

Create an organization that owns their technical debt and solves more problems than the leaders can simultaneously track.



**DEEP ROOTS**

# But it's not the whole business.



**DEEP ROOTS**

# The Whole Modern Organization



**DEEP ROOTS**

David Marquet



Modern  
Organizational  
Frameworks



DEEP ROOTS

# The Technical Coach

Continuous Learning Culture  
Removing Obstacles to Get Roots Growing

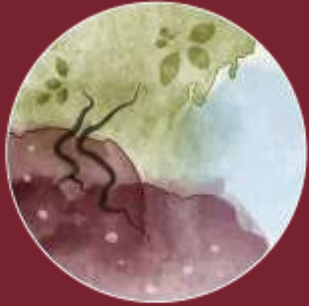
TDD  
Refactoring  
Telemetry  
Emergent Design  
DevOps



**DEEP ROOTS**

# Growing Responsible Ownership

Helping leaders align in multiple directions.



**DEEP ROOTS**

## Safeguarding

Identify hazards that cause code blockers.

## Code by Refactoring

Change the economics of how you code.

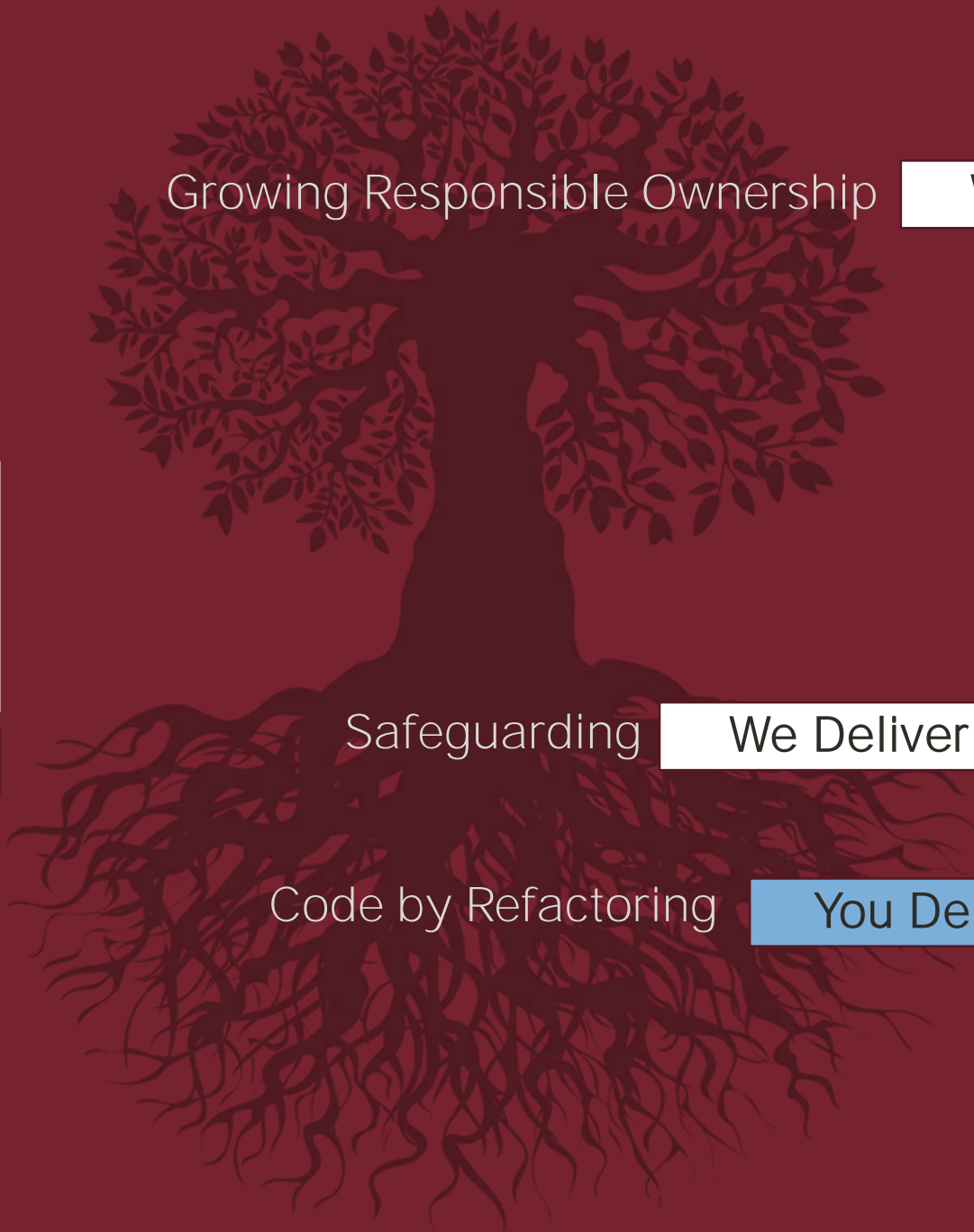


**DEEP ROOTS**



# How We See Us Partnering

Technical Coach



Growing Responsible Ownership

We Deliver

Safeguarding

We Deliver

Code by Refactoring

You Deliver



**DEEP ROOTS**

# What is Growing Responsible Ownership?

## **Growing Responsible Ownership™**

Create an organization that owns their technical debt and solves more problems than the leaders can simultaneously track.

### Shifts to Expect:

- ✓ Leader consistently holds the Mentoring Ownership Stance
- ✓ Start holding the Growing Ownership Meeting
- ✓ Start using the Ownership Correction Signs
- ✓ Team demonstrates validated learning

### Results to Expect:

- ✓ Teams take greater ownership over technical problems
- ✓ Leaders support teams solving their problems
- ✓ Teams flexibly align around their most significant technical blockers



# What is Safeguarding?

## **Safeguarding™**

Amplify your existing bug-fixing habits with practices that identify and eliminate the Hazards that led to those bugs in the first place.

### Shifts to Expect:

- ✓ Team distinguishes symptoms from Hazards and learns to address both
- ✓ Address Hazards incrementally and in time boxes
- ✓ Hold effective Safeguard Planning Meetings
- ✓ Team demonstrates changes in risk due to its activities

### Results to Expect:

- ✓ Optimize prevention ROI without extensive data analysis
- ✓ Fund problem prevention in proportion to the degree of problems caused
- ✓ Code becomes safer and easier to work in over time



# What is Code by Refactoring?

## **Code by Refactoring™**

Progressively add practices that reduce the number of bugs written and prevent future bugs without paying more now.

### Shifts to Expect:

- ✓ Use the Insight Loop while coding
- ✓ Use Read by Refactoring on any code you don't know
- ✓ Upgrade refactoring to Disciplined Refactoring
- ✓ Use Test by Refactoring on any code that is difficult to unit test

### Results to Expect:

- ✓ Write FAR fewer bugs
- ✓ Take advantage of time slices as short as 2 min to code
- ✓ Reduce cost to deliver today's stories
- ✓ Each story reduces cost for future stories
- ✓ Smoothly migrate off legacy systems without surprises



# What we give you to deliver Code by Refactoring

- ❑ Choose the Refactoring Module
  - ❑ Read by Refactoring
  - ❑ Test by Refactoring
  - ❑ Architect by Refactoring
- ❑ Perform the *Living It* level assessment
  - ❑ **Trying It:** Practice 2<sup>nd</sup> level skills for each habit
  - ❑ **Doing It:** Practice 2<sup>nd</sup> / 3<sup>rd</sup> level for each mind shift
  - ❑ **Living It:** Practice 3<sup>rd</sup> level for all in new situation
- ❑ 1-day virtual Train the Trainer workshop
- ❑ A structured set of habits to deliver to clients
- ❑ Pair-facilitation for your first hosted workshop
- ❑ Mentoring de-briefs of your first 2 recorded solo deliveries
- ❑ Community channel with other coaches



# What you get as partner...

## ...when we are delivering at your client.

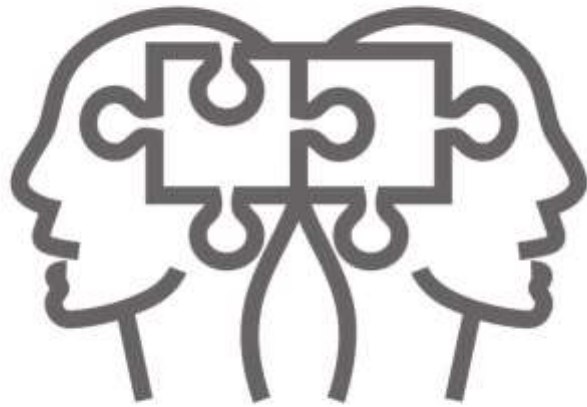
- We coordinate with you for your client's needs
- We deliver agreed key components
- We can deliver under your brand or ours
- We provide referral fee for partnering with us if we deliver under our brand

# What makes us different?

We don't train. We change behaviors.

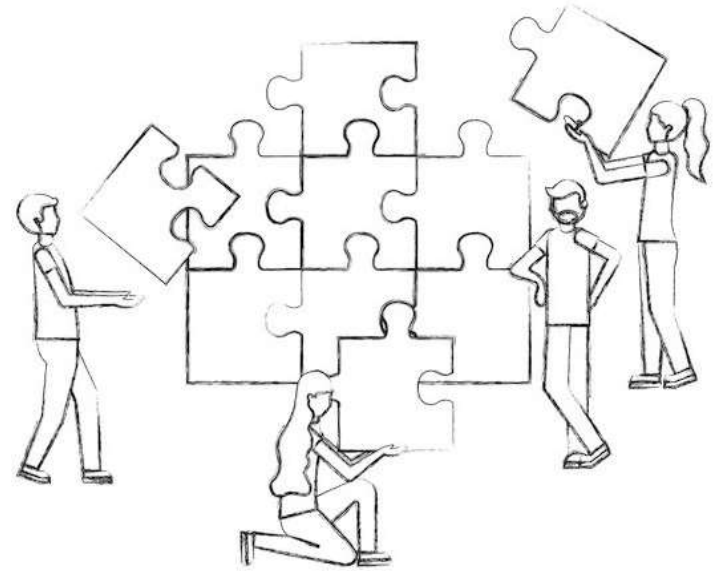
## On the Job

We provide habit shifts integrated in the work every day.



## Scale Across Teams

We provide structure that unlocks your in-house expertise.



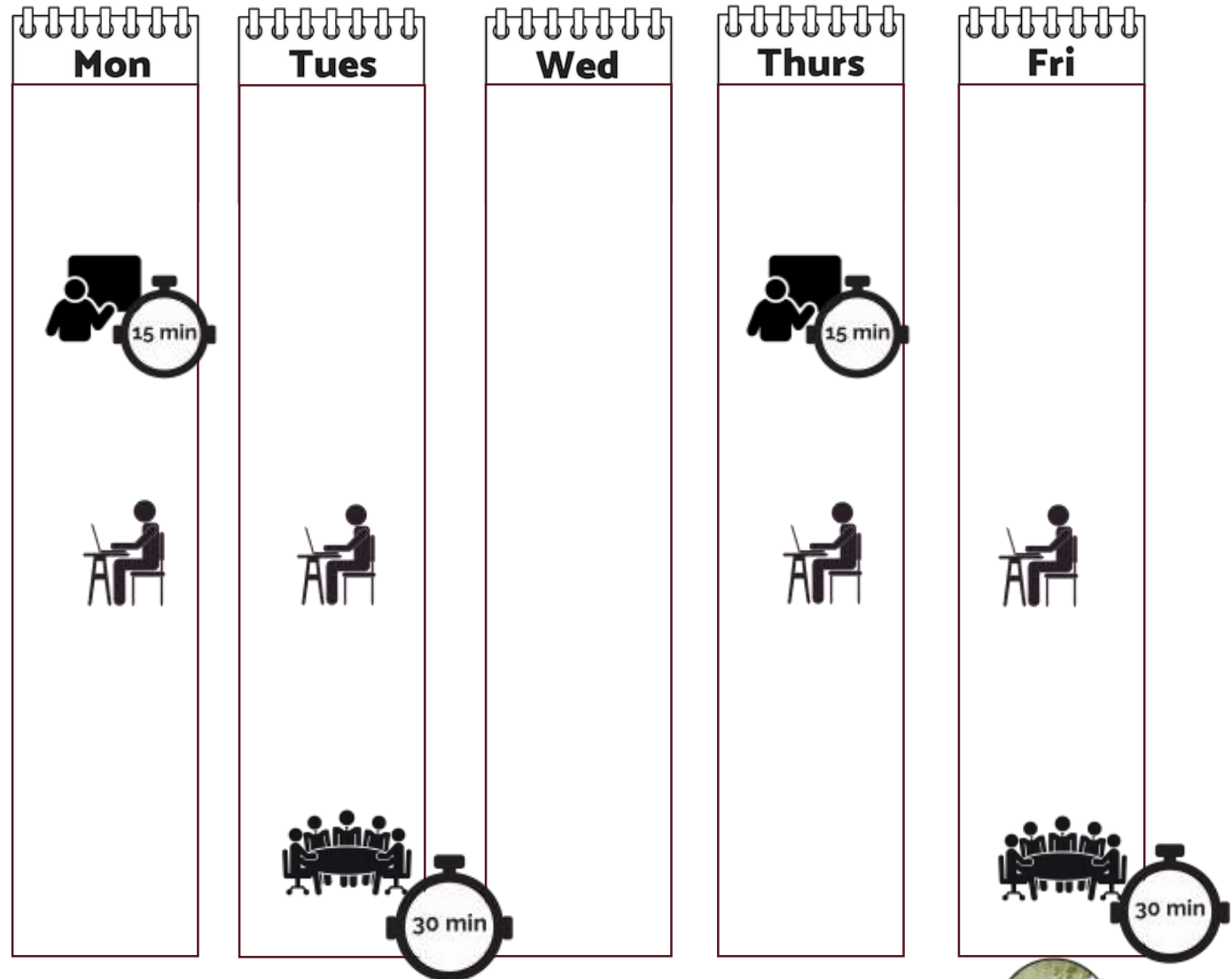
**DEEP ROOTS**

# A Week in the Team's Life

Experience demo with Deep Roots  
to identify what to shift

Integrate daily practice on the job  
to apply and make change real

Share stories with Deep Roots  
to make it sustainable





# Ready to work with Deep Roots?



Contact us! [sales@digdeeproots.com](mailto:sales@digdeeproots.com)



**DEEP ROOTS**