

**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

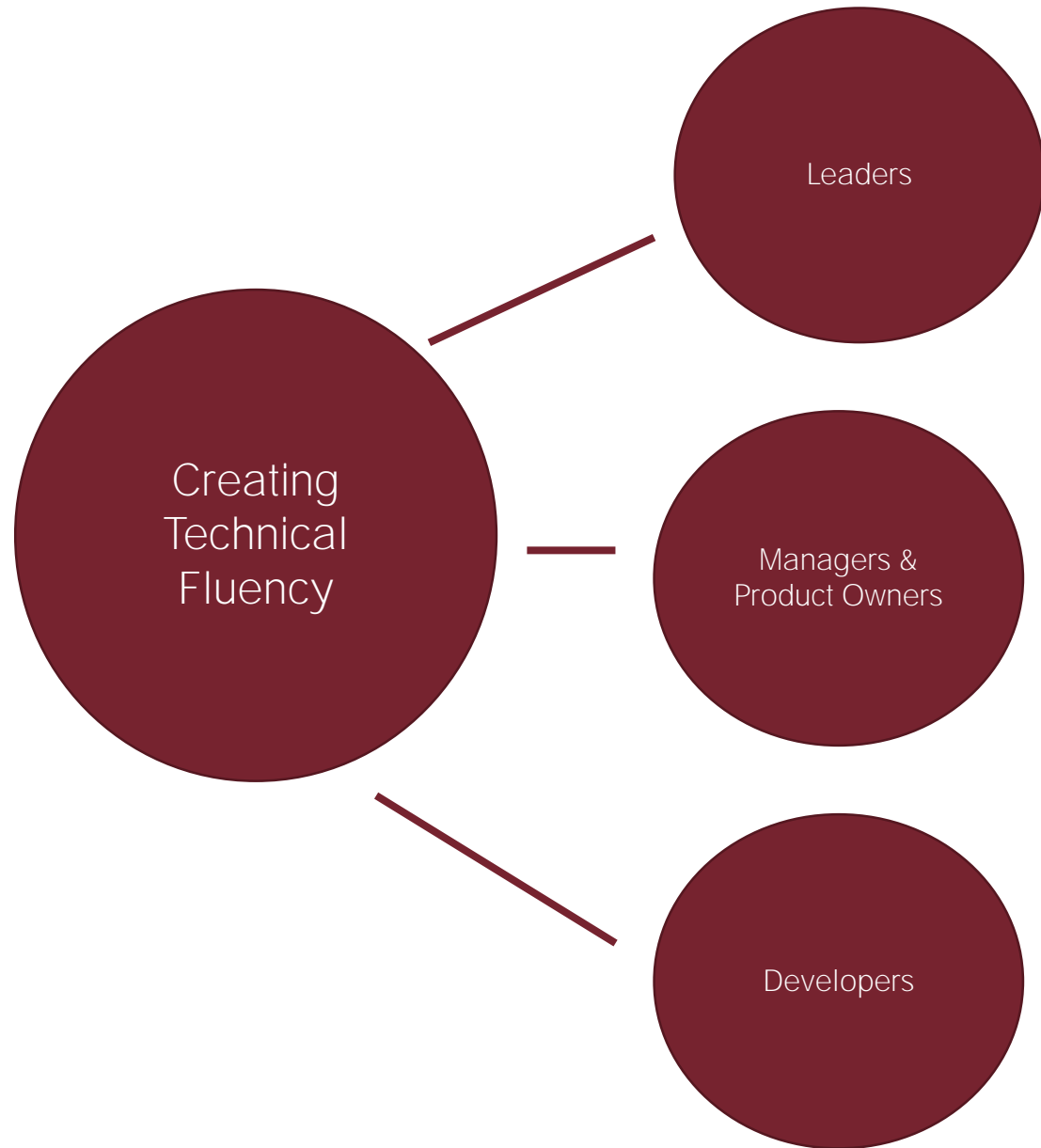


...more than they know?

- 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.



Growing Responsible Ownership™

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

Safeguarding™

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

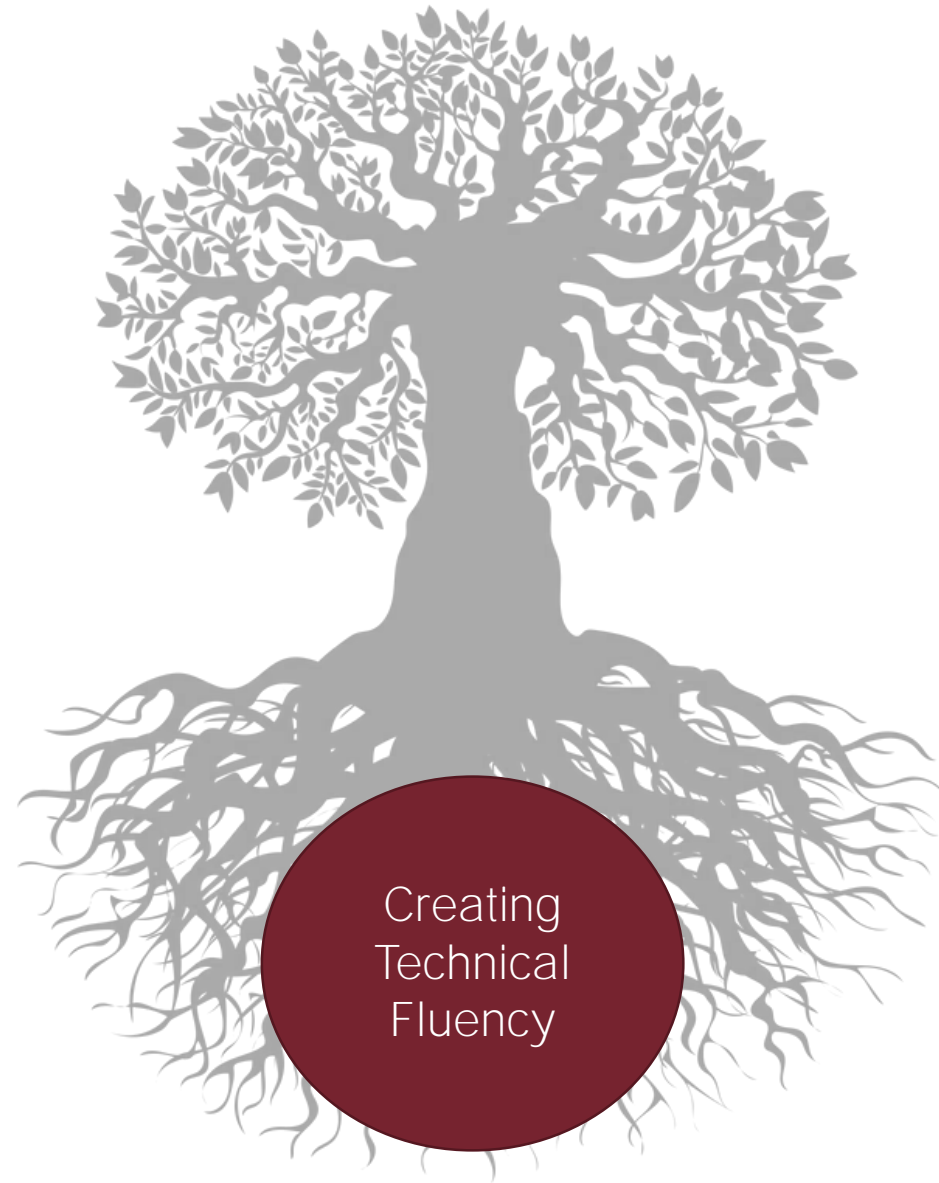
Code by Refactoring™

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



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But it's not the whole business.



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The Whole Modern Organization



DEEP ROOTS

David Marquet



Modern
Organizational
Frameworks



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The Transformation Coach

Leadership Coaching

Strategic Planning
Process Structuring
Team Practices

Encourage Technical Practices



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Growing Responsible Ownership

Helping leaders align in multiple directions.



Safeguarding

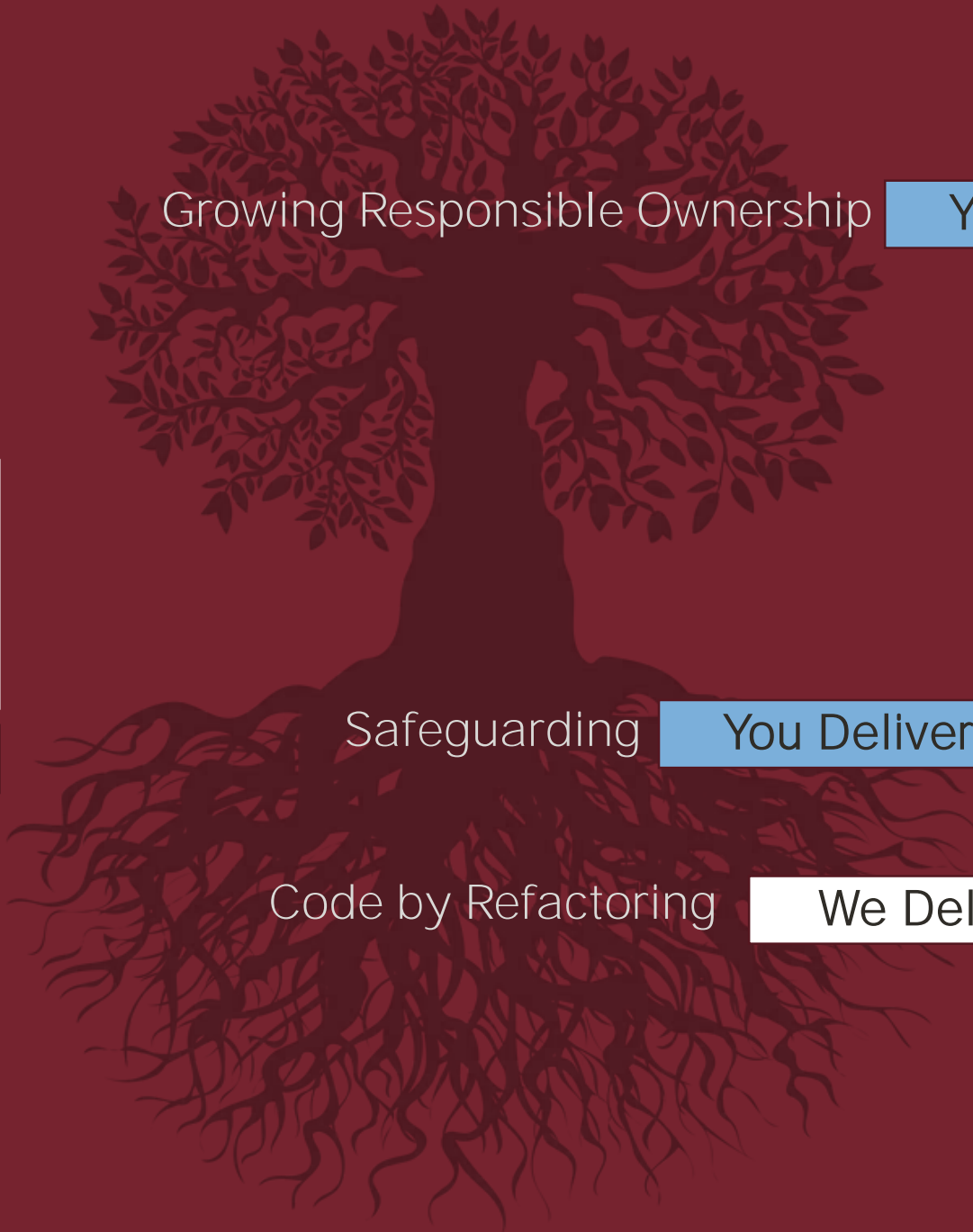
Identify hazards that cause code blockers.

Code by Refactoring

Change the economics of how you code.



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Growing Responsible Ownership

You Deliver

How We See Us Partnering

Transformation Coach

Safeguarding

You Deliver

Code by Refactoring

We Deliver



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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 Growing Responsible Ownership

- ❑ 2-day in-person workshop
 - ❑ 1-day process & team training
 - ❑ 1-day executive training
- ❑ Mentoring de-briefs of your first 5 executive deliveries
- ❑ A structured set of habits to deliver to clients
- ❑ Playing card deck of specific techniques to restore ownership

What we give you to deliver Safeguarding

- ❑ 2-day in-person workshop
 - ❑ 1-day process & team training
 - ❑ 1-day optional leadership training

- ❑ A structured set of habits to deliver to clients

What you get as partner...

...when we are delivering at your client.

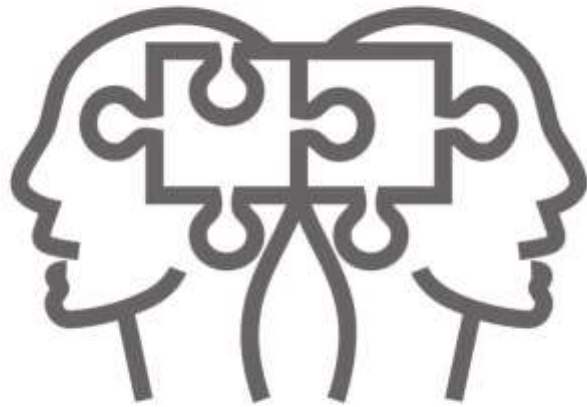
- We coordinate with you for your client's needs
- We deliver agreed key components
- We can deliver under your brand or ours
- We provide referral fee for partnering with us if we deliver under our brand

What makes us different?

We don't train. We change behaviors.

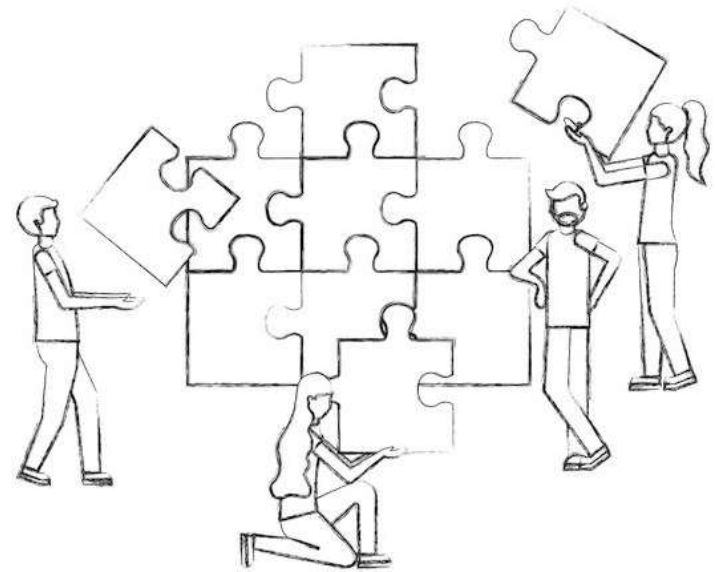
On the Job

We provide habit shifts integrated in the work every day.



Scale Across Teams

We provide structure that unlocks your in-house expertise.



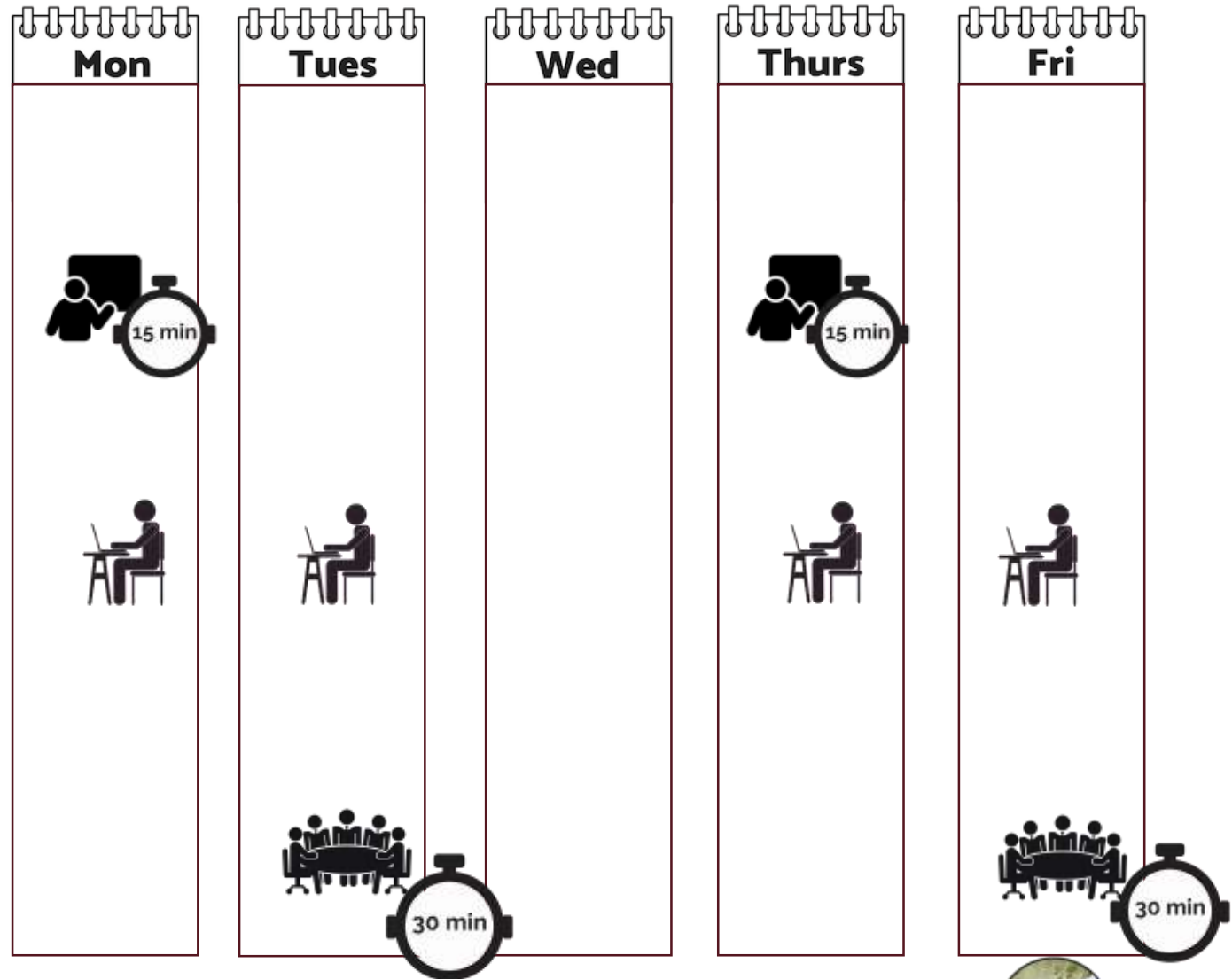
DEEP ROOTS

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



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