



# Product development vs Outsourcing Is there real difference in mindset?

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# What is your problem?

We have:

- Proper technologies and tools
- Proper team
- Proper processes

But

Main stakeholder isn't happy.. at all...completely...he is frustrated

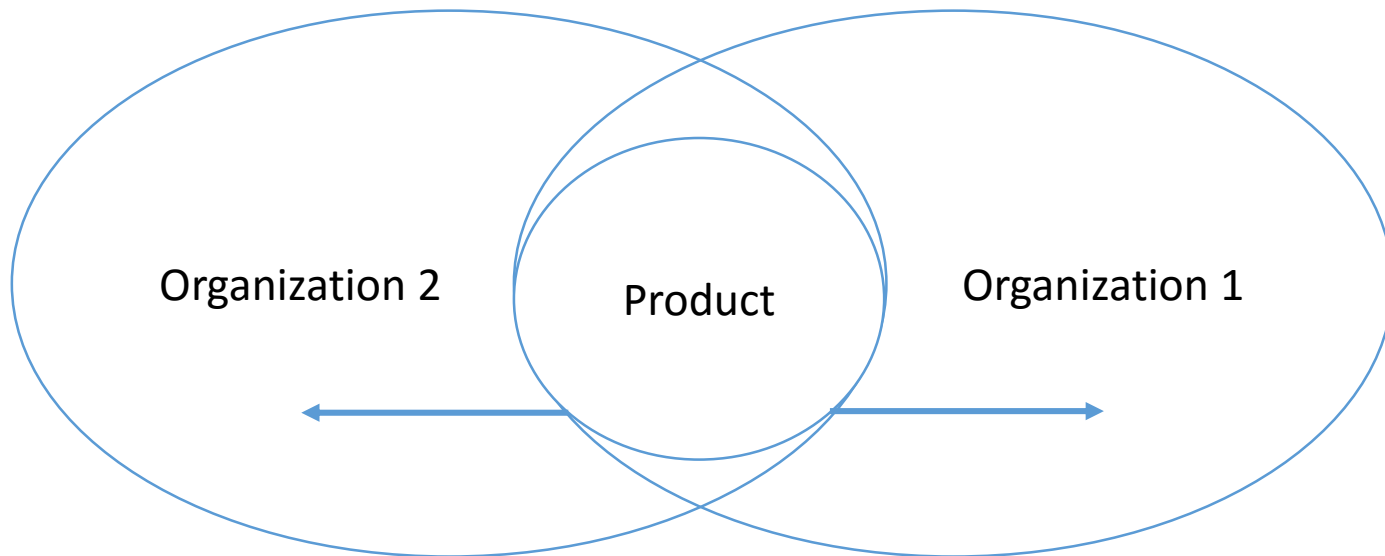
# Key points

- Education model
- Information completeness
- Decisions making
- Goals
- Expectations
- Motivation
- Responsibility

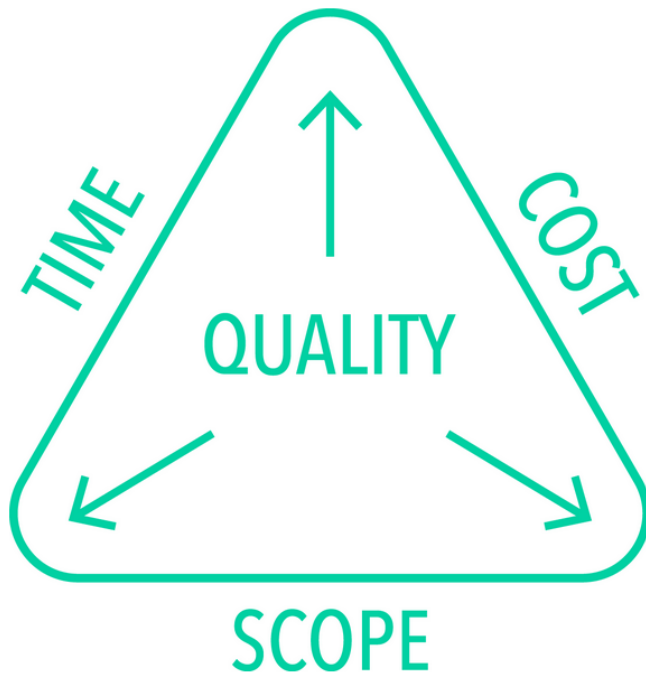
# Goals

Organizational level

Product level



# Expectations



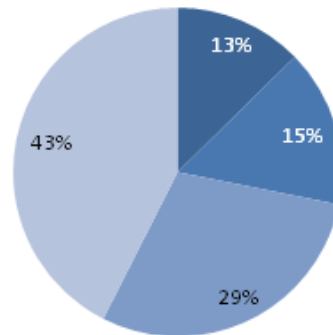
VS **VALUE**

# Motivation

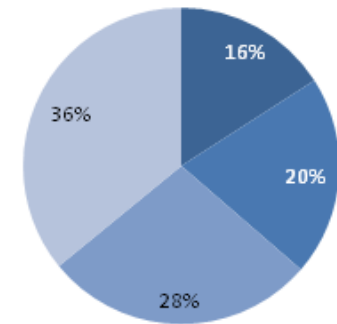
## Self-determination theory:

- Competence
- Independence
- Interrelation

Возможность реализовывать ваши идеи на проектах



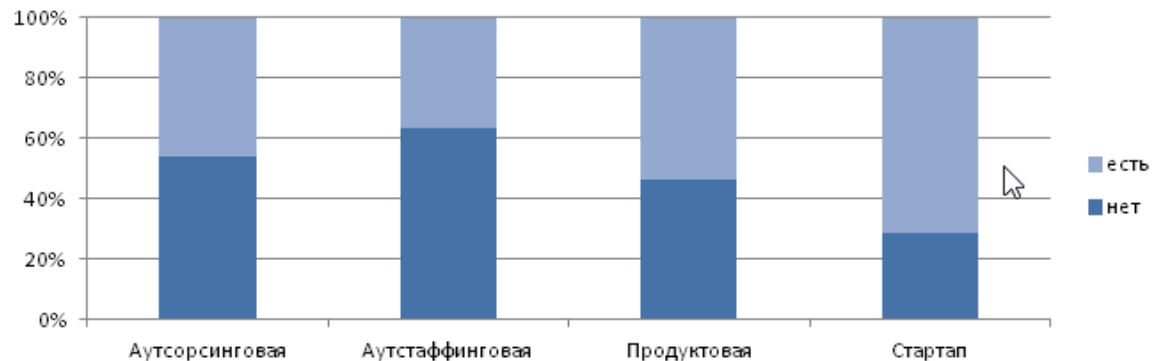
Ощущение свой причастности к созданию чего-то нового



- Аутсорсинговая
- Аутстаффинговая
- Продуктовая
- Стартап

Всего же интересными свои рабочие задачи назвали **29%** опрошенных, скучными – **11%**.

Чувство своей причастности к компании и к ее корпоративным ценностям:



# Responsibility

- Direct connection between user and developer
- Seniority
- No excuses
- Victim syndrome

# Key points

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- Goals
- Expectations
  
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- Responsibility



# Mindset Transformation Backstage

- Core team -> change agent
  - PM, BA, TL, contact points, ...
- More independence -> more responsibility
- Seniority
- HR part
- Motivation: from 2.0 to 3.0
- It's not 2 days process

# Thank you!

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