



# MobAI - Elevating agility with AI

Virpi Rowe, 2024



## Virpi Rowe

Transformation Coach  
B.Sc in Computer Science

2023 CEO & Partner at WikiAgile

2021 Managing Director, Cprime Nordics

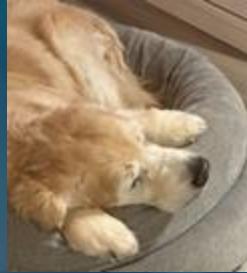
2019 CEO, Radtac Oy

2016 VP, Lean & Agile Consulting Services, CGI

2014 Director, Lean & Agile Consulting Services, CGI

2010 Agile transformation coach, Logica (CGI)

1992 Nokia product and complex system development for 18 years in various roles from R&D to project and program management, product and portfolio management including 5 years working in China and USA.



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Ready



“We keep moving forward, opening up new doors and doing new things, because we’re curious...and curiosity keeps leading us down new paths.”





# Tesla's revolutionary approach to work

*“Pace of innovation is all that matters in the long run” - Elon Musk*

## Core principles:

- Radical speed of innovation
- AI-driven self-management
- Nearly 100% engineers
- Small teams (mobs) with AI
- Continuous delivery of value (software and hardware)

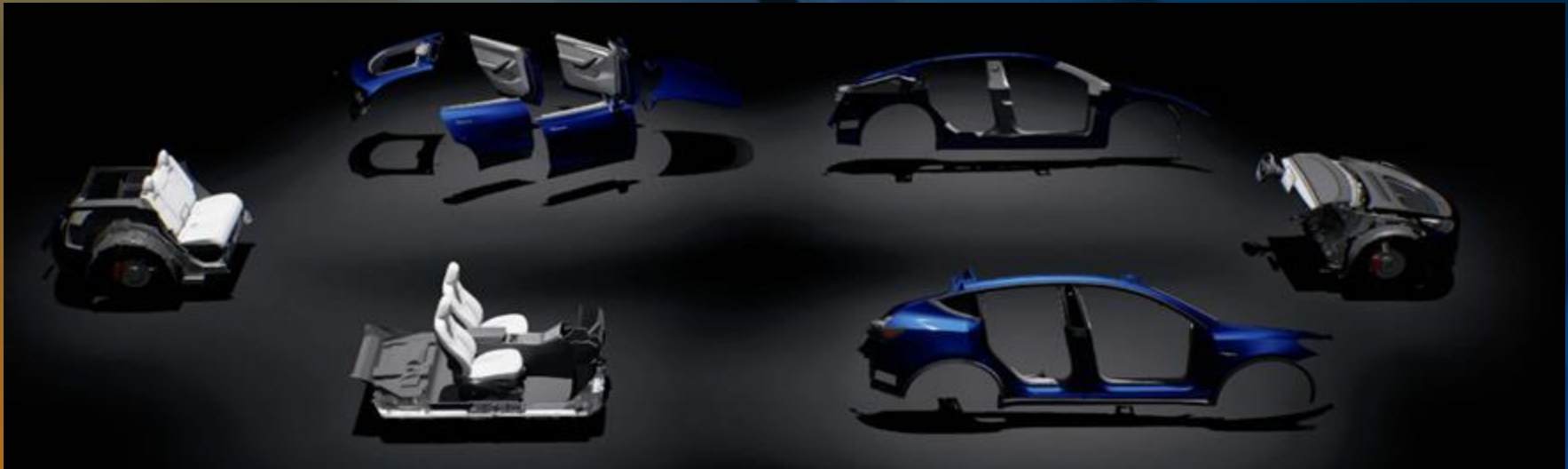


Picture: Steve Jurvetson

# Tesla modularity

## 5 step design process

1. Challenge
2. Delete
3. Simplify
4. Accelerate
5. Automate



# Tesla's mission driven KPI's



Mission: Accelerating the world's transition to sustainable energy

Bottleneck KPI

**Achieve a X% increase in vehicle range, independent of improvements to battery capacity**

Child KPI - Infotainment and connectivity module

Reduce energy consumption of the infotainment system by 1%, ensuring the system remains efficient while maintaining high performance.

Child KPI - Interior module

Improve seat ergonomics and comfort while reducing their weight by 1 grams, contributing to vehicle weight savings and overall efficiency.

Child KPI: Autopilot and sensor suite module

Increase sensor efficiency and processing speed by X%, reducing energy draw from the system while maintaining accuracy and safety.

**Tesla has revolutionized the way we design and build innovative products**

**AI plays a pivotal role in enhancing both product design and team collaboration**

**Other industry leaders, such as SpaceX, Waymo, and Amazon, are also adopting AI to transform product development and operational efficiency**





# Mob Programming



## Whole team collaboration

Everyone works on the same task, at the same time, in the same space, on the same computer



## Mob Programming

A Whole Team Approach



By Woody Zuill and Kevin Meadows

## Continuous improvement

*"We believe in 'turning up the good', identifying what's working well and finding ways to amplify it."*

- Woody Zuill



# MobAI: AI enhanced teamwork practice



## Team:

- 3-5 members + AI

## Roles:

- **Navigator:** Guides the team, ensuring alignment with the goal
- **Driver:** Does the work, implementing the team's ideas
- **Team members (including AI):** Collaborate and contribute ideas



## Process:

- **Goal setting:** Define clear objective for the team
- **Timeboxing:** Work in short, focused intervals
- **Role Rotation:** Switch roles after each timebox to maintain engagement and perspective
- **Psychological safety:** Foster an environment where all team members feel safe to share ideas and feedback

# Scrum

- Cross-functional, self-organizing teams with set roles
- Roles have clear responsibilities (e.g. PO owns backlog)
- Time-boxed sprints
- Deliver product increment each sprint
- PO accountable for value, team for delivery

# MobAI

- Cross-functional, highly self-organizing, fluid roles
- Shared responsibilities, focus on outcomes
- Continuous iteration, fast cycles
- Solve problems rapidly, AI assisted
- Whole team works towards a shared goal in daily iterations, adjusting rapidly based on progress



# We are a scrum team - how to get started?

- Combine MobAI with existing Scrum ceremonies
- Identify stories needing rapid collaboration
- Use short, focused mobbing sessions
- Keep roles flexible and make team-driven decisions
- Experiment and adjust based on team feedback

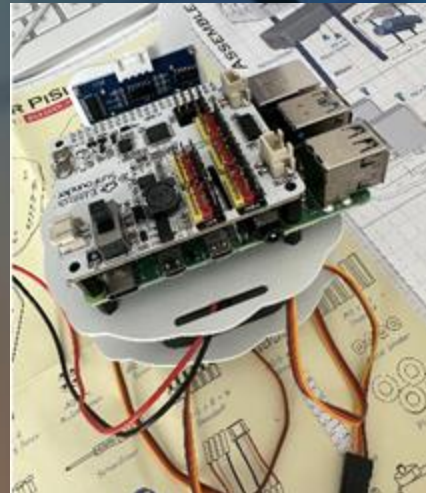


**MobAI**





# Our experiment



We started to get into some flow what creates some fun and satisfaction.

We did not stick much to the roles but I did not feel that as a negative thing.

When Virpi got blocked with the assembly we could quickly give an answer and unblock --> speed.

Positive surprise --> good energy and fun

very fast, extremely fast

Almost too fast for human?

# Learnings from our experiment

**Stronger  
Collaboration and  
Communication**

**Empowering AI-  
Driven Problem-  
Solving**

**Fostering Cross-  
Disciplinary  
Collaboration (T-  
Shaped Skills)**

**Accelerating  
Learning and  
Adaptation**

**Confident and Agile  
Decision-Making**

**Inspiring Cross-  
Disciplinary  
Innovation**

**MobAI revolutionizes product development by transforming how teams collaborate, innovate, and leverage AI for faster, smarter outcomes.**



# Key takeaways and next steps



Start MobAI anytime, anywhere

Small steps, big impact

Join our workshops and webinars

Meet Pi, your workshop partner





## Leading Agile Hardware

This course is created for organisations developing complex systems and solutions. It covers the most critical functions of a holistic enterprise transformation, from portfolio management to teams.

**12.11.2024 – 13.11.2024**

Location: **Online**

Held by:

**Maarit Laanti**

Partner, Transformation Coach



The background of the slide is a blurred image of a corkboard. On the left side, there are several colorful sticky notes in shades of pink, yellow, and green. The rest of the background is a soft-focus blue and grey, suggesting more notes and the texture of the board.

# Thank you!

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