

# The 334

*A simple and effective way to  
help deliver anything*

# What's in this deck

1. What is the 334?
2. Roles
3. Artefacts
4. Meetings
5. A diagram of it coming together
6. What else do you need to know?



# What is *the 334*?

## What is it?

The 334 is the lightest, most easy-to-deploy framework that will help you deliver your projects.

It's a communications and delivery framework, it's industry-agnostic and can be used anywhere.

It consists of:

- **3 roles**
- **3 artefacts**
- **4 meetings**

Hence, 334.

## Why do it?

**The 334 de-risks delivery complexity, creates great alignment, and fosters continuous improvement.**

It's fast to learn and it makes cutting through work much easier.

We invented the 334 so that you don't have to spend time looking at which of the many project communication & management frameworks ( especially agile ones ) are right for you.

This boils them down to a simple, buzzword-free format.

This makes implementing great delivery something that you and your team can do **right now** with no other training.

## 2

3 roles – *played by people in the team*

	Role	What they do	How they do it	What they need to be effective
1	<b>DECISION MAKER</b>	Make decisions that advance or stop the project in the interests of the business.	<ul style="list-style-type: none"> <li>• Prioritising the scope of work in the backlog.</li> <li>• Collaborating with team members to define the scope as <i>stories</i> for inclusion in the <i>backlog</i>.</li> </ul> <p>... <i>Both in line with the project goals.</i></p>	Deep knowledge about the business, the goals of the business, and who to talk to so that actions can happen swiftly.
2	<b>PROCESS OWNER</b>	<ul style="list-style-type: none"> <li>• Own and operate the 334</li> <li>• Ensure the team is working as seamlessly as possible.</li> </ul>	<ul style="list-style-type: none"> <li>• Define the purpose, frequency and duration of meetings.</li> <li>• Facilitate all meetings and have the tough conversations.</li> <li>• Ensure the team has what it needs to be successful.</li> </ul>	<ul style="list-style-type: none"> <li>• Sensitivity to the needs of the team.</li> <li>• Awareness of what is pragmatically achievable.</li> <li>• High initiative.</li> <li>• Tech savvy (deep knowledge of tools that can help, and what happens when they break).</li> </ul>
3	<b>TEAM MEMBER</b>	Deliver value.	<ul style="list-style-type: none"> <li>• Working with the Decision Maker to define the scope as <i>stories</i> in the <i>backlog</i>.</li> <li>• Working on those stories until they are complete or the <i>decision maker</i> says they should stop.</li> <li>• Informing the rest of the team about progress frequently.</li> </ul>	<ul style="list-style-type: none"> <li>• Subject matter expertise.</li> <li>• Willingness to share and discuss their progress.</li> <li>• Openness to trying different approaches.</li> <li>• Ability to break down work into small chunks.</li> </ul>

## 3

3 artefacts – *how the team talks about delivery*

Artefact	What it is	Why have it	Who owns it?
1 <b>STORY</b>	<ul style="list-style-type: none"> <li>A story is the smallest amount of work that can be done to obtain a valuable outcome.</li> <li>Stories are the expression of the scope of work written as small, value-oriented actions.</li> </ul>	<ul style="list-style-type: none"> <li>Small <b>stories</b> mean disposable work – if you don't get value as you expect, you didn't do much work. Conversely, if you did get value, you didn't do much work. This enhances efficiency.</li> <li>Everyone in the team can see the <b>stories</b> on the wall and in the <b>backlog</b>, meaning everyone knows what's going on.</li> </ul>	<ul style="list-style-type: none"> <li>Stories are created and delivered by the <b>team members</b>.</li> <li>The <b>decision maker</b> decides the order in which the stories should be done.</li> </ul>
<b><i>The value outcome of your stories needs to align to your overall goal – this ensures the work you do is relevant</i></b>			
2 <b>BACKLOG</b>	<ul style="list-style-type: none"> <li>The <b>backlog</b> is the prioritized list of all stories.</li> <li>The <b>backlog</b> is the entire possible scope of work.</li> <li>It is updated by the Decision Maker whenever necessary.</li> </ul>	The <b>backlog</b> visualizes the entire possible scope, so that everyone on the team has a shared view of what to do.	<ul style="list-style-type: none"> <li>The <b>backlog</b> is owned by the decision maker as their primary mechanism of managing the scope of work.</li> </ul>
3 <b>WALL</b>	The wall is the visual representation of the progress of value delivery.	<ul style="list-style-type: none"> <li>The wall visualizes the status of work that has been started, via showing <b>stories</b> moving through different stages of completeness.</li> <li>It serves as a communication point around which teams can have regular, informed discussion about delivery.</li> </ul>	<ul style="list-style-type: none"> <li>The process owner defines and maintains the wall.</li> <li>Team members are responsible for moving their stories along the wall.</li> </ul>

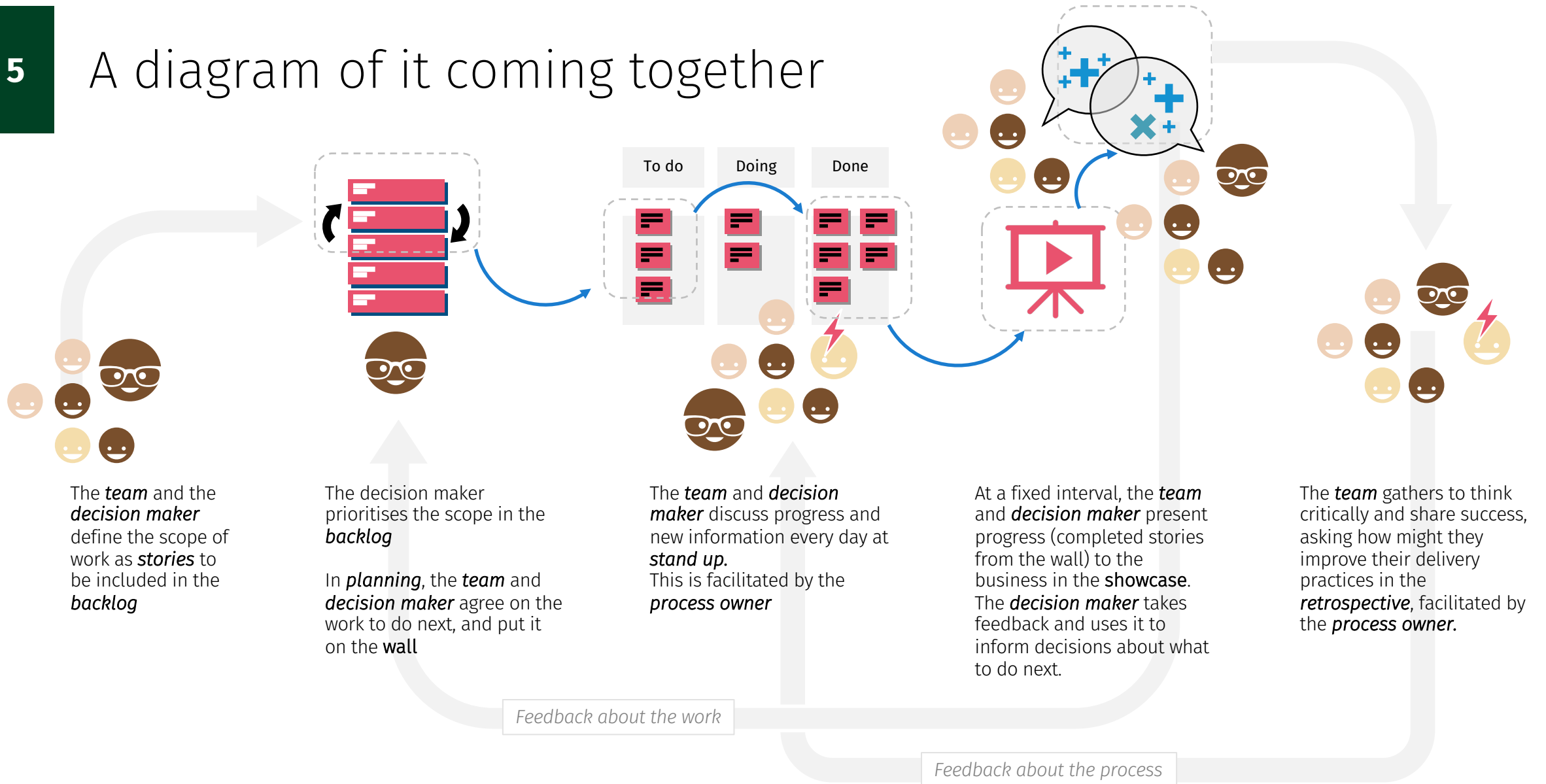
## 4

4 meetings – *when to talk about delivery*

Meeting	Purpose of the meeting	How long is it?	How often you should have it	Who owns it?
1 <b>REGULAR PLANNING</b>	<ul style="list-style-type: none"> <li>• A detailed look at what to do next.</li> <li>• Decide what <b>stories</b> from the top of the <b>backlog</b> the team will do.</li> <li>• <i>This can compliment quarterly planning.</i></li> </ul>	30 mins to 1 hour	<ul style="list-style-type: none"> <li>• Regularly</li> <li>• Every 1 – 3 weeks at a <u>fixed interval</u> ( the same interval as <b>showcase</b> )</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitated by the <b>process owner</b>.</li> <li>• Volume of work planned by the <b>team members</b>.</li> <li>• Choice of work to do by the <b>decision maker</b>.</li> </ul>
2 <b>STAND UP</b>	Share regular updates about the status of the delivery.	15 – 30 mins	Daily	<ul style="list-style-type: none"> <li>• Facilitated by the <b>process owner</b>.</li> <li>• <b>Team members</b> share updates, referring to their <b>stories</b> on the <b>wall</b>.</li> </ul>
3 <b>SHOWCASE</b>	<ul style="list-style-type: none"> <li>• Share project value delivery updates with stakeholders and the wider business.</li> <li>• Gather feedback about what to do next.</li> </ul>	1 hour	<ul style="list-style-type: none"> <li>• Regularly</li> <li>• Every 1 – 3 weeks at a fixed interval ( the same interval as <b>planning</b> )</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitated by the <b>process owner</b>.</li> <li>• Updates given by <b>team members</b> and the <b>decision maker</b> as relevant.</li> </ul>
4 <b>CONTINUOUS IMPROVEMENT</b>	Ask whether the team can better deliver value.	30 mins	When needed	<ul style="list-style-type: none"> <li>• The <b>process owner</b></li> </ul>

5

# A diagram of it coming together



# What else do you need to know?

## The interval

The 334 works best when you fix the interval between planning and showcase, and that interval is 1-4 weeks.

If there are a lot of unknowns in your project, then use a shorter interval. Shorter intervals de-risk delivery more effectively.

If you're working with high certainty, then your interval can be long.

When you have multiple teams, it helps if they all follow the same interval.

## Other people

There's often more people than just the *team members*, the *decision maker*, and a *process owner*, involved in great delivery.

Talk to these people often: invite them to *showcase*.

**Yes, you can have a project manager.**

Try to keep the rule of the decision maker being the *only one who controls the backlog* in place.

## Beyond the 334

There's loads you can do to help value delivery beyond the 334.

However, that's when *tailoring delivery frameworks* to meet the needs of a business becomes **easier** than trying to *tailor a business* to deliver according to a rigid framework.

We recommend talking to an expert if you've got bigger plans.

# 6 Who are memetic?

Memetic are a group of highly experienced consultants who talk the language of engineers and apply fit-for-purpose ideas to get your strategies delivered, better.

We're unique in what we do and the experience we have: getting groundbreaking results through the application of pragmatic project management and decision-making frameworks.

We use a 'memetic' approach: we make our frameworks and ideas so effective, your teams will want to adopt them because of how effective they'll realise they can be.

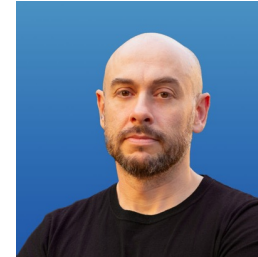


**Greg  
Skinner**

Australia

10+ years experience

Heavy industry, retail,  
financial services,  
digital

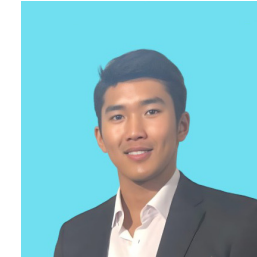


**Fernando  
Berroeta**

Perth

10+ years experience

Heavy industry, PMO,  
digital products, retail

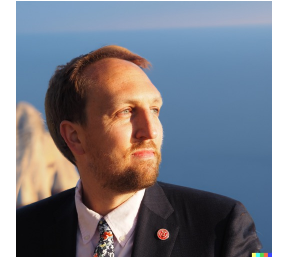


**Togi  
Enkhbat**

Melbourne

5 years experience

Financial services,  
health, manufacturing,  
aviation



**Nathan  
Stickney**

Washington D.C.

10+ years experience

Digital, government,  
environmental, heavy  
industry

*At large & advisory*

*Thank you*

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