

Hogan Assessments takes a groundbreaking product to market in record time

This global leader in personality science integrated the Scrum.org Professional Scrum approach and Design Thinking to create an unparalleled leadership development experience.



The Results:

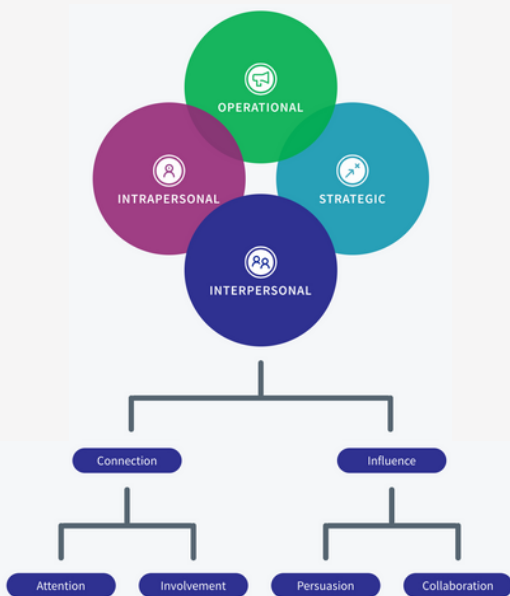
50% faster to market

60% increase in Sprint goals met

20% increase in team morale

The Opportunity:

Accelerating time to market with a user-centric focused leadership development product



As a global leader in the science of personality, Hogan Assessments built its reputation by using Industrial-Organizational (I-O) Psychology to replace what it felt were discriminatory employment practices. It has since gained 75% of the market share with Fortune 500 companies.

Focused on delivering innovative and valuable solutions for their clients, Hogan had begun work on a concept for an interactive leadership development experience, HLX, they intended to introduce at The Society for Industrial and Organizational Psychology's 2021 annual conference, SIOP, just 6 months away.

The Product Development team faced a dual challenge: maintaining support for existing products while driving new product development at an accelerated pace.

With this ambitious goal in mind, many questions arose... How could they cut new product development time in half? What type of framework would support it? What new ways of thinking were required? Hogan Assessment's foundation was built on challenging the status quo and this was no different. They quickly energized their Agile transformation by selecting [Org Whisperers](#) as their guide and Professional Scrum as their software delivery framework.

“We are now able to deliver high-quality, high-value capabilities incrementally with fewer defects and fewer fits and starts. Now that we have this structure, discipline, and rigor, we realize what we were missing before bringing Org Whisperers on as our guides.”

~Michael Ishmael, VP of Product, Hogan Assessments

The Solution:

Improving the innovation process with a 4-step fit-for-purpose plan

1: Co-creating a Successful Roadmap – Agility Assessment

Hogan had multiple priorities, so it was important to understand their perceived goals, strengths, and opportunities. Org Whisperers believes the best solutions are created by crowd-sourcing the wisdom of the teams, and their proprietary Agility Assessment incorporated inputs from all levels of the organization to evaluate strengths, opportunities, patterns, and inconsistencies. Blending their expertise with these insights, Org Whisperers suggested a roadmap of experiments.

The consolidated results, which included key actionable and measurable recommendations across the four dimensions of Agility, were presented to the leadership team and all participants. Together, they co-created an actionable plan grounded in the Agility Assessment's recommendations.



Practicing the learning using a real product helped make everything come to life. Ravi was a skillful, supportive, and encouraging facilitator who really helped our organization start and accelerate our transition to Agile product ownership. We are already starting to see the benefits in our culture and process.



~Jackie VanBroekhoven Sahm, VP Integrated Solutions, Hogan Assessments

2: Maximizing Value Delivery with Empiricism – High-Performing, Self-Managing Agile Teams

To introduce HLX in time for the SIOP conference, the next step was to increase alignment, visibility, engagement, and enthusiasm across Hogan's Product Team and stakeholders.

Hogan achieved this goal by embracing Professional Scrum and enabling high-performing, self-managing Scrum Teams. Org Whisperers helped Hogan form a new cross-functional Scrum Team and supported it by embedding consultants trained and certified by Scrum.org in the key roles of Scrum Master, UX Coach, Product Owner Coach, and Leadership Coach. This helped increase awareness, discipline, and adoption of Professional Scrum and incorporate the framework into their practices.

The new team was given access to a curated library of on-demand content from diverse sources and was coached through step-by-step navigational guidebooks that helped them integrate theory into daily practices and build a cadence of alignment, consistency, and effectiveness. This enabled the teams to become more self-sufficient and rely less on coaching as they matured.

The Impact:

50% faster to market
60% increase in Sprint goals met
20% increase in team morale

It is amazing what can happen in just 6 months! Guided by Org Whisperers, Hogan successfully embraced Professional Scrum, leveraging stakeholder support and team ingenuity to meet the deadline and showcase the HLX tech demo at SIOP. It was a hit! Incredibly, Hogan was able to take a prototype to market, get valuable feedback and release the first version of the HLX product 50% faster than their previous new product launches and with fewer defects.

Now that the teams had a better understanding of the big picture and the underlying purpose of their work, the organization saw improved alignment within and across teams and stakeholders, a 60% increase in Sprint goals met, and a 20% boost in team morale! The team has continued to apply what they learned to steadily improve the HLX product and release subsequent versions. HLX is now in a controlled release and continues to get rave reviews from customers and users across industries.

Hogan remains committed to continuous experimentation, learning, and adaptation, driven by their mission to develop data-driven talent insights that empower individuals and organizations to succeed fairly and inclusively.

3: Level-setting for Reliable Product Delivery – Entrepreneurial Product Ownership

Releasing a revolutionary new product to the market required transformational Product Management. Org Whisperers designed a custom Product Management learning experience based on Agile product management learning materials and curriculum from [Scrum.org](https://www.scrum.org).

The goal of the learning experience was to reframe the role of the Product Manager as an entrepreneurial mini-CEO and help the Product Management organization and key stakeholders define and align around the product vision, goals, strategy, and roadmap.

This immersive learning experience, with the Product Management organization and stakeholders, addressed 80% of the concerns raised in the Agility Assessment and increased collaboration among stakeholders, Product Management, and technical teams.

4: Developing a Product that Resonates – Design Thinking

Developing a ground-breaking product also required an increased awareness of the ever changing needs of target customers and users. Org Whisperers recommended and guided the integration of Design Thinking into Hogan's Product Management process to increase empathy for their stakeholders.

Org Whisperers' UX Design Coaches facilitated a Design Thinking Workshop. This helped the organization shift its thinking to a more user-centric, solution-focused experience. Utilizing their step-by-step UX Navigational Guide enabled team members to better align, adopt, and integrate UX practices into their daily workflows. This emphasized Hogan's overarching focus on customer satisfaction and improved the team's understanding of the new product's end-users.



The Org Whisperers' unique approach of integrating Design Thinking with Professional Scrum helped us create a customized, multi-disciplinary approach that stretched from product discovery all the way to delivery, validation, and adaptation...



~Steve Tallent, Sr. Director of Product, Hogan Assessments

Ready to accelerate your product delivery and build high-performing teams?

Partner with **Org Whisperers**, trusted guides in Agile transformation and proud practitioners of Professional Scrum by **Scrum.org**. Let's build something remarkable together.