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# Metrics, KPIs & Developer Experience

**Rethinking Measurement for High-  
Performing Teams**



# THE PLAN

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Metrics vs Strategy

02



When Metrics Fall Short: 3 Patterns to Watch For

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Your Next Step

**“a plan is just a starting point... you have to be ready to pivot when necessary” – Shonda Rhimes**

# Metrics ≠ Strategy

Collecting data is easy – using it to lead is the hard part

## What we often do


 Track what's easy to measure

 Build dashboards to “show progress”

 Report metrics upwards without context

 Hope the numbers will surface insight

## What we should do

 Define the problems we're trying to solve

 Tie metrics to decision points at each leadership level

 Use data to evaluate impact and identify bottlenecks

 Make metrics part of how we adapt, not just how we report

"What are your metrics actually helping you solve?"

**tldr: collecting metrics without a clear strategy leads to noise, not insight — measure to inform decisions, not just to report**

# When Metrics Fall Short: 3 Patterns to Watch For

What metrics should help us unlock at org and team level

## ● Company X

⌚ Struggles to deliver strategic outcomes on time

📊 Busy teams, but little visibility on value delivered

🔧 **Fix:** Connect delivery to strategic outcomes (e.g. cycle time on priority work, % aligned to OKRs)

## ● Company Y

🔄 Struggles to adapt ways of working to team needs

🧱 One-size-fits-all processes cause friction

🔧 **Fix:** Combine delivery and DevEx signals to inform team-specific agility

## ● Company Z

🕒 Engineering is a black box to leadership

👥 No clarity on ownership or accountability

🔧 **Fix:** Introduce metrics that surface visibility, dependencies and unplanned work

"Where is your organisation starting to feel the cost of unclear metrics?"

**tldr: when metrics don't reflect reality, teams drift, delivery derails & leadership loses line of sight**

# What Traditional Metrics Miss

Strong delivery metrics don't always mean healthy teams

## What We Track

 Velocity – *work completed per sprint*

 Story Points – *relative effort estimate*


 Cycle Time – *time from start to release*

 Deployment Frequency – *how often we ship to prod*

## What We Don't See

 Are we working on the right things?

 Are we reworking or getting blocked repeatedly?

 Do developers feel focused, trusted, and supported?

 Is our current delivery pace actually sustainable?

"What are your metrics actually helping you solve?"

**tldr: collecting metrics without a clear strategy leads to noise, not insight — measure to inform decisions, not just to report**

# Data-Driven Engineering Excellence

What metrics should help us unlock at org and team level

## Derive ROI from Engineering Investment

*Are we getting meaningful outcomes from the budget we commit?*

## Adapt Ways of Working by Team

*Can we evolve how teams work based on their actual needs and constraints?*

## Identify and Scale Best Practices


*Which teams are thriving — and why? How do we replicate that?*

## Remediate Sub-Optimal Patterns

*Which teams are blocked, overburdened or misaligned — and how do we fix it?*

## Enable Transparency & Agility

*Can we see across the org clearly enough to respond, shift or support at the right time?*



"What would it look like if metrics helped us lead, not just report?"

**tldr: metrics should drive strategic clarity — not just track delivery, but improve how we lead, plan & grow**



# Smarter Frameworks, Practical Signals

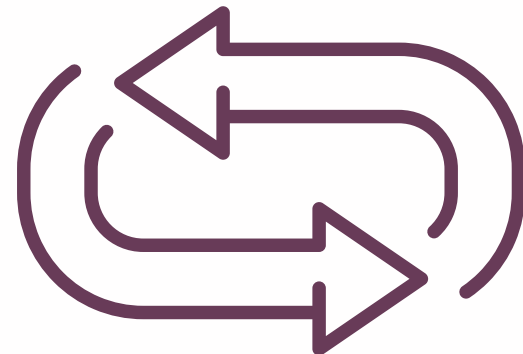
Use frameworks that capture both outcomes and what drives them



Outcome Metrics  
(*What's Delivered*)

## **DORA**

- Deployment frequency
- Lead time for changes
- Change failure rate
- Time to restore



Experience Drivers  
(*What Enables Delivery*)

## **SPACE**







- Satisfaction
- Performance
- Activity
- Communication
- Efficiency

“Is your delivery  
performance telling the  
full story?”

**tldr: the right metrics balance output and experience — helping you steer delivery and culture without over-measuring**

# From Insight to Action

## Real-World Metrics in Motion

 <b>Signal</b>	 <b>Insight</b>	 <b>Action</b>
 Spike in cycle time on key initiatives	Teams are stuck in review queues and juggling too much work-in-progress	Rebalanced WIP limits, streamlined reviews, and re-sequenced priorities
 Drop in team satisfaction scores	Burnout risk linked to constant context switching and noisy work environment	Introduced focus time, adjusted workload, and reduced meeting load
 High % of unplanned/reactive work	Fragile systems and lack of platform investment dragging teams into firefighting	Carved out ops budget, invested in resilience, and redefined on-call ownership

"What are your metrics helping you change, not just track?"

**tldr: metrics become powerful when they trigger action — not just visibility, but better decisions and stronger outcomes**



## Your Next Step

**Audit one metric you rely on. What is it really telling you? And who is it serving?**

- Is it helping your team improve?
- Is it aligned to your business goals?
- Is it reinforcing the culture you want to build?

**tldr: don't just track what's measurable — measure what moves your teams forward**

**tldr: metrics should be more than  
performance indicators — they  
should drive clarity, action &  
culture...**

**measure what matters to your  
teams, your strategy & your  
outcomes.**





# Hel Sav

💡 let's continue the conversation 🖱️

