**ValueOps VSM – VSM for Delivery Leaders (Camille/Candy Company 3) –** Creative Brief

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| **Target length:** | ~120-180 secs |
| **Media types:** | Animation, combined with screenshots/screen caps |
| **Mood:** | Existing *Camille 1: Valentines Launch* video |
| **Context:** | Continue the **Camille/Candy Company** story and explanatory series for Broadcom ValueOps VSM. Introduce a new persona, **Stuart** (**VP Development** – representing the Delivery/Engineering Leader persona that reports to Camille, the C-suite persona). This video walks through the “5 Steps to VSM” deck in a light-hearted way, showing the daily interactions that Stuart has with the value stream/VSM platform, and how their capabilities help him succeed. |

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| **Demo Narrative/Notes** | **Voiceover Script** | **Onscreen/Additional Direction** |
|  | Let’s check in with our global candy company, as they successfully shift to a digital-first model with **ValueOps VSM from Broadcom, an enterprise-level value stream management platform.**  This is **Stuart**, Vice President of Development. | Characters: Stuart (VP Development), Rajesh (VP Product), Camille (CDO), *persona in reserve*  Use the existing background for in-office, and same primary character animations |
| *[Step 1 Identify Value Streams]* | He’s part of a **unified team** with Rajesh, his counterpart in product management, and their Chief Digital Officer, Camille. |  |
| *[Step 2 – Align with the Business]* | **Camille: “Based on customer demand, our *new* priority is to integrate the Augmented Reality app with ecommerce – they *really* want to buy with one click.”**  **Stuart: “…well, this is a *huge* pivot, but it does look like we can deliver this quarter by shifting 50% of our resources….”** | A person wearing a suit  Description automatically generated with low confidenceA picture containing text, vector graphics, envelope, businesscard  Description automatically generated |
|  | ValueOps keeps everyone aligned by providing insights into **which work efforts lead to the best outcomes** – and what can safely be de-prioritized to make it happen. |  |
|  | In this planning session with Camille and Rajesh, Stuart can **visualize their decisions** on the roadmap, identify risks and dependencies, and **immediately report on the impact** they will have on his backlog. |  |
| *[Step 3 – Rally Your Teams]* | ***Stuart: “by moving the partner portal upgrades out, I can put my best team on this…”***  ***Rajesh: “…and it looks like finishing this integration first might actually make that easier…”***  ***Camille: “This is a great idea, let’s go with it!”*** |  |
|  | Even with his developers scattered around the globe and using different tools, ValueOps easily **aggregates their metrics into a single source of truth** to help Stuart stay on top of this dynamic situation – so he can build the optimal plan to keep everyone delivering at their best. |  |
| *[Step 4 – Execute with Confidence]* | The sprints are moving forward, and Stuart **orchestrates his teams through multiple dependencies** – optimizing flow, and reducing the effect of roadblocks and other challenges. |  |
|  | ***Stuart: “Until the security upgrades are made on the ecommerce side, we’re wasting work on this story…”***  ***Rajesh: “…I see that too – let’s move it to the next sprint.”*** |  |
| *[Step 5 – Evolve and Improve]* | Launch Day!  As candy orders flow smoothly through his integration, Stuart holds a review with his developers.  Velocity and quality are both trending up, and thanks to ValueOps, the team is happy to see that **every new feature they built is having a positive impact on business performance**! | A person wearing a suit  Description automatically generated with low confidence |
|  | With yet another success under their belts, Camille congratulates everyone – with a special shoutout to Stuart and his developers for once again delivering the most valuable customer priority, without sacrificing quality, performance, or his team’s morale.  **Camille: “Thanks again, Stuart – now go and enjoy some time off!”** |  |
|  | [CTA - Standard ValueOps Contact Bumper] | [CTA - Standard ValueOps Contact Bumper] |