

Manifesto for Agile Software Development

We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:

Individuals and interactions over processes and tools

Working software over comprehensive documentation

Customer collaboration over contract negotiation

Responding to change over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

*Kent Beck • Mike Beedle • Arie van Bennekum
Alistair Cockburn • Ward Cunningham • Martin Fowler
James Grenning • Jim Highsmith • Andrew Hunt
Ron Jeffries • Jon Kern • Brian Marick
Robert C. Martin • Steve Mellor • Ken Schwaber
Jeff Sutherland • Dave Thomas*

A green-tinted photograph of four business professionals in a meeting. Two men stand in the background, one holding a laptop, while a man and a woman sit at a table in the foreground. The man on the left is writing on a document, and the woman on the right is looking towards the camera. The background features a grid pattern.

Agile Industries, Inc

2014 Annual Report

Roadmap

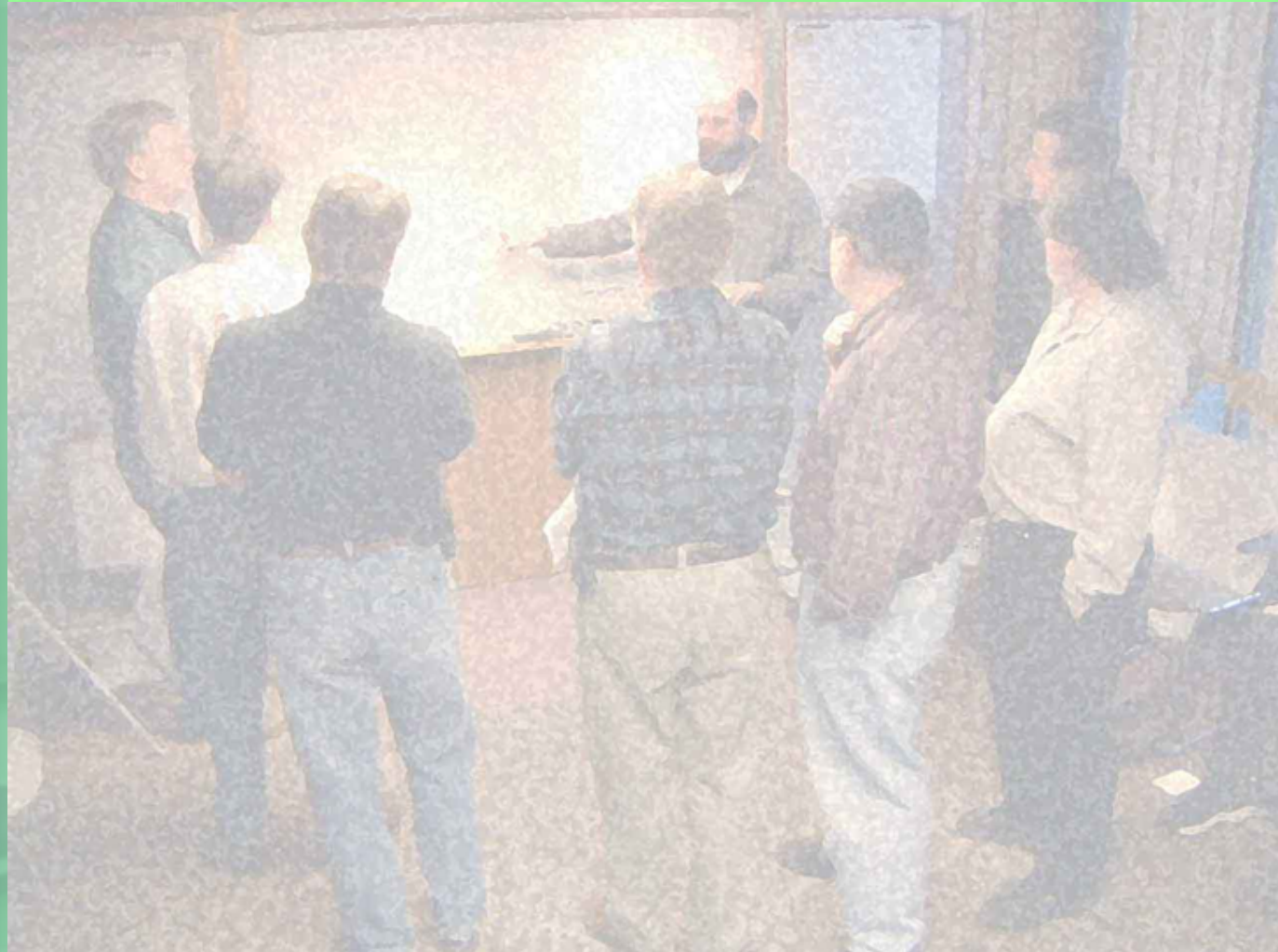
- History
- Challenges
- The Plan

Agile Industries

*Proudly Turning
Developers into
Customers™*

Agile Manifesto

our call to action!



Agile Industries

*Proudly Turning
Developers into
Customers™*

How To Monetize

- Step 1: Make “Agile” a noun
 - because people buy things, not descriptions

“Agile Manifesto” *“Agile Alliance”*

“Is Your Team Agile?”

“How to do Agile”

“What is Agile?”

Agile Industries

*Proudly Turning
Developers into
Customers™*

How To Monetize

- ✓ Step 1: Make “Agile” a noun
- Step 2: Have something to sell

Training

Consultancy

Books

Conferences

Agile Industries

*Proudly Turning
Developers into
Customers™*

How To Monetize

- ✓ Step 1: Make “Agile” a noun
- ✓ Step 2: Have something to sell
- Step 3: Make “Agile” seem difficult

New names

New success criteria

New roles

Agile Industries

*Proudly Turning
Developers into
Customers™*

How To Monetize

- ✓ Step 1: Make “Agile” a noun
- ✓ Step 2: Have something to sell
- ✓ Step 3: Make “Agile” seem difficult
- Step 4: Sell to the developers

Make it cool

Mock those who don't use it

Agile Industries

*Proudly Turning
Developers into
Customers™*

How To Monetize

- ✓ Step 1: Make “Agile” a noun
- ✓ Step 2: Have something to sell
- ✓ Step 3: Make “Agile” seem difficult
- ✓ Step 4: Sell to the developers

Mission Accomplished!

Agile Industries

*Proudly Turning
Developers into
Customers™*

With Samsung Galaxy S7's release placed closer to the launch of the iPhone 10, Samsung seems to want more potential iPhone 10 customers than do the same with the iPhone 7 and Galaxy Note 4 launch.

Scrum Master Training

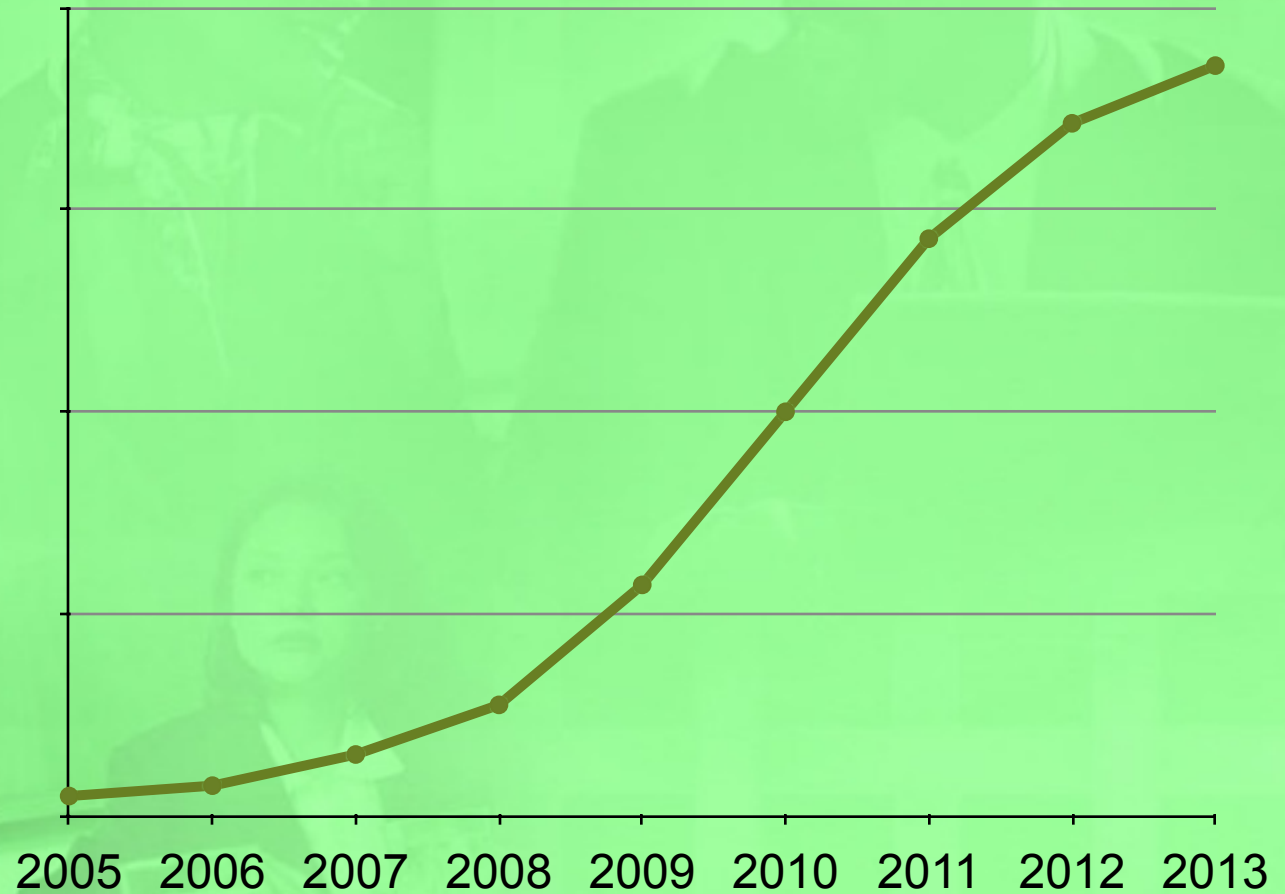
scrumstudy.com/Scrum-Master

World is Adopting Scrum. Are You? Stop Thinking & Get Certified Today



Even though it's a bit earlier to talk Galaxy Note 4 specifications, we can speculate that it would come with a display slightly bigger than the predecessor's 5.3 in.

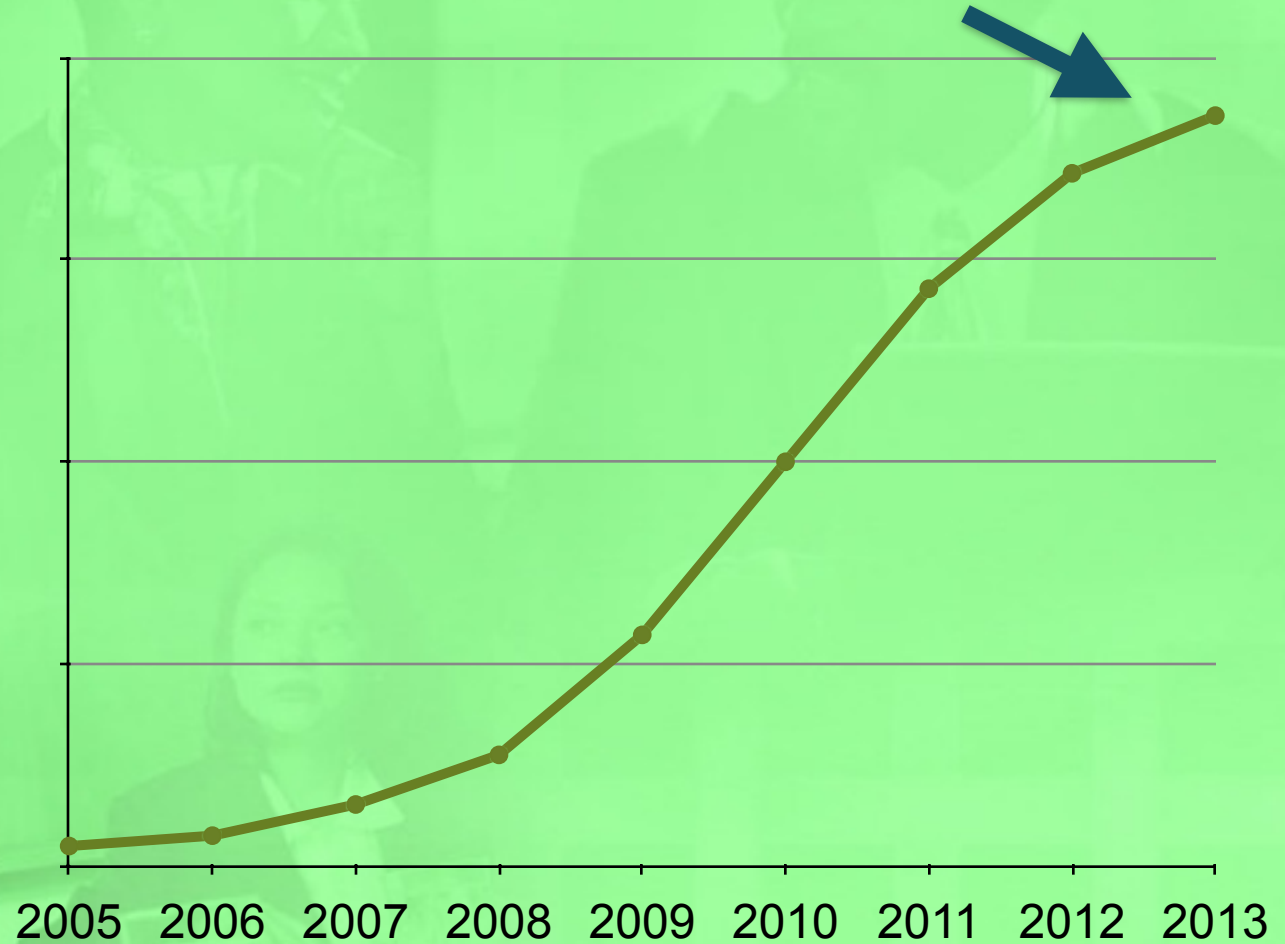
Agile Revenues



Agile Industries

*Proudly Turning
Developers into
Customers™*

Cause for Concern



Agile Industries

*Proudly Turning
Developers into
Customers™*

The Answer!

Sell to larger
companies,
not individuals

Agile Industries

*Proudly Turning
Developers into
Customers™*

The background of the slide features a faded, green-tinted image of several business professionals in a meeting. On the left, a man in a suit is shown in profile, looking towards the right. In the center and right, other individuals are partially visible, some looking at documents or laptops. The overall tone is professional and collaborative.

The Answer!

Enterprise Agile™

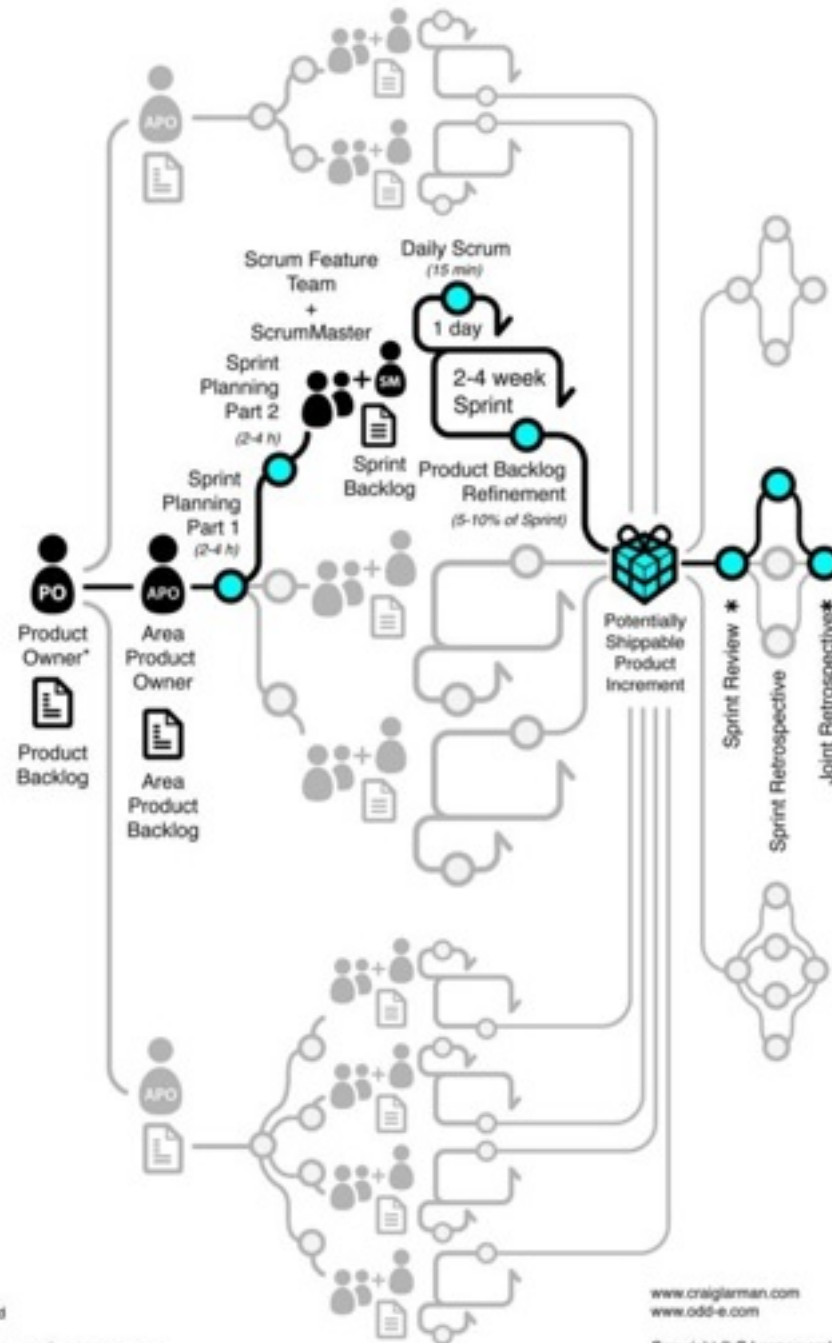
Agile Industries

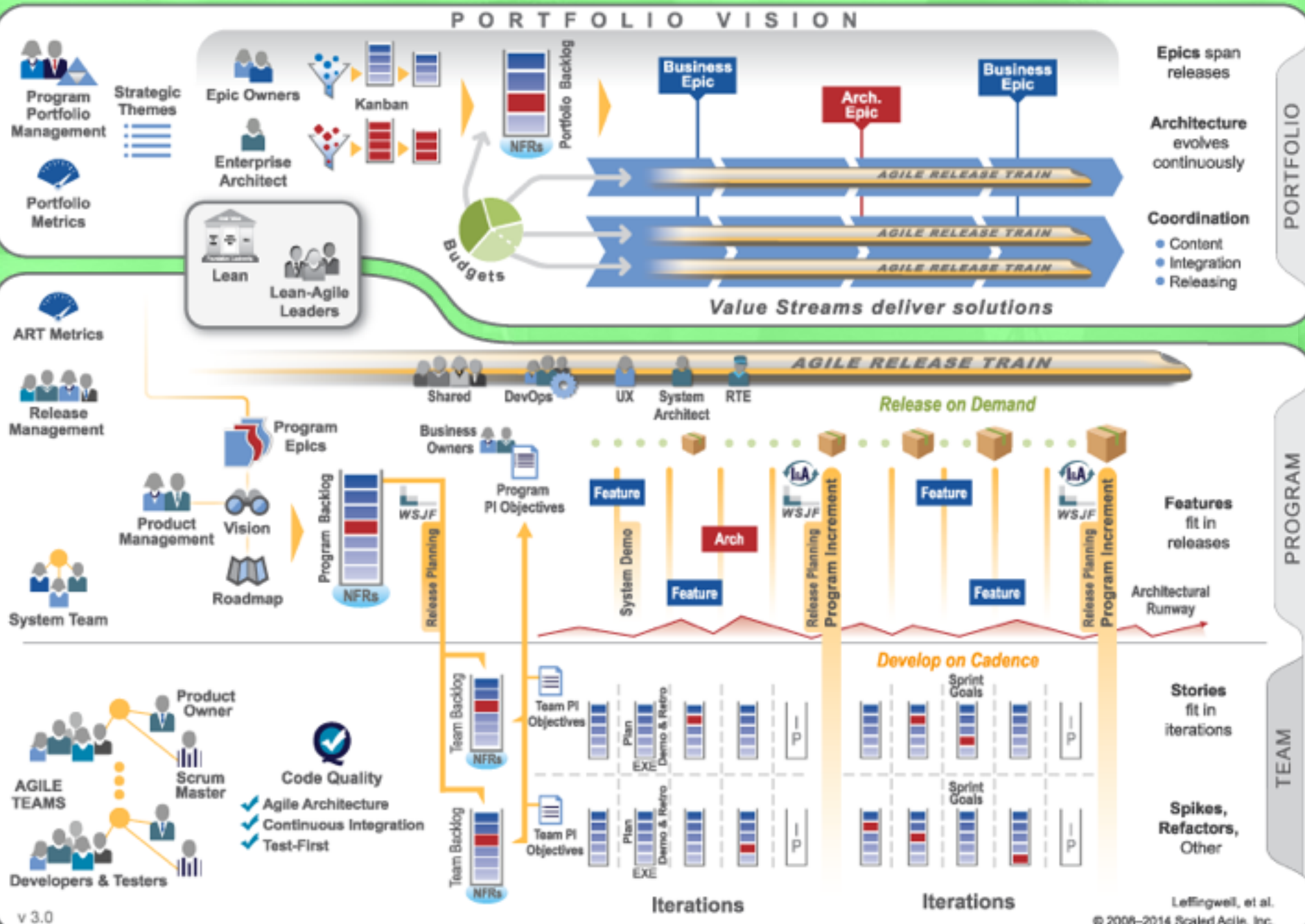
*Proudly Turning
Developers into
Customers™*

Agile Industries

*Proudly Turning
Developers into
Customers™*

Large-scale Scrum when "many" teams: One Product Owner and Area Product Owners





Going Forward

- Focus on big sales
- Obsolete old materials/certifications and resell new variants
- Expand into non-software fields
- FUD at the enterprise level

Agile Industries

*Proudly Turning
Developers into
Customers™*

The Future is Agile

A green-tinted background image showing four business professionals in a meeting. Two men stand in the background, one looking at a laptop. Two women sit at a table in the foreground, one writing on a notepad. The entire image has a green overlay and a subtle checkerboard pattern.

The Future is Profit

No!

It is time to
Reclaim Agility

Agility—What to Do

- Find out where you are
- Take a small step towards your goal
- Adjust your understanding based on what you learned
- Repeat

Agility—How to Do It

- When faced with two or more alternatives that deliver roughly the same value, take the path that makes future change easier

The fix is in this room...

Courage

Stand up to fear-mongers

You already have the values—use them to
create practices

Get feedback, refine, repeat...



Agile is not
what you do.

Agility is how
you do it.

