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

Agile Industries, Inc

2014 Annual Report

Roadmap

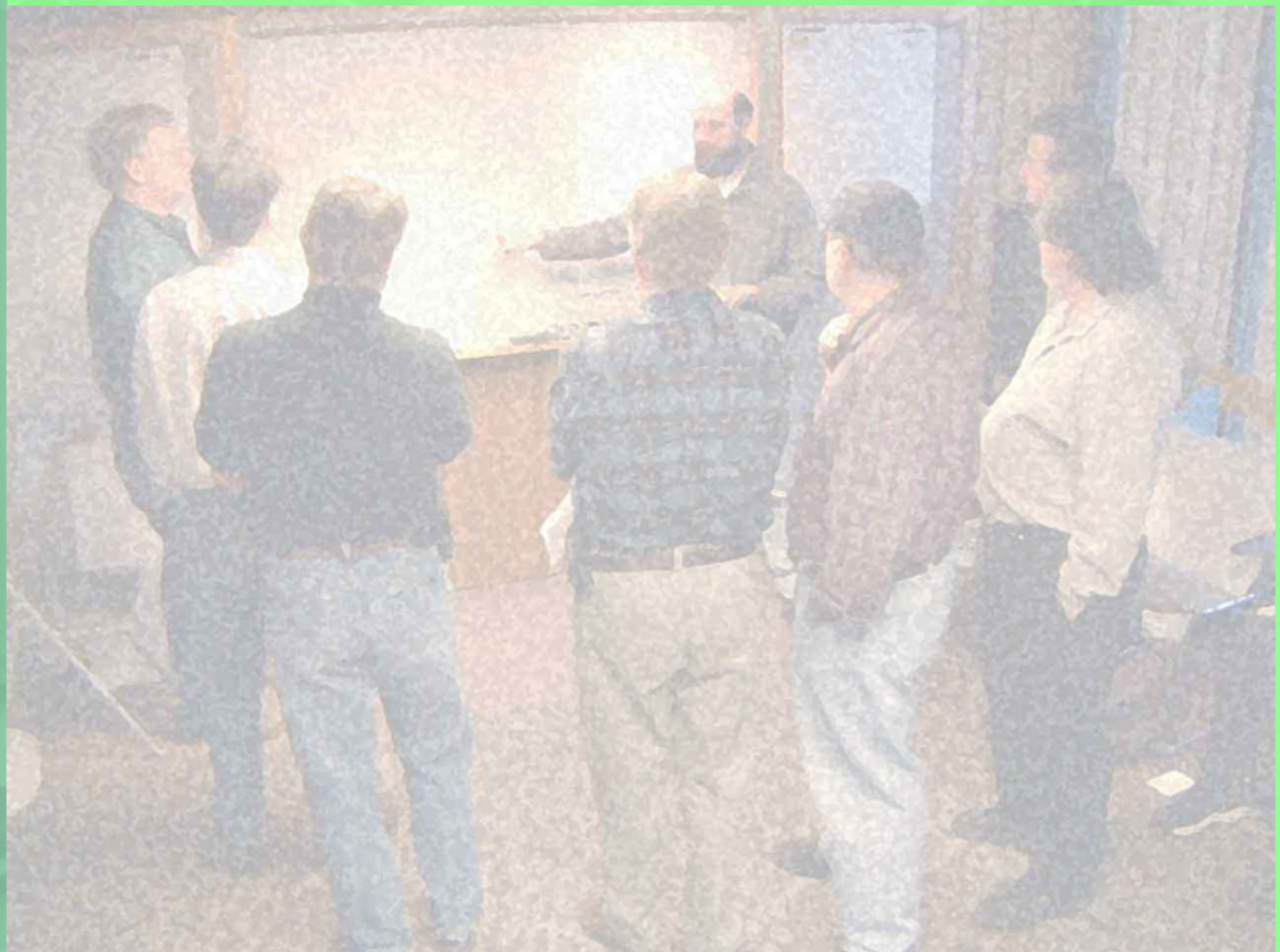
- History
- Challenges
- The Plan

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™

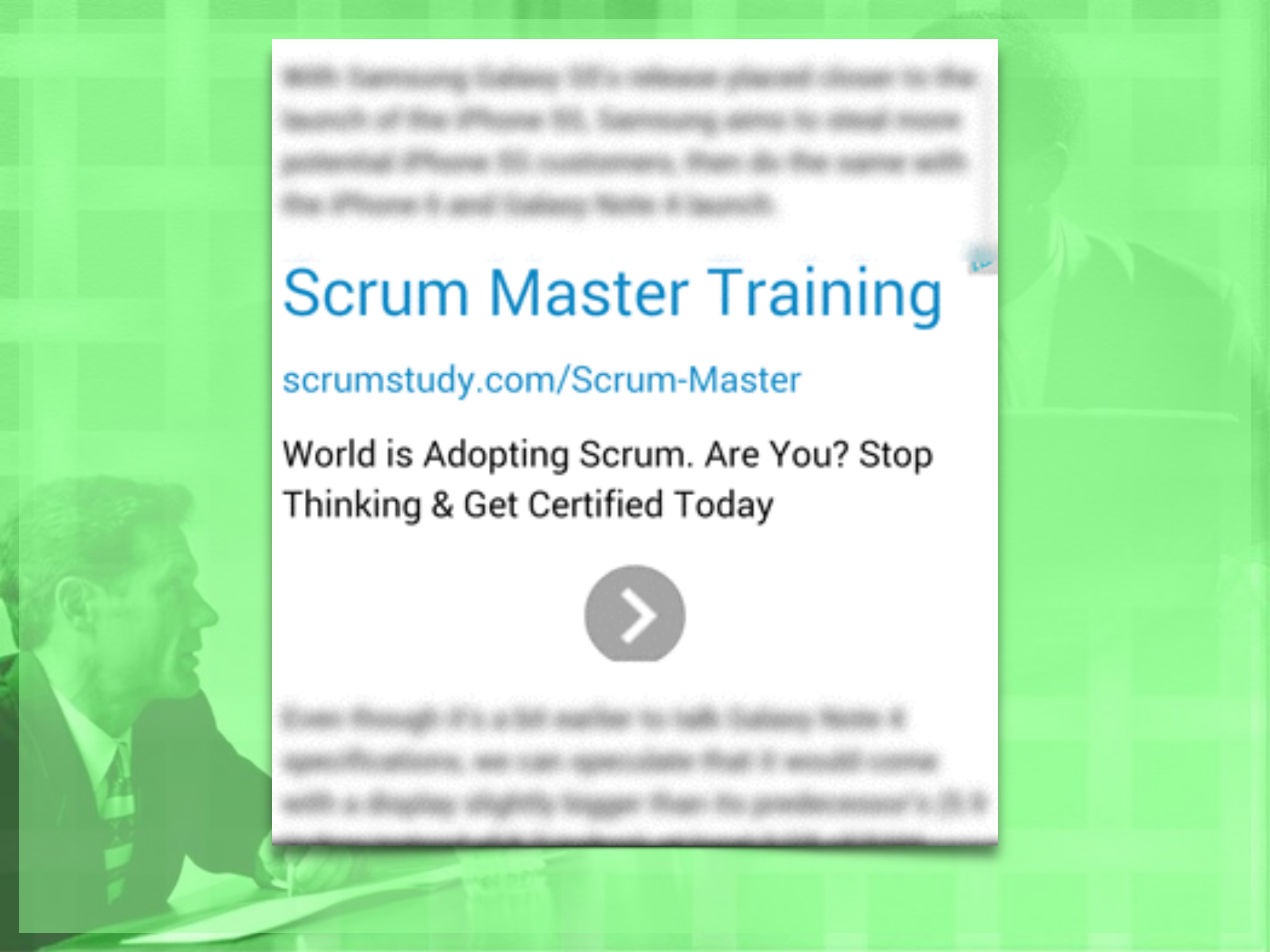
How To Monetize

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

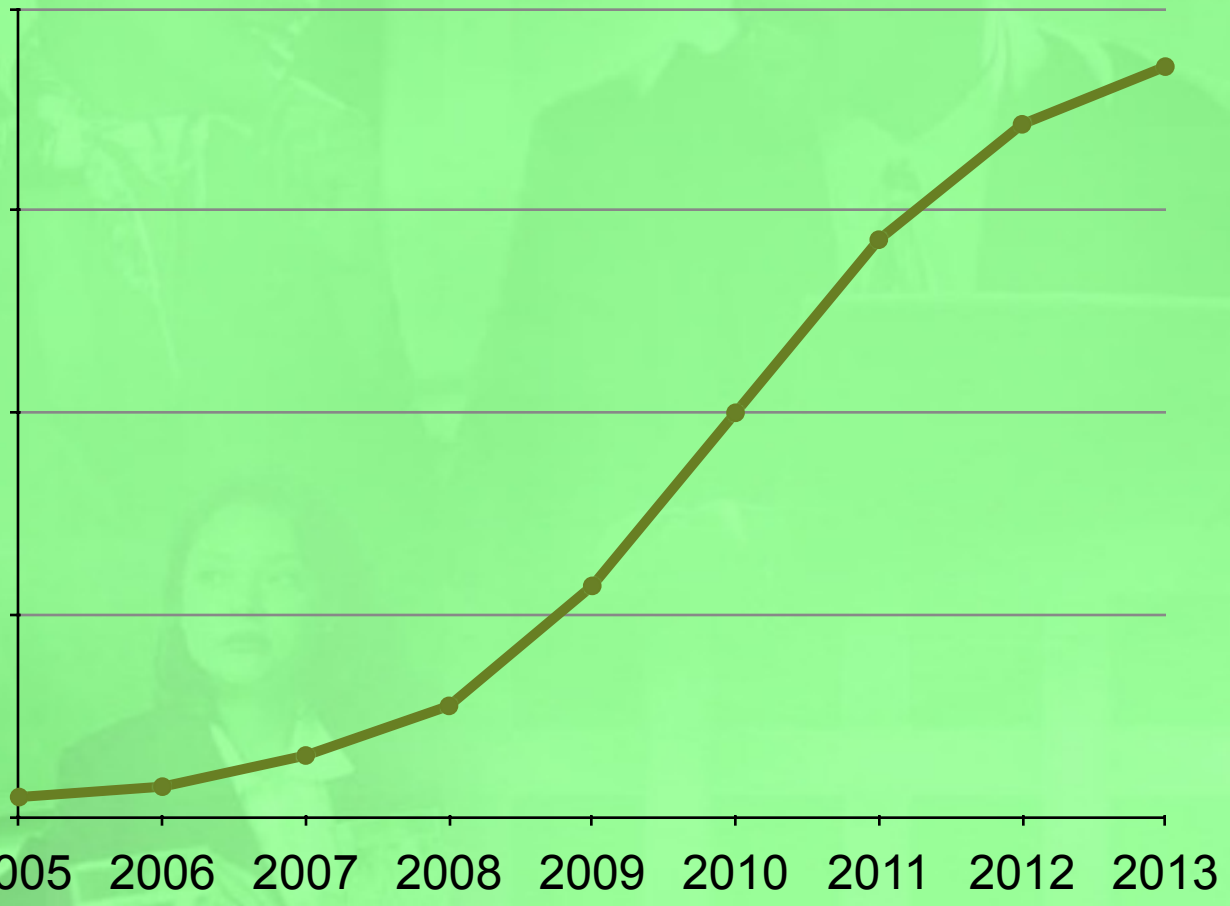
Mission Accomplished!

Agile Industries

Proudly Turning Developers into Customers™


Scrum Master Training
scrumstudy.com/Scrum-Master
World is Adopting Scrum. Are You? Stop Thinking & Get Certified Today

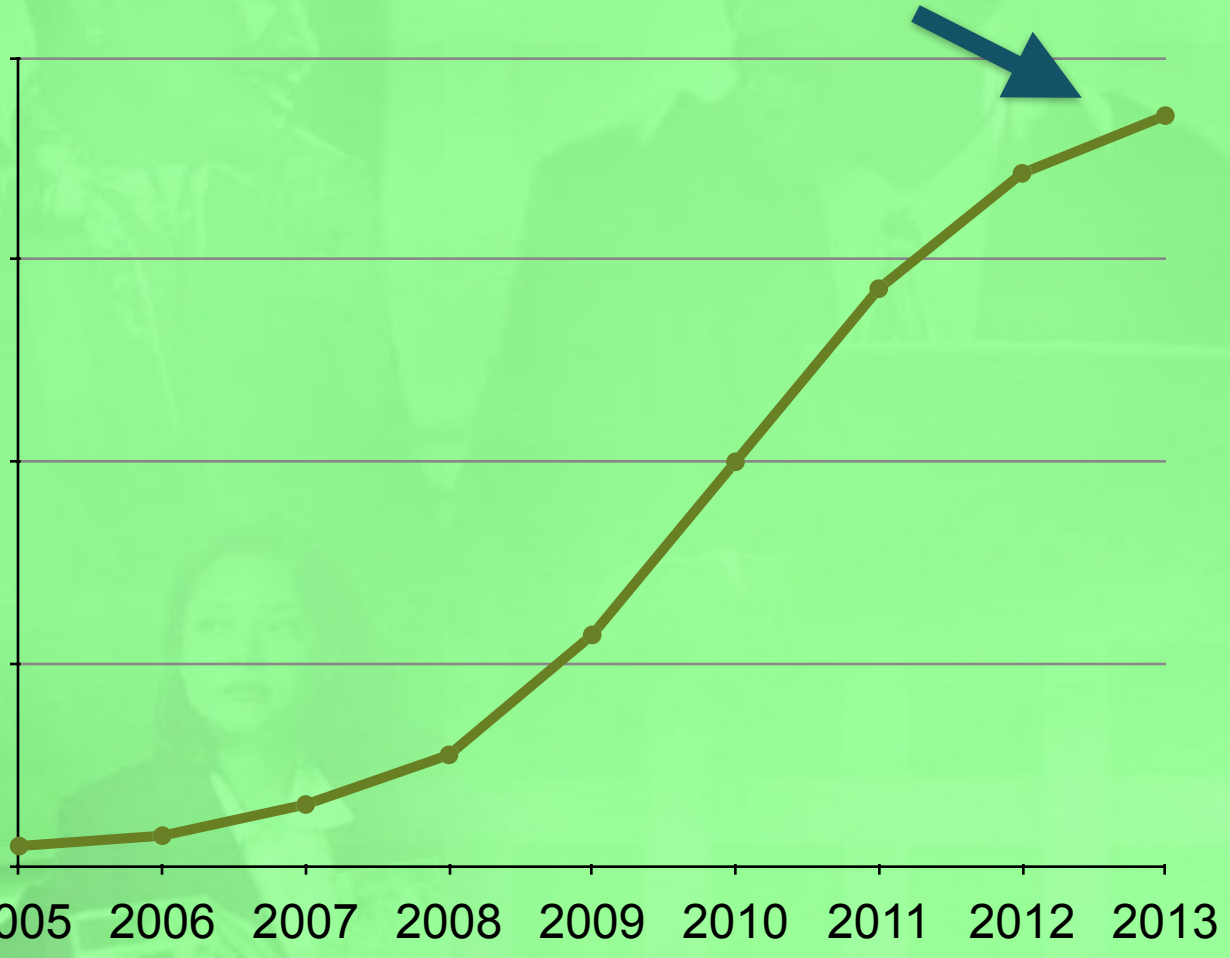
Agile Revenues



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 Answer!

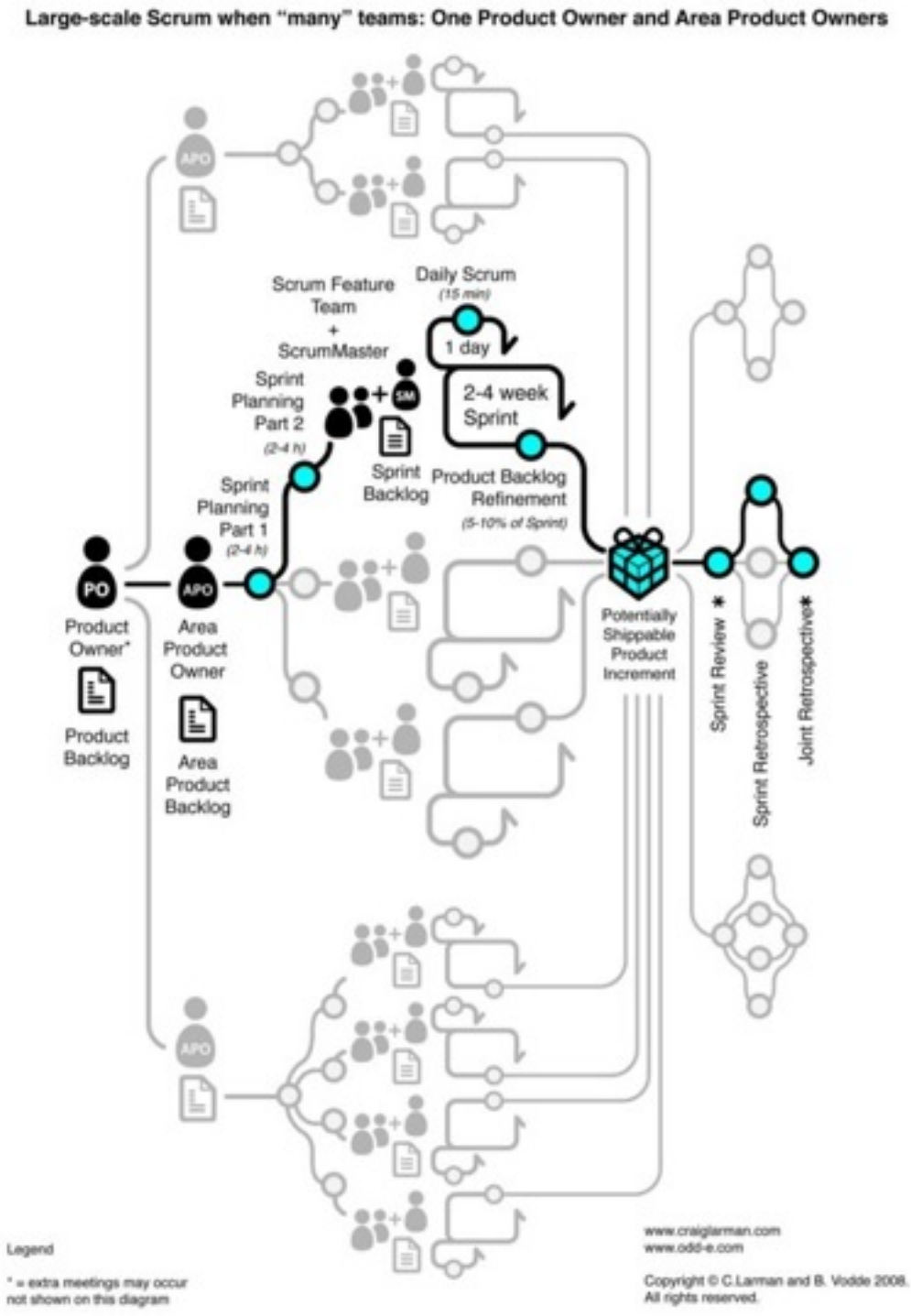
Enterprise Agile™

Agile Industries

Proudly Turning Developers into Customers™

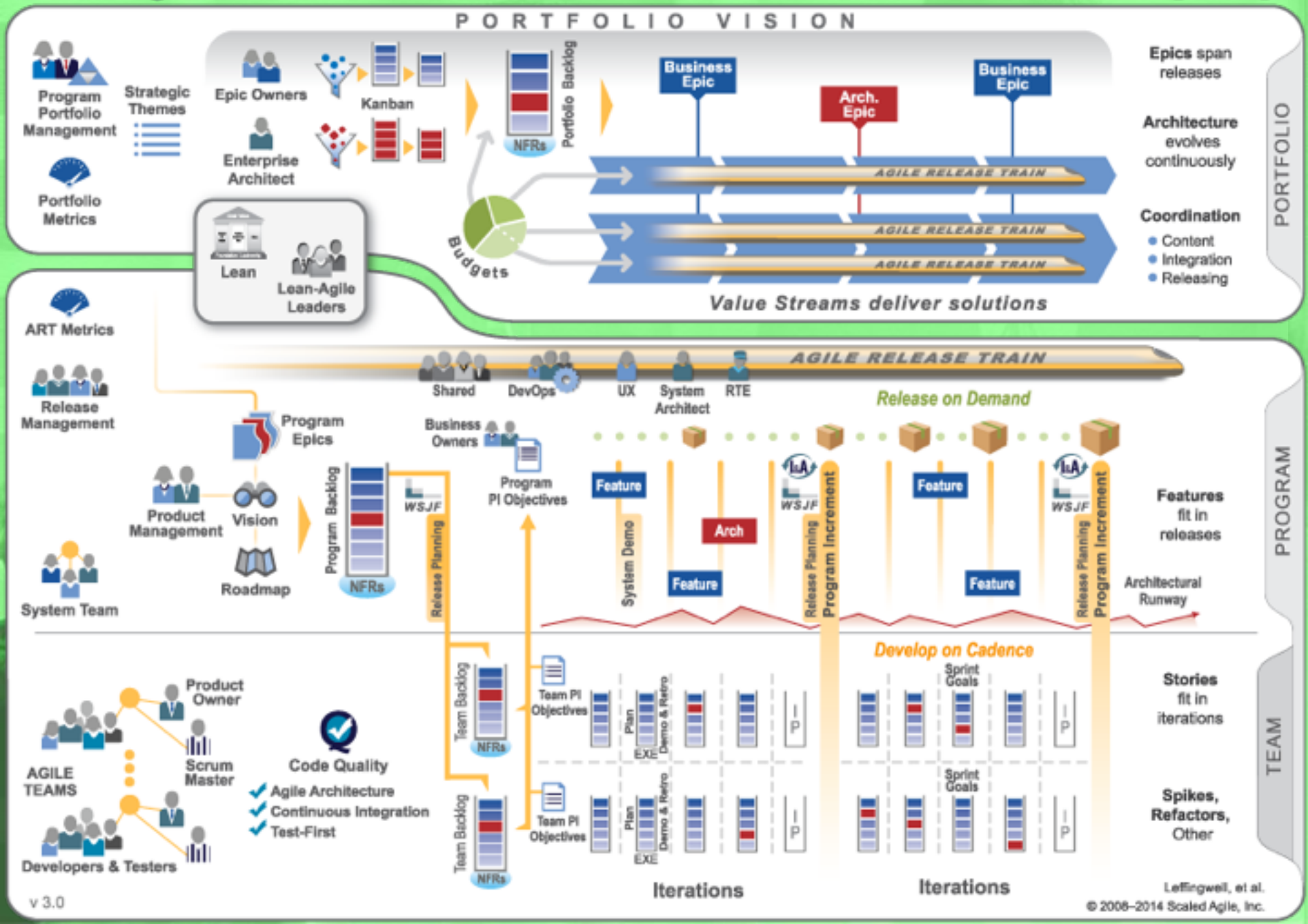
Agile Industries

Proudly Turning Developers into Customers™



Scaled Agile Framework® 3.0

SAFe®



Going Forward

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

The Future is Agile

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 of 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.