



# Don't DO Agile!

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# My Background



- **30+ years developing/leading in enterprise applications organizations as developer, manager, executive**
- **Led Primavera's successful early adoption of Scrum/XP**
  - **First Enterprise Scrum Adoption started in 2002**
- **Work with many companies helping them successfully move to using agile practices**
  - **NASA, SAP, HP, Cisco, CA, Symantec, Disney, Intergraph, Minitab, Avid, CCAD (Comcast), Motorola, H&R Block, Thompson-Reuters (Dow Jones, Liquent), FINRA, US Government Accountability Office, The Hartford, Liberty Mutual, Intuit, ICON Clinical Research, Jewelry Television, Scripps Networks (Food; Travel; HGTV; etc), Turner Broadcasting, Laika Entertainment, Loreal, Maptext, MPS Group, Neat Receipts, Line 6, EchoStar, Sungard Higher Education, Vantage, Achieve3000, Sears Holdings**
- **Certified Scrum Trainer (CST) and Professional (CSP)**
- **MS, Organizational Dynamics, University of Pennsylvania**
- **Specialize in Agile Project Management, Organizational/Team Dynamics and Change Leadership**



We've been doing agile for 2 years

??? Our competition is doing agile; so should we

We're doing 2-week iterations

We just finished our development sprints and we handed it to QA

Agile? Sure! We have daily meetings

Oh, yes we do agile...we have JIRA Agile

We're doing agile, we just had a bunch of people certified

Our Management said we had to do Scrum





# THE AGILE ADOPTER'S DILEMMA...



# WHAT IS THE PROBLEM?

# Obedient

Adjective

Willing to comply with the commands, orders, or instructions of those in authority



# Professional

Adjective

relating to a job that requires special education, training, or skill





# PRACTICE WITH PURPOSE





# CREATE A WINNING CULTURE



# DESIGN A WINNING ORGANIZATION

# Most Effective Practices

- Definition of DONE – work & quality standard
- Make everything visible
- Customer Engagement & Feedback
- Cross-Functional Teams/ Communities
- Prioritization / Limit Work-in-Process
- Retrospectives for improvement
- Continuous Builds/Integration, and maybe Deployments



Don't DO Agile....

Become MORE Agile by using improved techniques

Practice with a Purpose EVERY day

Always look for a better way

Seek new ideas; not answers

Focus on quality in everything you do

NEVER STOP LEARNING...that's what professionals do!

# Questions?

THANK YOU!



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