

# Agile – A Product Management Journey

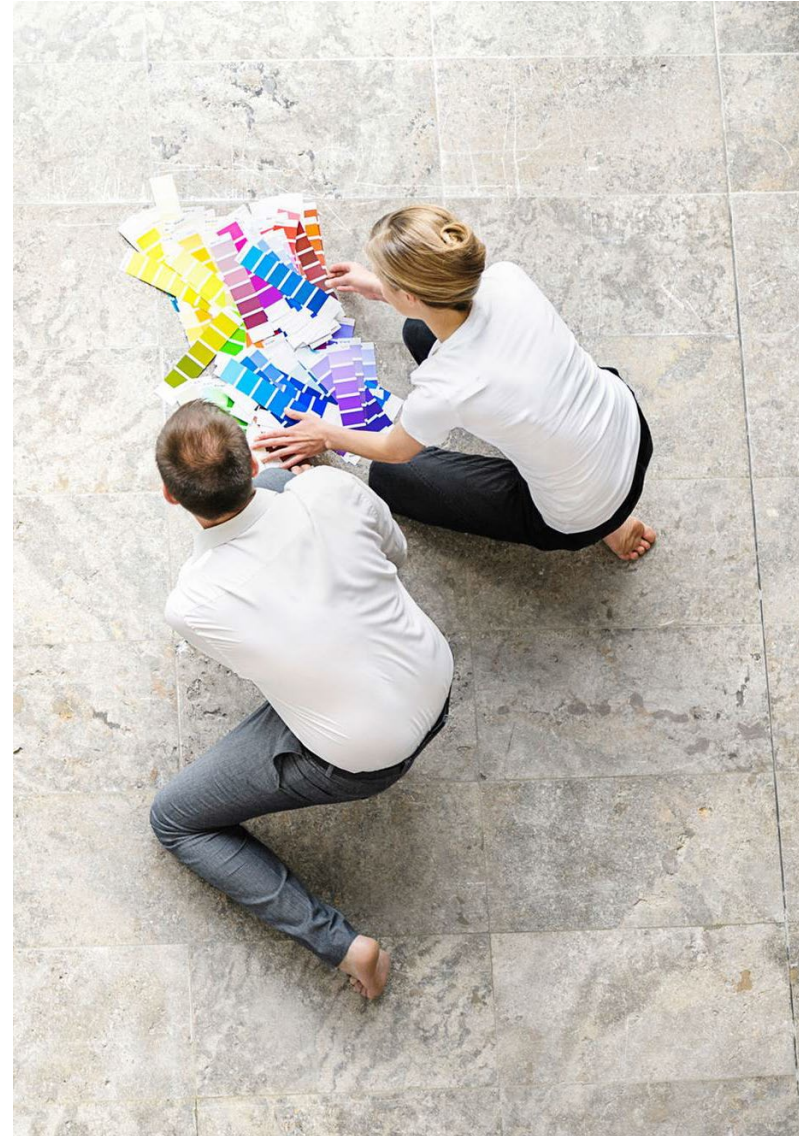
Agility is a way of thinking and working to get things done faster!

# Agile Product Management

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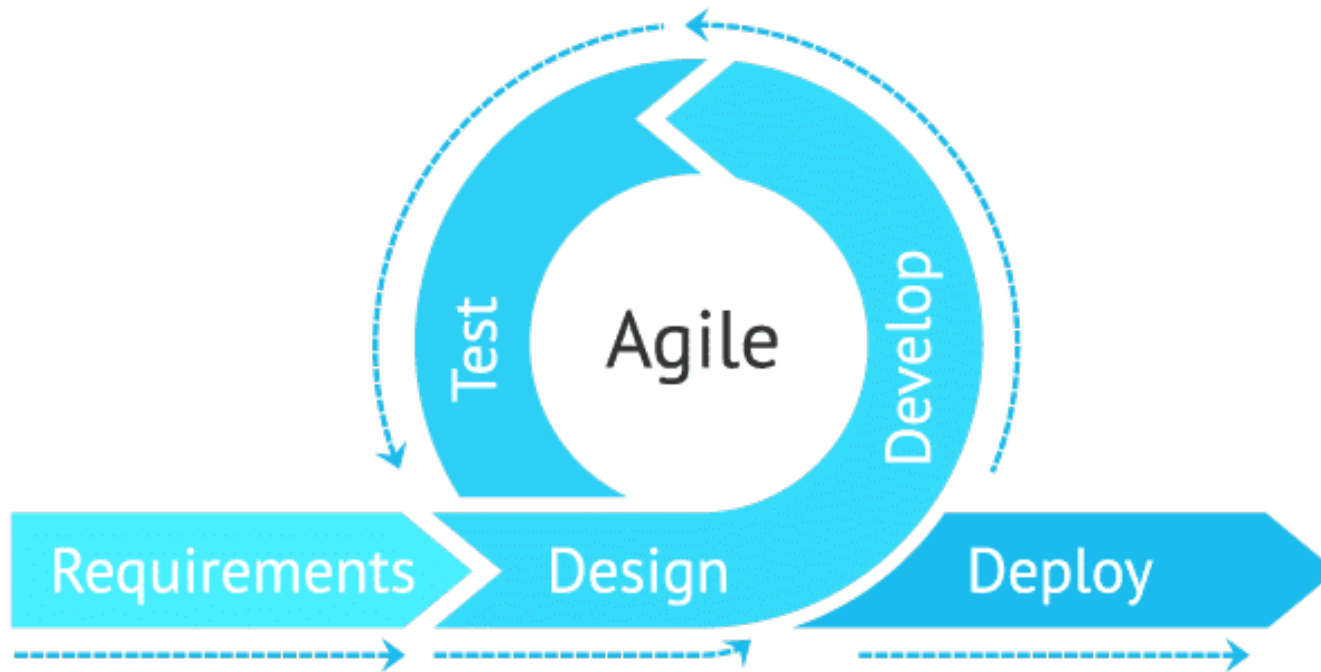
Let's dissect what Agile brings to the table and how Scrum can help us get there.

- **What is Agile;**
- **Agile Increment Lifecycle**
- **Scrum Roles**
- **The Agile Frameworks**
- How does it compare to Waterfall;
- Q&A.



# What is Agile? What does it take to be Agile?

Agile frameworks are light compared to traditional development methods, which means that rules and practices are kept to minimum.

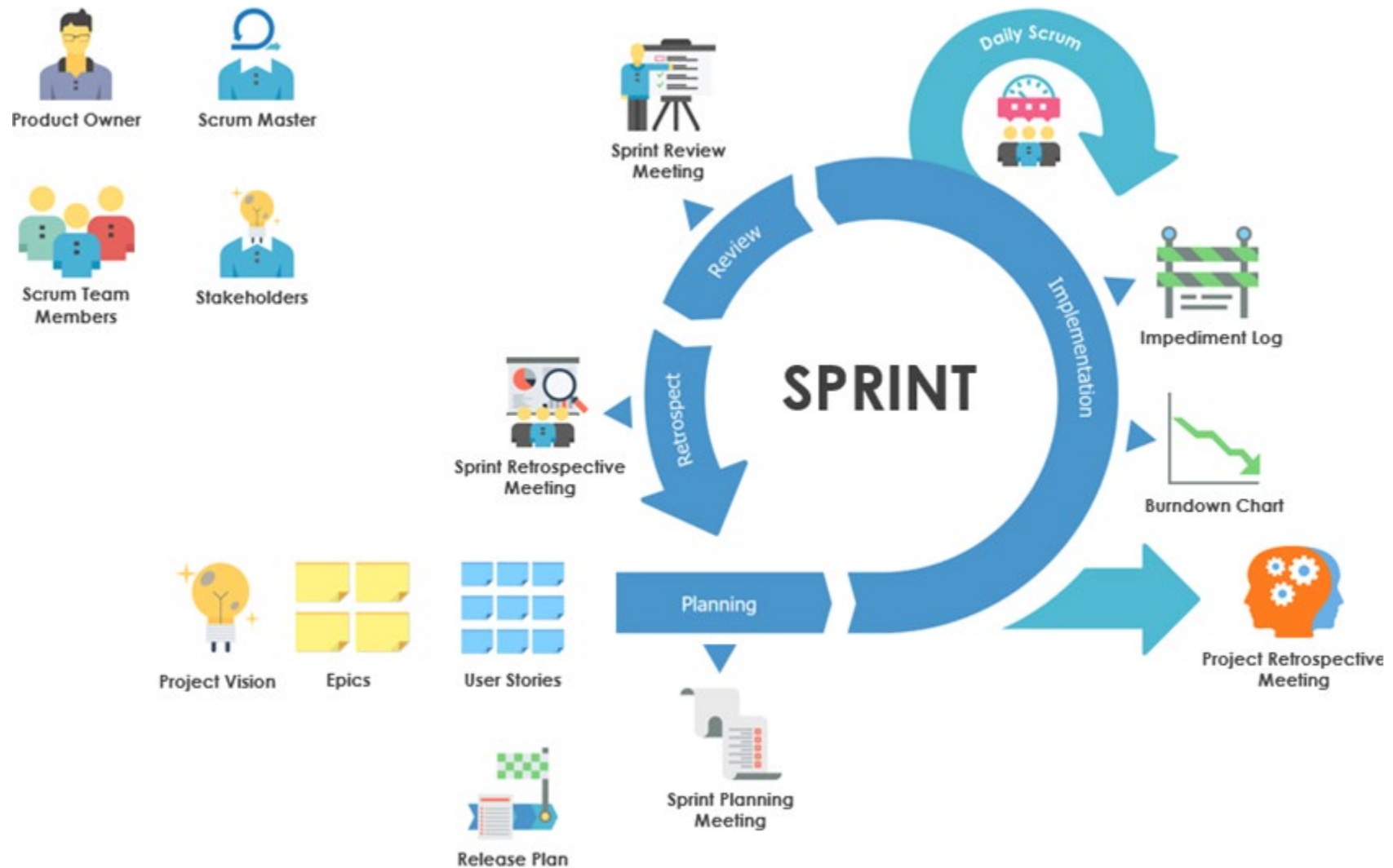


## Agile Manifesto

- **Individuals and interactions** over the processes and tools
- **Customer Collaboration** over contract negotiation
- **Working software** over comprehensive documentation
- **Responding to change** over the following plan

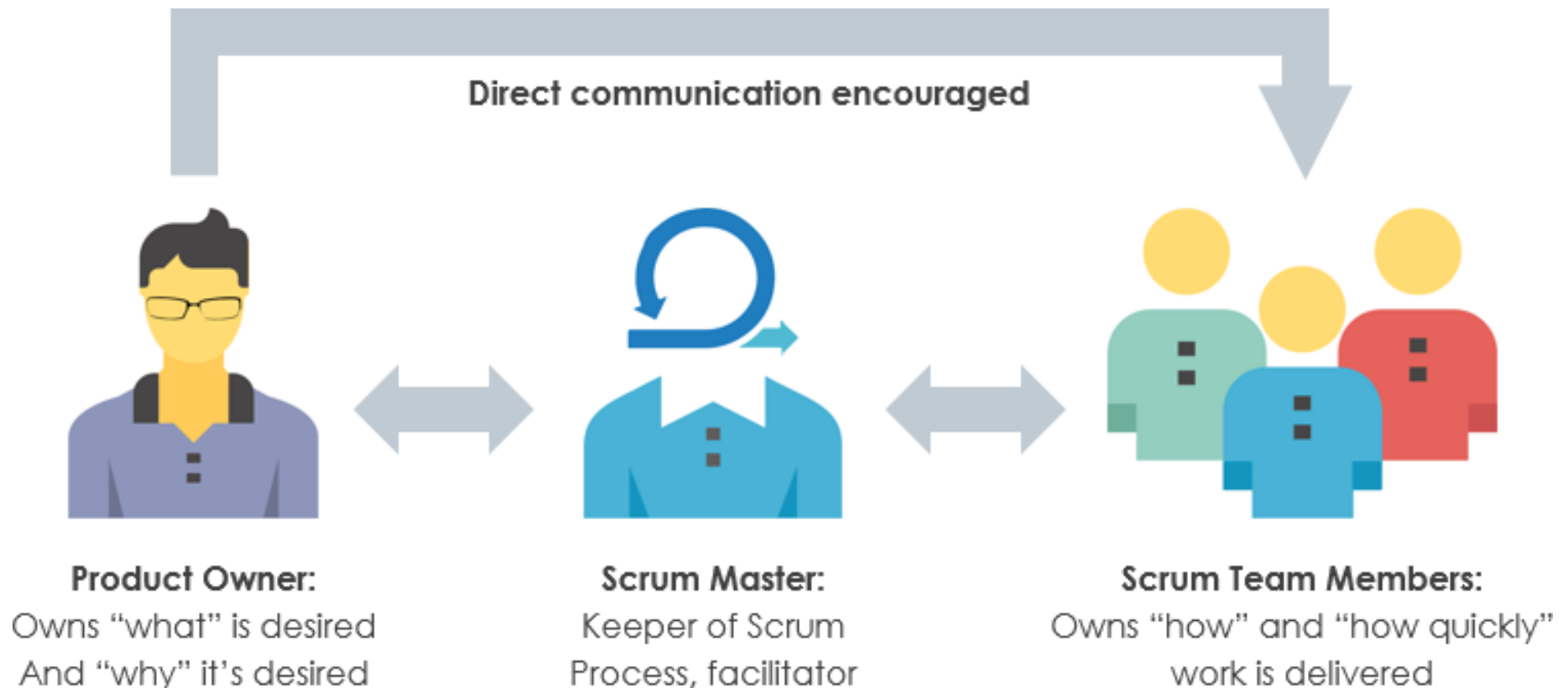
# The Product Increment Lifecycle

The journey of a product.



# The roles in a Scrum Product

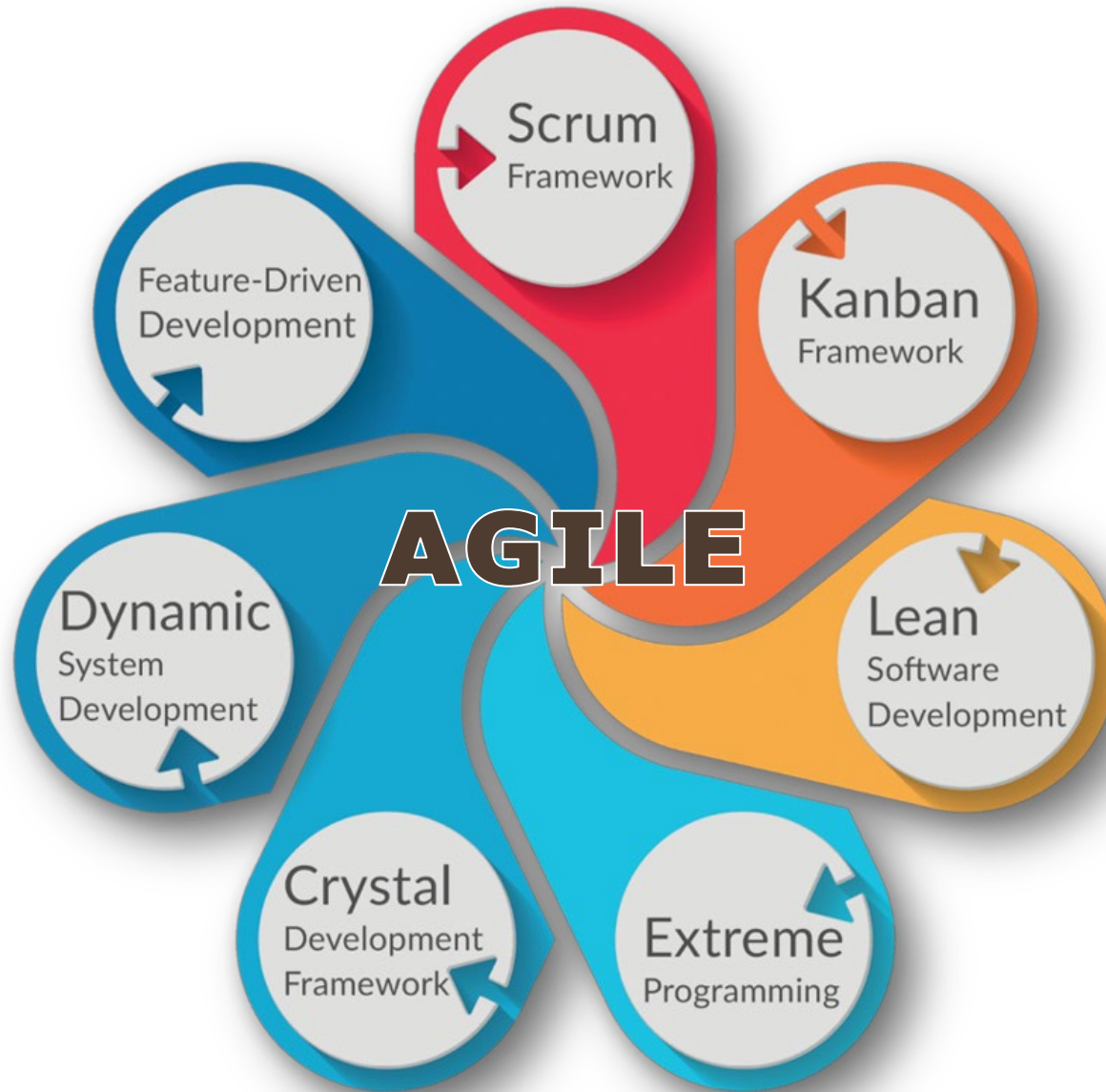
A few roles but only one Goal!



# The Frameworks

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Many to choose from but usually one go-to!



# SCRUM FRAMEWORK / KANBAN

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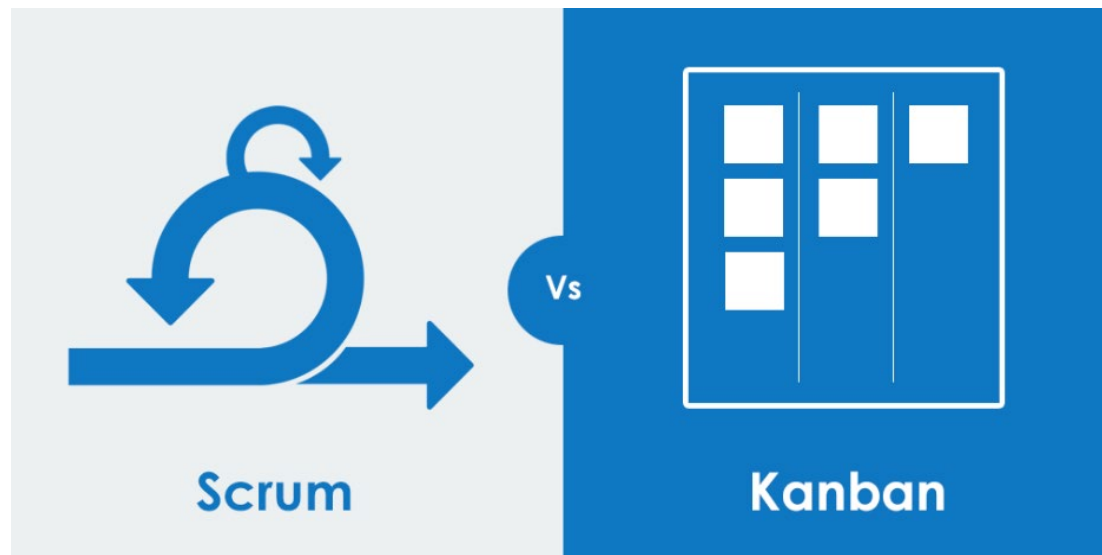
**SCRUM** is the most widely adopted Agile framework, delivering high-value product.

Breaks down big projects into smaller tasks that can be completed in short development cycles.

**KANBAN** supports teams working at top-level efficiency together.

Kanban is visual and incremental. Transparency into project statuses is key, so tasks are visible on board and categorized as:

TO DO --> IN PROGRESS --> DONE

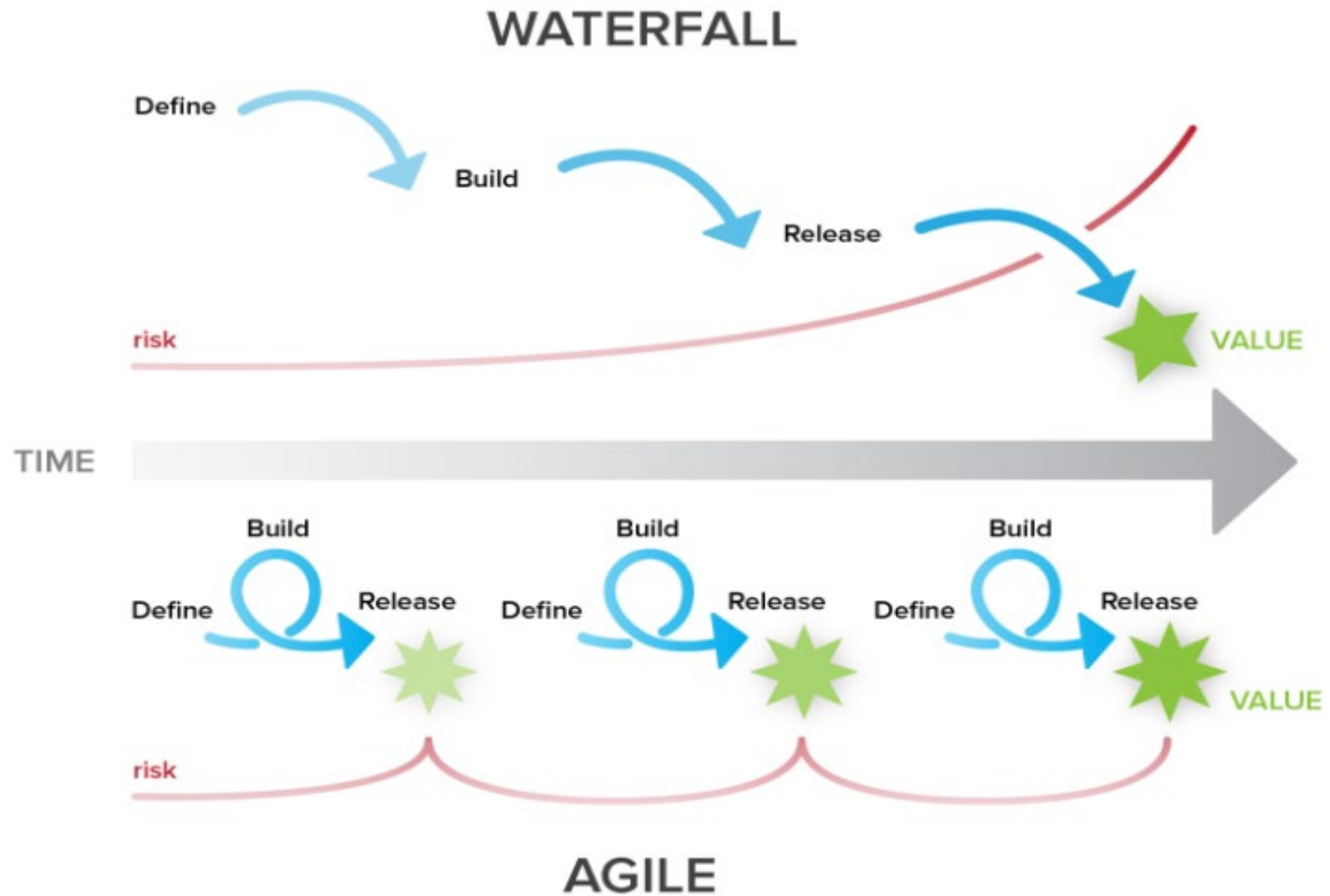


**TEAM oriented vs Work in progress**



# Agile vs Waterfall

Let's discuss where the differences are and maybe the benefits.





# Agile vs Waterfall

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Let's discuss where the differences are and maybe the benefits.

Methodology	Agile	Waterfall
<b>Approach</b>	Frequent stakeholder interaction	Hands-off; goals and outcome established from the beginning
<b>Flexibility</b>	High as built-in to the Agile Method	Low as phases needs to be completed
<b>Requires</b>	Team initiative and short-term deadlines	Completing deliverables to progress to the next phase
<b>Timeline</b>	Flexible/experimental/adapting	Fixed with mapped stages
<b>Client involvement</b>	Fundamental at every stage accordingly to Agile Manifesto saying: ...highest priority is to satisfy the customer...	Only on specific check-ins and then end goal is stablished
<b>Budget</b>	Flexible, open to adaptation	Fixed, less room for changes to budget during the project

# Career Certifications

Becoming a certified pays off!



**SCRUM**



**SAFe**



Thank You