

F*** Agile

Agility without dogma

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Digital Solutions

TYPO3 camp Vienna

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1: Starting point



2: Back to basic



<http://agilemanifesto.org>

4 values

12 principles

2: Back to basic: Agile Manifesto

4 values

Individuals and interactions over processes and tools

Working software over comprehensive documentation

Customer collaboration over contract negotiation

Responding to change over following a plan

2: Back to basic: Agile Manifesto

Agile is NOT Scrum

Agile is NOT Kamban

Agile is NOT Extrem Programming (XP)

Agile is NOT Feature Driven Development (FDD)

Agile is NOT Behavior Driven Development (BDD)

These are only agile methods and processes
- defined by somebody.

2: Back to basic: What you can do

Interpret the Agile Manifesto for YOURSELF!

Define YOUR rules based on the Agile Manifesto.

(can also be scrum, xp, bdd, ...)

Take YOUR rules very seriously.

Change YOUR rules if they don't fit.

Take YOUR rules very seriously.

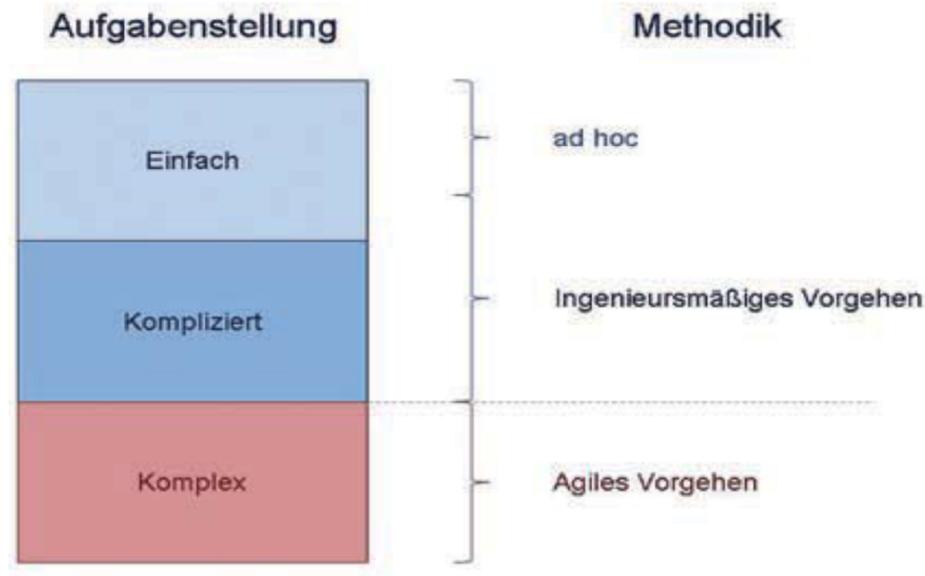
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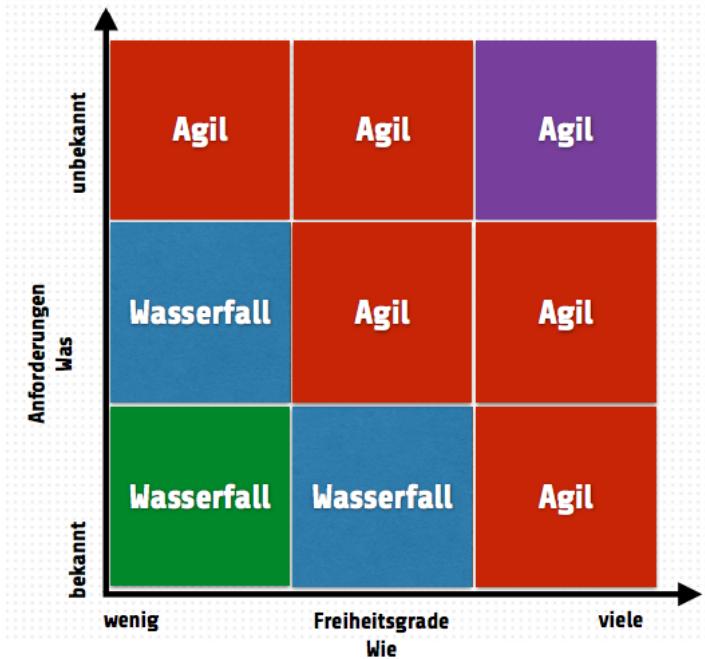
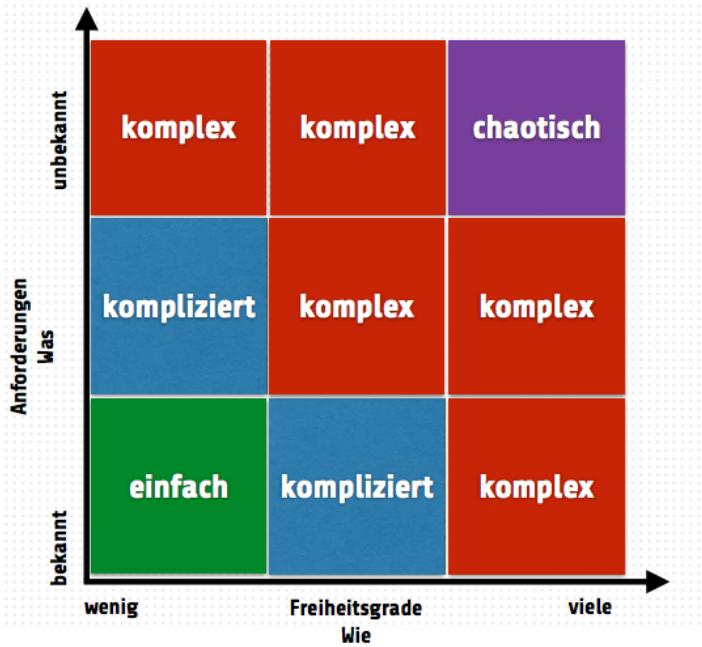
Agile? When now..?

1: When complexity prevails



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Agile? When now...?

1: When complexity prevails

Software projects can be complex. They consist of simple, complicated and complex tasks.

There is no question of an planning or agile approach,
but it is clear that we need BOTH.

Complexity and that's it?

2: When time / time to market plays a role

Is not it the same in all industries?

In the digital market, the winner takes it all!

There is only one Facebook, only one Twitter, only one Spotify, only one Google,..

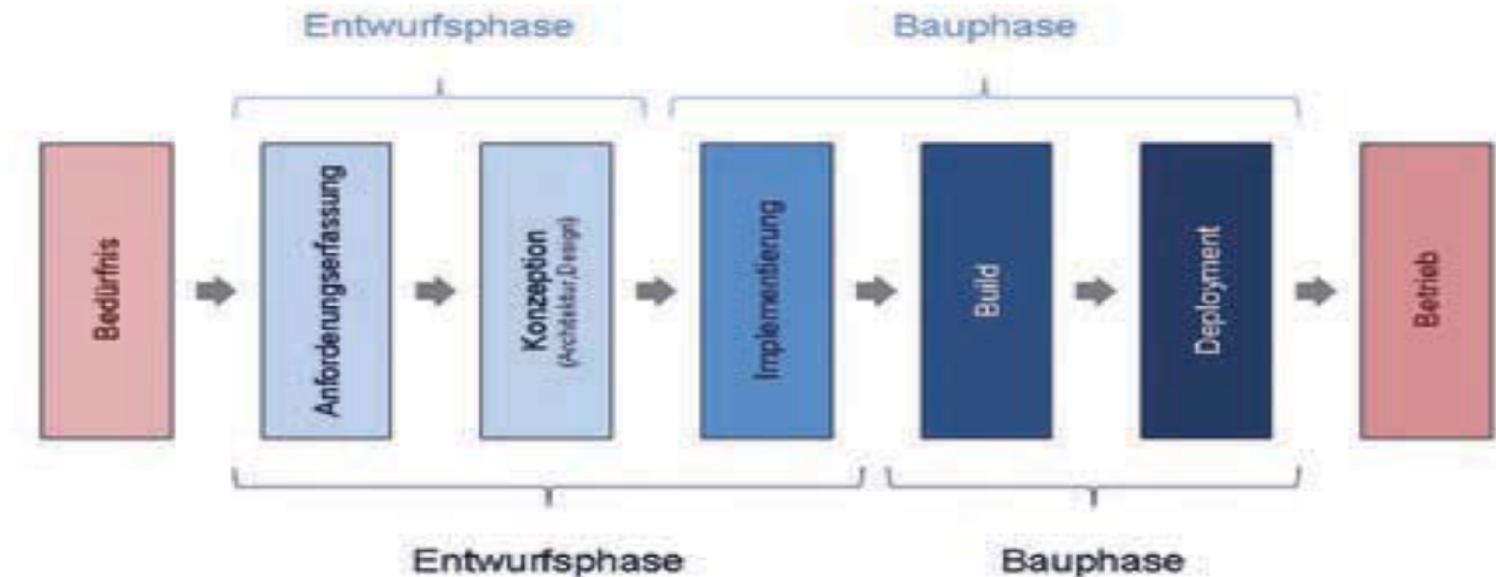
Speed is the new big!

“We aim to make mistakes at first!” Spotify

Software development is different, but..

Traditionelle Phasenzuordnung

(nicht mehr zutreffend)



Moderne Phasenzuordnung

(aktuell zutreffend)

“Agile does not work with us...”



Agile can be a problem sensor.

Conclusion ... for me personally

Being “agile” is an attitude,
a way of thinking and acting
in my business and private live.

**Agile is not a thing you buy.
Agile is a thing you are.**

Conclusion... for our daily business



**KEEP
CALM
AND
BE
AGILE**

Conclusion... for our daily business

- **Project team**

- Crossfunctional, flat and self-organized, working in “Mobb-Sessions” to the “Single-Peace-Flow”-principle
- “DevOps cultur” <https://www.youtube.com/watch?v=mobSirNTPQg>
- Customer is an essential part of the team

- **Intense and direct communication**

- Both in good news and in bad news
- Fast feedback, frequent reflections

Conclusion... for our daily business

Kaizen

Doing formal and informal retrospectives

Failure culture

"We aim to make mistakes as first!", Spotify

"Don't be afraid to fail! Anything i always attempted, i was always willing to fail.", A. Schwarzenegger

- “Commitment to Agile”
 - from all stakeholder

Conclusion... for our daily business

Focus on “Product to Market”

Define the “Minimum Viable Product” and go to the market

Prioritize tasks with the least amount of resources and the highest impact

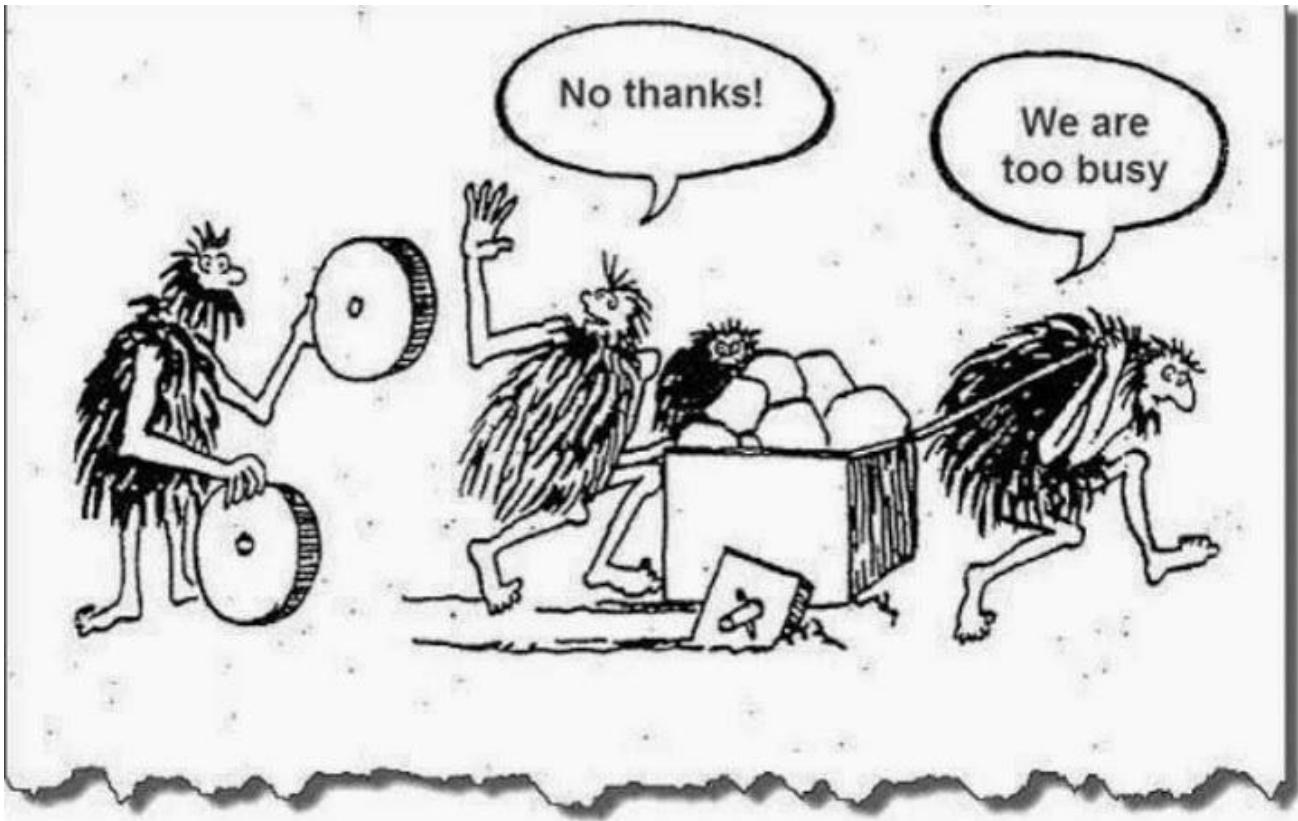
Ask yourself: Is this “important & urgent”?

Focus on “Value”

...and not on contracts, documentation, written requirements..

Identify “Feature waste” - Should it be a product or should it have features

At the end..everything is work in progress.



Thank you for your time and attention!



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