



To memorize the 12 principles of the Agile Manifesto, let's break them down into clusters and create easy-to-remember cues. Here's a guide that may help you retain each principle:

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## 1. Customer Focus

- **Cue:** Think "Customer is the Core."
- **Principle:** "Our highest priority is to satisfy the customer through early and continuous delivery of valuable software."
- **Memory Trick:** Picture the customer at the center of everything, with everyone working to please them.

## 2. Embrace Change

- **Cue:** "Change is good."
- **Principle:** "Welcome changing requirements, even late in development."
- **Memory Trick:** Imagine a door always open to change, with change entering as an opportunity.

## 3. Frequent Delivery

- **Cue:** "Ship it often."
  - **Principle:** "Deliver working software frequently, with a preference for a shorter timescale."
  - **Memory Trick:** Think of frequent, small deliveries like mini milestones.
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## 4. Collaboration

- **Cue:** "Team sync."
- **Principle:** "Business people and developers must work together daily."
- **Memory Trick:** Visualize a team huddle where everyone's in sync, working together each day.

## 5. Support and Trust

- **Cue:** “Motivate and Trust.”
- **Principle:** “Build projects around motivated individuals. Give them support and trust.”
- **Memory Trick:** Picture a team encouraged to innovate, with management trusting them to do their best.

## 6. Face-to-Face Communication

- **Cue:** “Talk it out.”
  - **Principle:** “Face-to-face conversation is the most effective way to convey information.”
  - **Memory Trick:** Imagine a group in a room communicating directly, instead of through emails.
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## 7. Working Software = Progress

- **Cue:** “Show, don’t tell.”
- **Principle:** “Working software is the primary measure of progress.”
- **Memory Trick:** Remember, results count; focus on software that actually works.

## 8. Sustainable Pace

- **Cue:** “Keep it steady.”
- **Principle:** “Agile processes promote sustainable development.”
- **Memory Trick:** Think marathon, not sprint; pace yourself.

## 9. Technical Excellence

- **Cue:** “Quality counts.”
- **Principle:** “Continuous attention to technical excellence and good design enhances agility.”
- **Memory Trick:** Picture quality as the foundation that keeps everything running smoothly.

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## 10. Simplicity

- **Cue:** “Less is more.”
- **Principle:** “Simplicity—the art of maximizing the amount of work not done—is essential.”
- **Memory Trick:** Imagine clearing out clutter to focus on what truly matters.

## 11. Self-Organizing Teams

- **Cue:** “Autonomous team.”
- **Principle:** “The best architectures, requirements, and designs emerge from self-organizing teams.”
- **Memory Trick:** Think of a team naturally taking ownership, with ideas bubbling up from within.

## 12. Reflect and Adjust

- **Cue:** “Reflect and improve.”
- **Principle:** “The team reflects on how to become more effective and adjusts its behavior.”
- **Memory Trick:** Imagine a mirror where the team reflects regularly and makes improvements.

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## Quick Recap with Key Phrases:

1. Customer First
2. Embrace Change
3. Frequent Delivery
4. Team Sync
5. Motivate and Trust
6. Talk it Out
7. Show, Don't Tell
8. Keep it Steady

9. **Quality Counts**
10. **Less is More**
11. **Autonomous Team**
12. **Reflect and Improve**

Try repeating these cues and imagining the visuals daily for a few minutes. This method will help lock the principles in your memory!

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The 12 principles of the Agile Manifesto serve as a guide for teams to effectively apply Agile methodologies. Here they are to help you remember:

1. **Customer Satisfaction**  
Our highest priority is to **satisfy the customer** through early and continuous delivery of valuable software.
2. **Welcome Changing Requirements**  
Even late in development, **welcoming changing requirements** is key. Agile processes harness change for the customer's competitive advantage.
3. **Frequent Delivery**  
**Deliver working software frequently**, from a couple of weeks to a couple of months, with a preference for the shorter timescale.
4. **Collaboration**  
**Business people and developers must work together** daily throughout the project.
5. **Support and Trust**  
Build projects around **motivated individuals**. Give them the environment and support they need, and trust them to get the job done.
6. **Face-to-Face Communication**  
**The most efficient and effective method of conveying information** to and within a development team is face-to-face conversation.
7. **Working Software as the Measure of Progress**  
**Working software is the primary measure of progress.**
8. **Sustainable Development**  
Agile processes promote **sustainable development**. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.
9. **Technical Excellence and Good Design**

Continuous attention to **technical excellence** and good design enhances agility.

10. **Simplicity**

Simplicity—the art of maximizing the amount of work not done—is essential.

11. **Self-Organizing Teams**

The best architectures, requirements, and designs emerge from self-organizing teams.

12. **Reflect and Adjust Regularly**

At regular intervals, the team **reflects** on how to become more effective, then tunes and adjusts its behavior accordingly.