

Breaking Free From Fake Agile

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Codemash 2025

Promises

- 1 Align on “Agile”
- 2 Define “Fake Agile”
- 3 Show how to identify it in your org
- 4 Discuss **practical** tools to avoid it

About Me

20+ years in Software Dev

Eng Leadership @ NTWRK, Complex, Ghost

Specializing in growth-stage Startups

Currently: Senior Engineering Manager @ Ghost



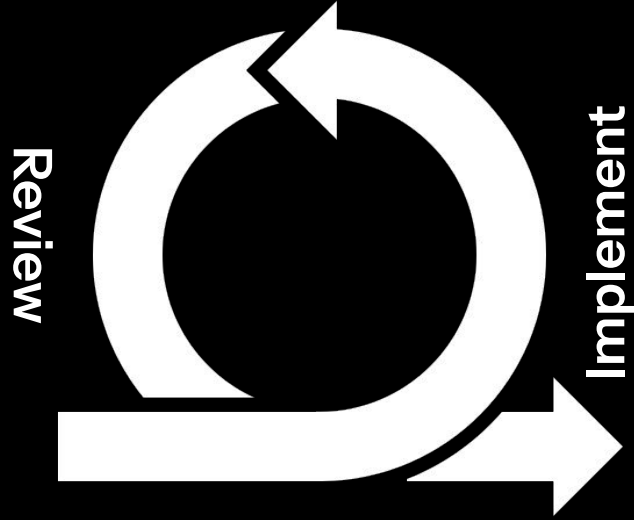
70%

of large IT projects fail.

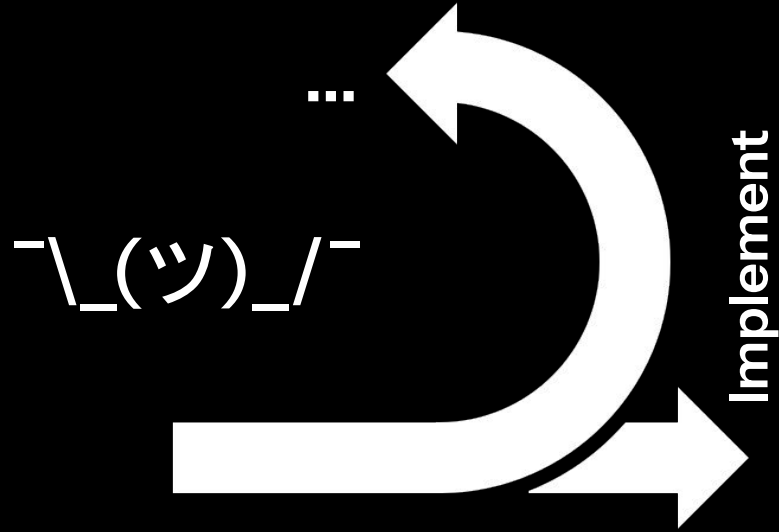
17%

fail *real bad*.

Enter Agile.



... the reality
in many orgs.



Fake Agile™ = Agile - Feedback Loops

(Story time!)

Feedback

QUANTITATIVE *What Users Do*

 Usage Metrics

 User Sessions

 Dashboards

QUALITATIVE *Why Users Do It*

 User interviews

 Direct Observation

 Real-time Feedback

KEY TOOLS

 Beta Groups

 Feature Flags

 POCs

Ghost's Approach: Cycles

Fixed Time (6 weeks)

Variable Scope

- “Done” is nebulous!

Hard Stops = Forced Reflection and Re-evaluation

(Check out Basecamp's ShapeUp methodology!)

Making it

Real

Get feedback.

“How will we know if this is the right solution *as we build it?*”

Watch out for “good” work that eats up most of your time.

Make lots of *small* bets and break down the big bets.

**ASSUME YOU'RE WRONG.
GOOD THINGS WILL
HAPPEN!**

Good luck!

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Citations

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McKinsey & Company. Retrieved from <https://www.mckinsey.com>