Coaching

- Coach is NOT trainer

  - Trainer inculcates the Agile values and teach the Agile principle

  - Trainer has short tenure

  - Trainer is often hired from outside the companies or teams

- Coach should be optional and

  - one of team members, may rotate among team members

  - act as team's conscience

  - not a manager

  - strictly internal to the team

- Scrum master - often project manager, not

Certification
A complete joke and an utter absurdity

- The certification doesn't guarantee the right process by people

    - An Agile coach is not specially trained to be an Agile coach.

- Every member of an Agile team needs to understand the values and techniques

    - A semesterlong course

    - Understand Agile values

    - Show proficiency in executing Agile disciplines