Being Agile: Your Roadmap to Successful Adoption of Agile

Mario E. Moreira

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Being Agile is your roadmap to successfully transforming your organization to an Agile culture. Veteran agile coach Mario Moreira teaches new adopters how to implement a robust Agile framework to derive from it the maximum business benefit in terms of customer value, revenue, and employee engagement.

Agile is a ubiquitous watchword in the corporate world, but only a minority of companies understand and practice what they pay lip service to. Too many content themselves with half-baked approximations such as Fragile (fragile Agile), ScrumBut (Scrum but not the practices), and Scrum Fall (mini-waterfalls in the sprints). Moreira shows maturing early adopters how to bridge the chasm between going through the motions of *doing* Agile and genuinely *being* Agile.

After a high-level synopsis of Agile's values and principles, methodologies (including Scrum, Kanban, DSDM, Leam, VFQ, and XP), and roles, Moreira plunges into the nitty-gritty of how to apply the *ready, implement, coach, and hone* (RICH) deployment model to all phases of a project in such a way as to embody and inculcate agile values and principles at the team level and promote agile transformation across your organization's culture.

What you'll learn

Agile professionals, project managers, and middle, senior, and executive management in software engineering and development divisions and enterprises who read this book will learn how to:

- Evaluate team candidates for traits, skills, behavior, and attitudes diagnostic of an Agile mindset
- Set up Agile planning tools and framework
- Map stakeholder engagement
- Validate ongoing application of Agile best practices
- Adapt Scrum teams and techniques for various needs and conditions

Who this book is for

The primary readership for this book comprises Agile professionals, product managers, and middle, senior, and executive management in software engineering and development divisions and enterprises. The secondary readership includes business analysts agile and software configuration managers.

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