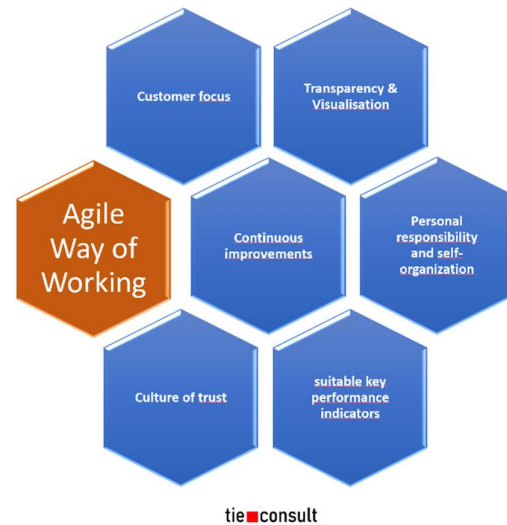


AGILE is dead - long live the agile way of working!

For over last 15 years I have been working as a development manager, head of product management, CTO and finally senior consultant to make companies "agile". But time and again I observe behaviors that prevent the commercial success of AGILE - to the point that the introduction in a company fails completely and leaves scorched earth behind - AGILE is then "dead".

It is then a great shame about the initial hopeful enthusiasm, the time invested, the frustrated employees (& managers) and the budget used! Larger companies digest such setbacks and start another attempt at some point of time, but especially with small and medium-sized companies (SMEs) you cannot and do not want to afford failure: the "first attempt" has to be right.

It is actually quite natural to focus on key business principles in development projects and thus achieve important aspects of the agile way of working consistently and step by step:



- Clear focus on customer benefits and what is essential and necessary next
→ *through prioritization, avoiding project and task "traffic jams"*
- Establishing maximum transparency and visualizing work progress and results
→ *by working on shared boards*
- Continuous improvements through learning in short iterations
→ *by optimizing throughput more important than utilization*
- Transferring personal responsibility and self-organization to the project team
→ *through empowerment, enablement, decisions at the lowest possible level*
- Establishing an open culture of trusting collaboration from team members to the upper management level
→ *through trust, error culture*
- Determining suitable key performance indicators that enable effective project decisions
→ *by avoiding reporting with "green traffic lights"*

With these basic principles, you will surely increase productivity of projects, innovation and fun in achieving results, flexibility in adapting to changing market conditions and, above all, the sustainable growth of your company!

In this sense, the agile way of working is a logical continuation of the "lean" movement in product development and holistically encompasses all roles involved in the product development process. The agile way of working is therefore often compared to that of a startup.

What does commercially successful "agile way of working" mean from your point of view? Write a comment or send me a message 😊