

Agile Adoption: The Real Story

"I estimate that 75% of those organizations using Scrum will not succeed in getting the benefits that they hope for from it." – Ken Schwaber, co-creator of the Scrum framework

Ouch! Who wants that? Considering Scrum is the most widely adopted agile process in the world doesn't this say agile doesn't work worth a darn? Well, not exactly, and that is what this seminar is about.

We want your agile adoption to go so well you are singing the praises of agile to all who will listen. If you're planning to adopt agile within the next 12 months, then you have to attend this free seminar so you can avoid being part of the 75% of organizations that fail!

This seminar is different from any you will have attended in the past. We have one goal and it is NOT to sell you anything. Our goal is to convince as many organizations as possible that they are not ready to try an agile transition! We want the organizations which are ill-prepared for agile to understand their shortcomings and address them prior to attempting an agile adoption. Our goal is to stop agile failures before they start. One of the principles we teach in our courses is to "build quality in" which in this case means making sure organizations are properly prepared to have the highest possibility of success before embarking on a difficult journey.

How will we do this? We are going to be very blunt and very reality-based. We are going to give you a peek behind the agile curtain. We are going to help you see what we look for when we help organizations like yours through an agile adoption.

We are going to do this by telling you the pluses and minuses of various methods of agile adoption which will include actual expectations for success as well as the real dollars required. We are going to tell you all about fully being an agile organization, not just what it takes to become reasonably proficient with a process. We are going to tell you the pre-requisites for true success in terms of people, skills, and structure, not just which books you should read. We are going to tell you what you need to be prepared for with various roles like project managers, product managers, business analysts and other, not just leave you looking for answers when those roles ask "what do I do now?" We are going to tell you why it is important to understand and embrace agile engineering practices, not just gloss over these items because "they aren't part of the process." We are going to explain why some teams find using an agile lifecycle management tool to be important, not just ignore the topic because we don't sell the tools. We are going to tell you why scaling, time zone differences and not being collocated is so difficult, not just tell you they are hard and leave it at that. We are going to tell you the common areas of failure for agile adoptions, not just let you find them on your own. After we tell you all these things, we are going to help you to truly understand why it is all so important.

We will end the day with a Q&A session where no question about agile will be off-limits.

Space is severely limited for this event. If you're currently employed as a decision maker, influencer, manager or executive at an organization considering an agile transition please sign-up to attend. If this does not describe you, then please consider attending a future event instead.

When: Tuesday, October 20, 2009, doors open at 8:30 AM, seminar starts at 9:00 AM

Where: Holiday Inn Express, 7380 South Clinton Street, Englewood, CO 80112

More info and registration: <http://agileadoption.eventbrite.com/>