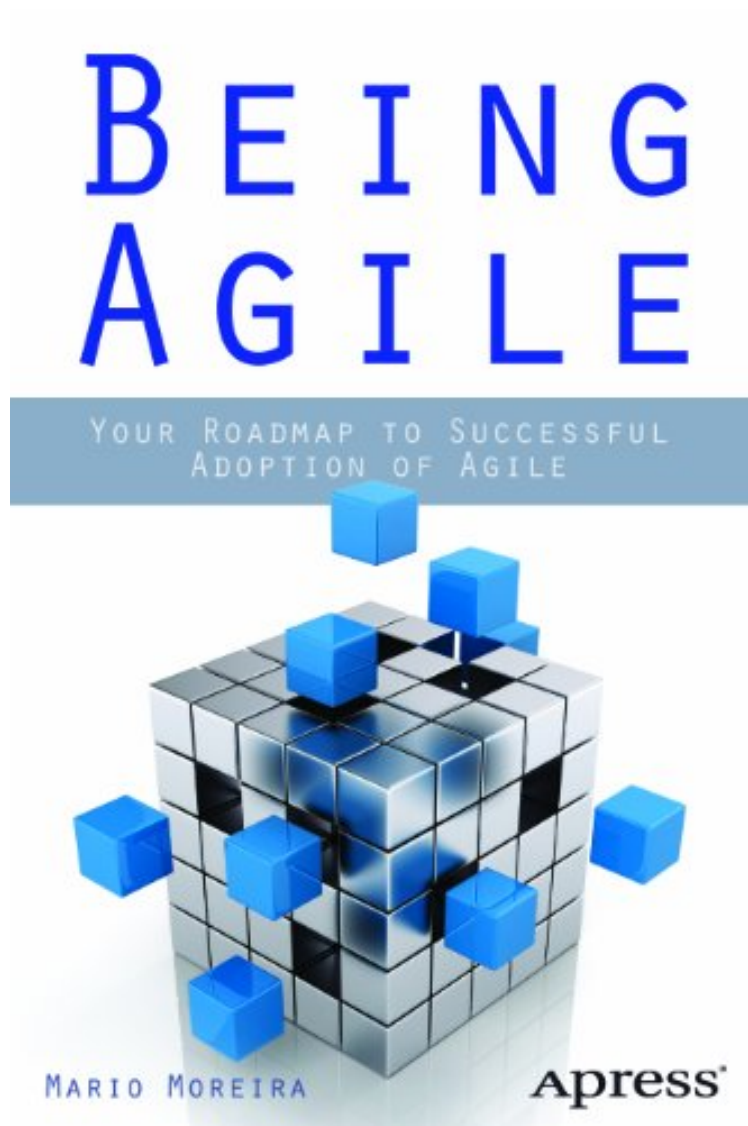


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Being Agile: Your Roadmap to Successful Adoption of Agile

Mario E. Moreira

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Mario E. Moreira : Being Agile: Your Roadmap to Successful Adoption of Agile before purchasing it in order to gage whether or not it would be worth my time, and all praised Being Agile: Your Roadmap to Successful Adoption of Agile:

4 of 4 people found the following review helpful. Comprehensive, Authentic and RelevantBy CustomerI'll being this review by saying how much I dislike books on Agile in general. Not because the books in and of themselves are not useful or well written but rather most feel like an engineering manual OR like 300 pages of someone preaching their dogmatic view on the topic. Being Agile is far from that. It is the first book on the subject that I've read that oozes empathy, authenticity and feels like the author actually put some heart and soul into writing it.The first thing that you

notice is that there are 24 chapters and each is a detailed walk-through of an important aspect of how agile principles and practices work inside your organization and how it impacts your people. The book talks a lot about the "what" but it also gives you loads on the "how", another thing many books on the topic lack. There is almost this trepidation in our industry with authors on the topic of agile to provide concrete statements and specific "how-to's" - Being Agile isn't one of those books, it gets to brass tax and gives you relevant guidance on what you need to do to be successful. If you're a veteran then this is must-have in your toolbox for reference and study. If you're an individual practitioner then this book will help accelerate your learning and if you are an organization that has toyed with some flavor of agile and/or is looking to do more then Being Agile should be one of your top 3 reads. Well done! 1 of 1 people found the following review helpful. Being Agile fills a deep need By Michel Biedermann Agile transformation journeys go from 'Doing Agile' to 'Scaling Agile' and finally to 'Being Agile'. There are many resources for the first two stages; Mario's book is the first I found to really hit the mark on the third. Too many books trying to focus on the cultural change required to 'Be Agile' are filled instead with goodness from the first two stages. This book is all about the cultural changes at all levels of the company and how to lead that change. 1 of 1 people found the following review helpful. Must-read for change agents By Rear Wheel Drive Others have done a solid job reviewing the book so I won't rehash. But I insist on endorsing "Being Agile". If you are in the change management business with a focus on Lean or Agile, you would do yourself a disservice by not reading this book.

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.

About the Author Mario E. Moreira is a writer for Agile Journal and a columnist for CM Crossroads Journal. He has worked in the Configuration Management field since 1986 and in the Agile field since 1998, serving successively as Vice President of Architecture and Methods at Fidelity Investments and Senior Director for Agile and CM at CA Technologies. He is a certified ScrumMaster through Ken Schwaber (co-founder of Scrum) and a certified Scrum Professional. Moreira is the author of Adapting Configuration Management for Agile Teams, Software Configuration Management Implementation Roadmap, and Agile for Dummies.