



Being Agile: Your Roadmap to Successful Adoption of Agile

By 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.

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Editorial Review

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.

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