
Beyond Agile

successful projects through

Adaptive Persuasion

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February 2009

Agenda

- **How the past has worked and failed**
- **Digital People, Optimal Results**
- **Shape the Future, the People will follow**
- **Steps to Optimal Development**

The Past worked well?

What worked in the Past

More than 15 management types
All have proven successful

What works in the Future

Team management will succeed
New processes don't address all flaws

The Future Works

Change processes

Modify Processes – Agile & Scrum

Change Interaction

Engage team members

Address interaction flaws

Develop team effectiveness

Why Agile

- Generates interaction
- Acceptance of '*Improved Process*'
- Defined 'NEW' structure and operation
- Marketing

Beyond Agile

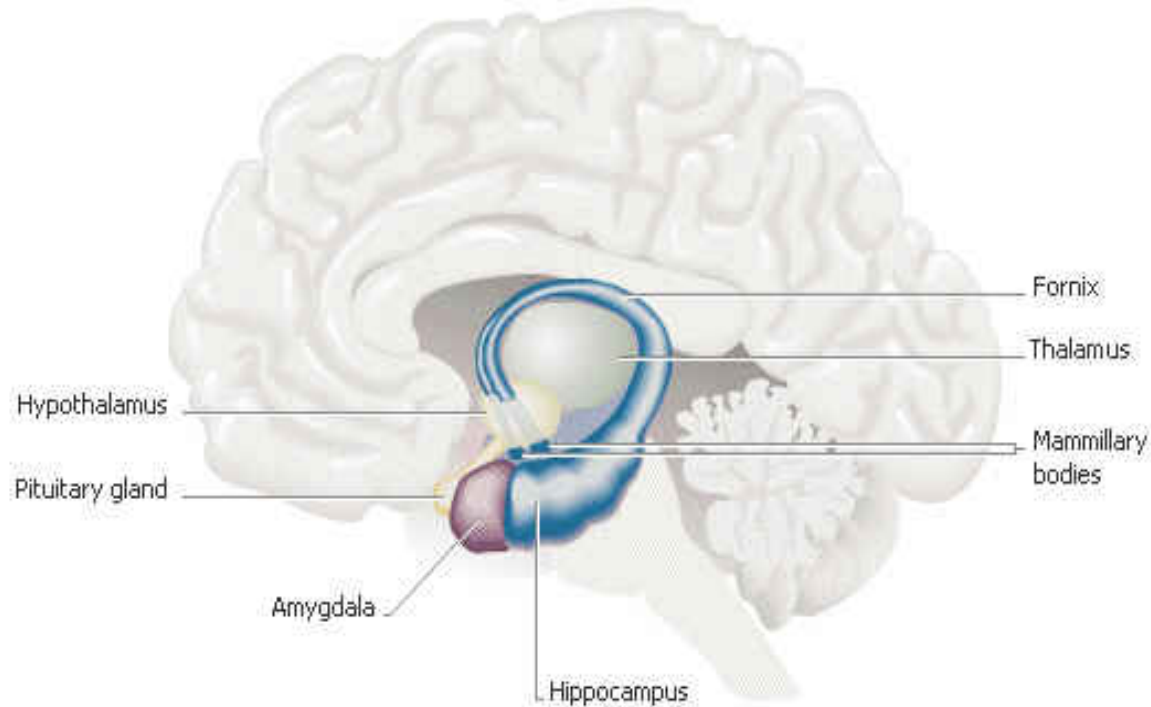
- Expand what is known to work
- Fine grain process
- Continuum of progress, Agile is a step
- Strength of the team

Works for **EVERYBODY**



Intake Information Identically

Limbic System



Foundations, Elements

- ▶ Story
- ▶ Integral evaluation and acceptance
- ▶ Adaptive to shifting needs

Context is communication

Story process

- Universal across the world
- Presentations accepted without filters
- Based upon emotions, supported by logic

Facts are Opinions

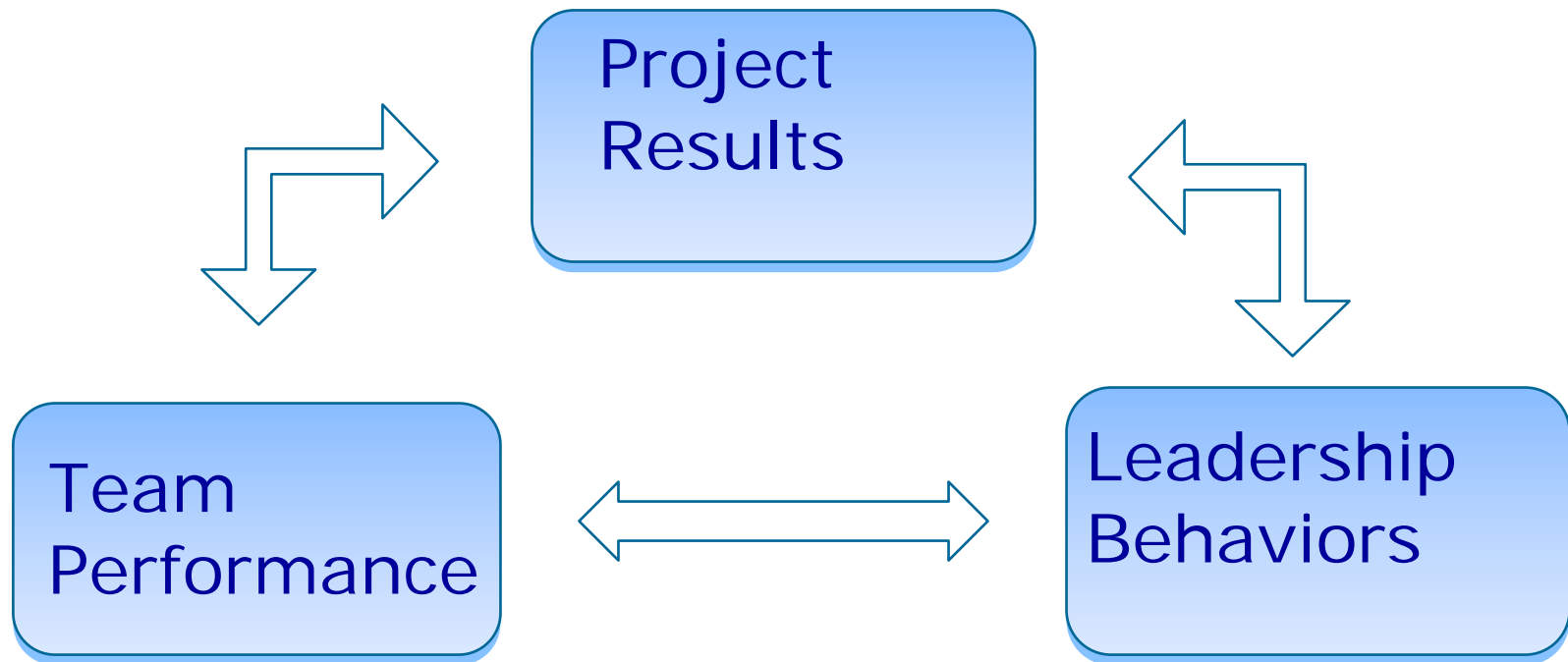
- **Beliefs** immovable
- **Facts** interpretive
- **Opinions** dismissive

The story expands perspective and all drop away

Shape Environments

- **Beliefs** Can be expanded
- **Facts** Direct outcomes
- **Opinions** Considered

Project Environment



Persuasive Management

- Comprehend situations
- Manage people, behavior
- Change existing behaviors

How to...

- Goals, value through addition
- Environment, now and future
- Commitment, the desire

Successful Team Focus

- Listeners will focus where directed
 - Logical benefits
 - Professional benefits
 - Personal benefits

Results Focus

- All benefits need emotional and internal hook
- Sets management for success or failure

Results

- Fulfill needs
- Establish & achieve commitment
- Avoid compliance

Methodology

- Understand spectrum of perspectives
- Shape the future, direct focus
- Establish performance with emotion
- Connect mutual benefits

Sanity Check

Why would I choose to do this?

How is it that I believe it will work?

Questions Discussion

Specific Questions

Specific Applications