Introduction

Hailed by Literary Titan as "the book highlights the versatility of
embracing agile to manage projects, and best meet their business
waterfall engage sequential development, while agile involves
broad categories: traditional or agile. Traditional practices such as
products and services, and most approaches fall into one of two
There are a variety of frameworks supporting the development of
delivering an exceptional customer experience to be competitive.
U.S. Soccer Federation, Qantas, National Academy of Sciences,
universities. Select examples include Microsoft, Oracle,
by businesses, professional associations, governments, and
value in aggregate for the organizations he has served. Graffius is
multi award-winning author, and highly sought-after international
Scrum; —

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Tuckman, B. W. (1965). Developmental Sequence in Small
Groups.

Use the Phases of Team Development (Based on Bruce W.
Tuckman's Model of Forming, Storming, Norming, Performing, and
Mourning) include potential sadness, recognition of team and
interdependence and self-management.

5. Adjourning

Strategies for this phase include requesting and encouraging
conflict based on differences of opinions, competition, and high
socializing, generally polite tone, sticking to safe topics, unclear

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About Agile Transformation: A Brief Story of How an Entertainment Company Developed New Capabilities and Unlocked Business Agility to Thrive in an Era of Rapid Change

THINKING IN TODAY’S MARKETPLACE FREQUENTLY DEPENDS ON MAKING A TRANSFORMATION TO BECOME MORE AGILE.

THOSE SUCCESSFUL IN THE TRANSITION ENJOY FASTER DELIVERY SPEED AND HLS, HIGHER SATISFACTION, CONTINUOUS IMPROVEMENT, AND ADDITIONAL BENEFITS.

BASED ON ACTUAL EVENTS, AGILE TRANSFORMATION: A BRIEF STORY OF HOW AN ENTERTAINMENT COMPANY DEVELOPED NEW CAPABILITIES AND UNLOCKED BUSINESS AGILITY TO THRIVE IN AN ERA OF RAPID CHANGE PROVIDES A QUICK (98-MINUTE) READ ABOUT A SUCCESSFUL AGILE TRANSFORMATION AT A MULTINATIONAL ENTERTAINMENT AND MEDIA COMPANY, TOLD FROM THE AUTHOR’S PERSPECTIVE AS AN AGILE COACH.

The award-winning book by Scott M. Graffius is available in paperback and ebook/Kindle in the United States and internationally. Some links by country follow.

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