Blog
Talk on Agile Scrum at July 25 meeting of LA Chapter of the PMI

‘APAC CIO Outlook’ Magazine Features Content from ‘Agile Transformation’ Book by Scott M. Graffius

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BY **SCOTT M. GRAFFIUS** | ScottGraffius.com

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SCOTT M. GRAFFIUS
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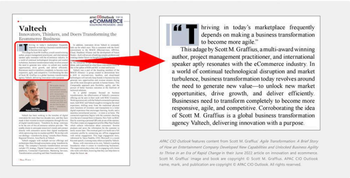
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“Thriving in today’s marketplace frequently depends on making a business transformation to become more agile.” This adage by Scott M. Graffius, a multi-award winning author, project management practitioner, and international speaker aptly resonates with the eCommerce industry. In a world of continual technological disruption and market turbulence, business transformation today revolves around the need to generate new value—to unlock new market opportunities, drive growth, and deliver efficiently. Businesses need to transform completely to become more responsive, agile, and competitive. Corroborating the idea of Scott M. Graffius is a global business transformation agency Valtech, delivering innovation with a purpose.

APAC CIO Outlook features content from Scott M. Graffius’ *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* in their June 2022 article on innovation and ecommerce. Scott M. Graffius’ image and book are copyright © Scott M. Graffius. APAC CIO Outlook name, mark, and publication are copyright © APAC CIO Outlook. All rights reserved.

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About Scott M. Graffius

Scott M. Graffius, PMP, CSP-SM, CSP-PO, CSM, CSPO, SFE, ITIL, LSSGB is an agile project management practitioner, consultant, multi award-winning author, and highly sought-after international keynote speaker. He has generated over $1.75 billion of business value in aggregate for the organizations he has served. Graffius is the CEO and Principal Consultant at Exceptional PPM and PMO Solutions™ and subsidiary Exceptional Agility™. Content from his books, talks, workshops, and more have been featured and used by businesses, professional associations, governments, and universities. Select examples include Microsoft, Oracle, Broadcom, Cisco, Gartner, Project Management Institute, IEEE, U.S. Soccer Federation, Qantas, National Academy of Sciences, U.S. Department of Energy, U.S. National Park Service, New Zealand Ministry of Education, Yale University, Warsaw University of Technology, and others. Graffius has delighted audiences with dynamic and engaging talks and workshops on agile, project management, and technology leadership at 82 conferences and other events across 24 countries.

His full bio is available here.

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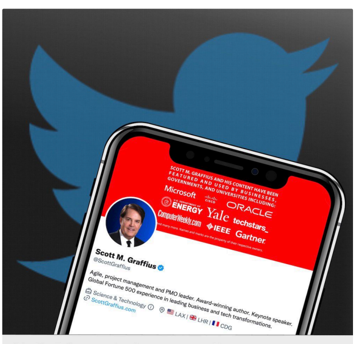
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About *Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions*

READERS' FAVORITE FIVE STARS
BEVERLY HILLS BOOK AWARDS WINNER
AGILE SCRU
YOUR QUICK START GUIDE WITH STEP-BY-STEP INSTRUCTIONS
Deliver Products in Short Cycles with Rapid Adaptation to Change, Fast Time-to-Market, and Continuous Improvement — Which Supports Innovation and Drives Competitive Advantage
SCOTT M. GRAFFIUS

Book available in the United States: **bit.ly/scrumone** And around the world: **bit.ly/world-agile**

Shifting customer needs are common in today's marketplace. Businesses must be adaptive and responsive to change while delivering an exceptional customer experience to be competitive.

There are a variety of frameworks supporting the development of products and services, and most approaches fall into one of two broad categories: traditional or agile. Traditional practices such as waterfall engage sequential development, while agile involves iterative and incremental deliverables. Organizations are increasingly embracing agile to manage projects, and best meet their business needs of rapid response to change, fast delivery speed, and more.

With clear and easy to follow step-by-step instructions, **Scott M. Graffius**'s award-winning ***Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions*** helps the reader:

- Implement and use the most popular agile framework—Scrum;
- Deliver products in short cycles with rapid adaptation to change, fast time-to-market, and continuous improvement; and
- Support innovation and drive competitive advantage.

Hailed by Literary Titan as “the book highlights the versatility of Scrum beautifully.”

Winner of 17 first place awards.

Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions is available in paperback and ebook/Kindle in the United States and around the world. Some links by country follow.

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

BLOG

News, Tips and More on the Intersection of Project Leadership with Business and Technology

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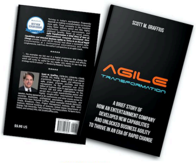
in an Era of Rapid Change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TRANSFORMATION
A BRIEF STORY OF
HOW AN ENTERTAINMENT COMPANY
DEVELOPED NEW CAPABILITIES
AND UNLOCKED BUSINESS AGILITY
TO THRIVE IN AN ERA OF RAPID CHANGE
$5.95 US

Book available in the United States: **bit.ly/at-us**   And around the world: **bit.ly/at-world**

Thriving in today's marketplace frequently depends on making a transformation to become more agile. Those successful in the transition enjoy faster delivery speed and ROI, 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 (60-90 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 around the world. Some links by country follow.

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Scott and his content have been featured by businesses, governments, universities, and media outlets and publications including
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