



ThoughtWorks Quarterly Technology Briefing June 2009

# Agile Adoption: How to stuff it up

“Good decisions come from experience. Experience comes from bad decisions.”  
anonymous

In 2001, the Agile Manifesto was a response to an IT industry with a track record of broken promises on delivery dates, budgets and functionality. By 2009, the Australian Software Engineering Conference proclaimed “Agile, the new mainstream” and even IBM is declaring “Agile development has gone mainstream. It promises improved efficiency, shorter development cycles and better quality software that is ultimately better suited to the customer’s needs”.

Perhaps it is time to repeat the old adage: there are no silver bullets. Many companies have tried to “go Agile”, often only reaching the low-hanging fruit. Others have stumbled badly, turning Agile best practices into caricatures that were bound to disappoint.

ThoughtWorks has been using Agile and Lean techniques globally for over 10 years. We have been engaged in many Agile transformations and have gained deep expertise (sometimes painfully!) on what works effectively and what doesn’t. We have seen many common errors and misconceptions that have to be overcome, organisational and cultural barriers that inhibit success, ingrained management mindsets that can doom the most ambitious efforts. During this session, we will share with you key learnings and observations that can ease your path towards Agile adoption.

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## Event Details

Melbourne: Tuesday 16 June 2009  
The Westin Melbourne  
205 Collins Street, Melbourne

Brisbane: Thursday 18 June 2009  
Hilton Brisbane  
190 Elizabeth Street, Brisbane

Sydney: Tuesday 23 June 2009  
Radisson Plaza Hotel  
27 O'Connell Street, Sydney

Time: 8.00am - 9.30am  
A light buffet breakfast will be provided.

RSVP: Jacqui Webb-Pullman by 12 June  
Web: [www.thoughtworks.com.au](http://www.thoughtworks.com.au)  
Phone: 1300 723 823  
Email: [events@thoughtworks.com](mailto:events@thoughtworks.com)

## About The Speakers

Martin Fowler

Chief Scientist at ThoughtWorks, was one of the original signatories of the Agile Manifesto and is a renowned author and international speaker on the subject. He works with ThoughtWorkers around the world on Agile best practice and implementation.

Andy Marks

Specialises in enterprise level adoption of Lean and Agile concepts and coaches organisations on the journey. Andy is passionate about building great people and great teams. With over 14 years in IT and 7 years of experience at ThoughtWorks, Andy's current focus is on organisational transformation.

## About ThoughtWorks

ThoughtWorks is a global IT consultancy that provides systems development, consulting, and transformation services. The company's pioneering approach, which includes industry-acclaimed Agile and Lean best practices, helps CIOs and business leaders maximise investment performance across a portfolio of complex, business critical applications, while reducing time and risk.

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