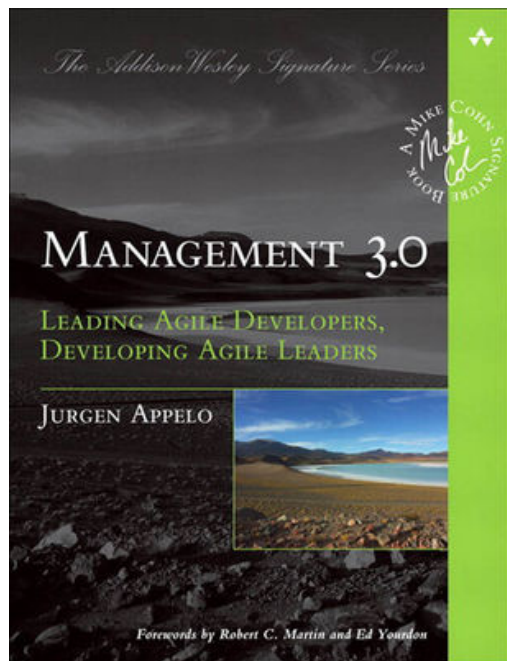


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Pragmatic Insights for Successfully Managing Your Unique Agile Team or Organization

In many organizations, management is the biggest obstacle to successful Agile development. Unfortunately, reliable guidance on Agile management has been scarce indeed. Now, leading Agile manager Jurgen Appelo fills that gap, introducing a realistic approach to leading, managing, and growing your Agile team or organization.

Writing for current managers *and* developers moving into management, Appelo shares insights that are grounded in modern complex systems theory, reflecting the intense complexity of modern software development. Appelo's *Management 3.0* model recognizes that today's organizations

are living, networked systems; that you can't simply let them run themselves; and that management is primarily about people and relationships.

Management 3.0 doesn't offer mere checklists or prescriptions to follow slavishly: rather it deepens your understanding of how organizations and Agile teams work, and gives you tools to solve your own problems. Drawing on his extensive experience as an Agile manager and trainer, Appelo identifies the most valuable elements of Agile management, and helps you improve each of them. Coverage includes

Getting beyond "Management 1.0" command hierarchies, and "Management 2.0" fads
Understanding how complexity and non-linearity affect your organization—and why the best-laid plans so often fail
Giving teams the care and feeding they need to grow on their own
Defining boundaries and constraints, so teams can succeed in alignment with company goals
Anticipating issues teams won't or can't resolve by themselves
Sowing the seeds for a culture of software craftsmanship
Keeping your people active, creative, motivated, and energized
Helping teams develop crucial missing skills and disciplines
Crafting organizational networks and communication flows that promote success
Making change desirable—and making stagnation painful
Implementing continuous improvement that actually works

Thoroughly pragmatic—and *never* trendy—Jurgen Appelo's *Management 3.0* will help you bring greater agility to any software organization, team, or project.

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