

# TWELVE PRINCIPLES OF AGILITY



## WE TRUST INTRINSIC MOTIVATION

We build projects around motivated individuals. We give them the environment and support they need, and trust them to get the job done.

## WE PROOF BY WORKING PRODUCT ONLY

Working product is the primary measure of progress.

## WE PRIORITIZE CUSTOMER DELIGHT

Our highest priority is to satisfy the customer through early and continuous delivery of valuable product increments.

## WE WELCOME CHANGE

We welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

## WE PREFER FACE-TO-FACE CONVERSATION

The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

## WE DELIVER EARLY AND OFTEN

We deliver working product frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

## WE GROW A SYSTEM

The best architectures, requirements, and designs emerge from self-organizing teams.

## WE MAKE NO MISTAKES, WE LEARN

At regular intervals, we reflect on how to become more effective, then tune and adjust our behaviour accordingly.

## WE THRIVE ON DAILY COLLABORATION

Business people and developers must work together daily throughout the project.

## WE DESIGN TECHNICAL EXCELLENCE

Continuous attention to technical excellence and good design enhances agility.

## WE SUSTAIN A CONSTANT PACE

Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

## WE LOVE SIMPLICITY

Simplicity—the art of maximizing the amount of work not done—is essential.