



Agile Marketing: **How to Move from Big Projects to Small Sprints**

Presenters



Scott Brinker

Co-Founder and CTO, ion interactive

Author of Hacking Marketing

@chiefmartec



David Lesuè

Creative Director, Workfront

@davidlesue

Audience Poll

When considering Agile, what challenges do you encounter within your organization?



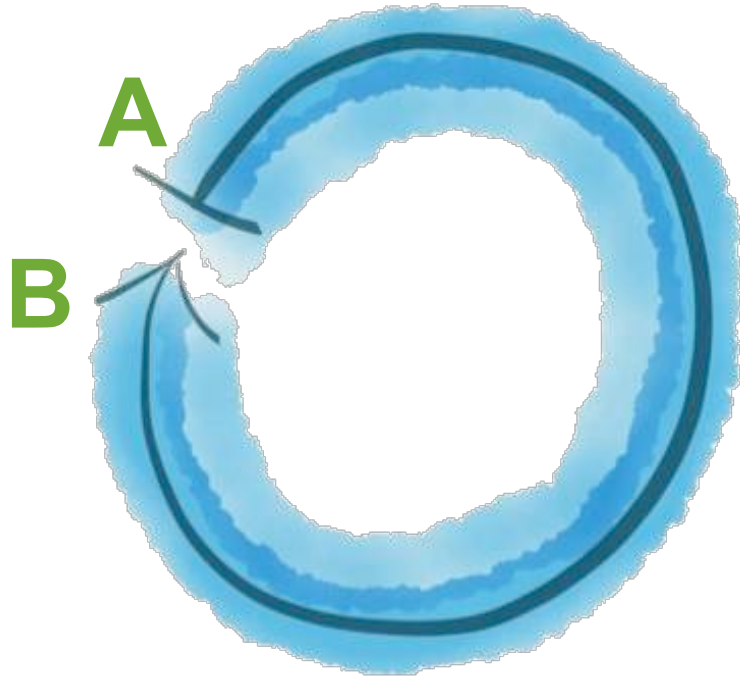
#AgileMarketing



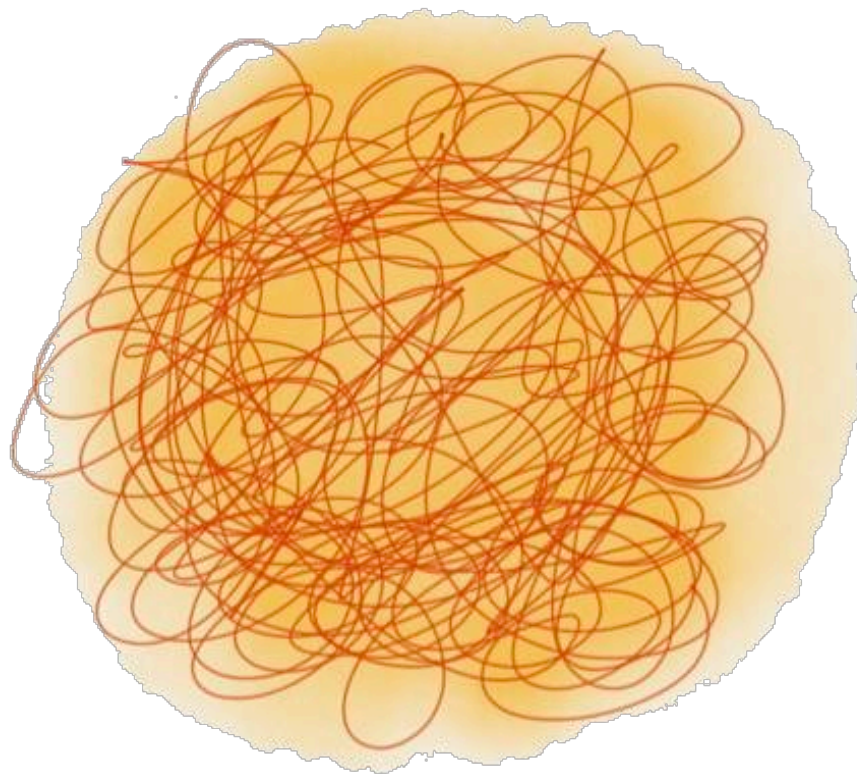
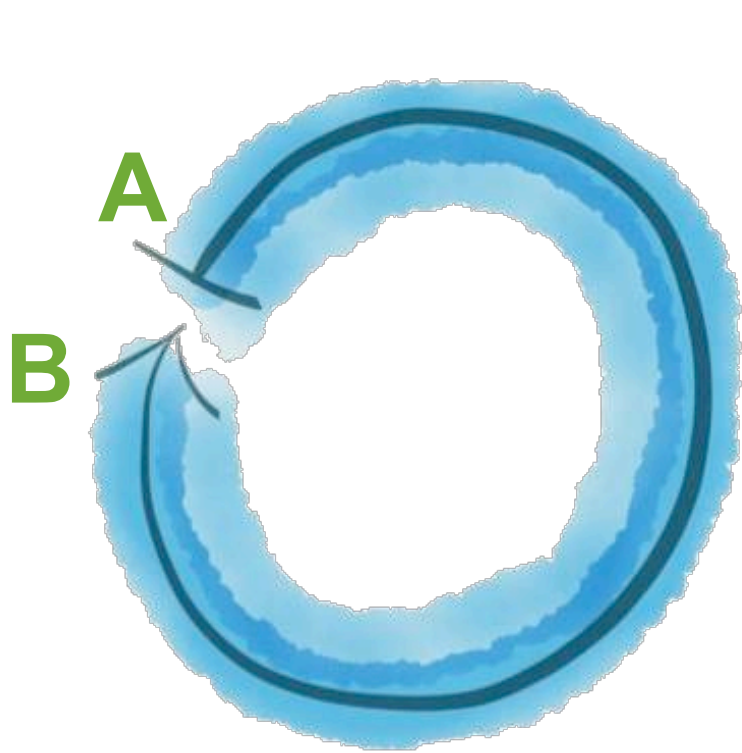
workfront

What is Agile Marketing?

And Why Does it Matter?

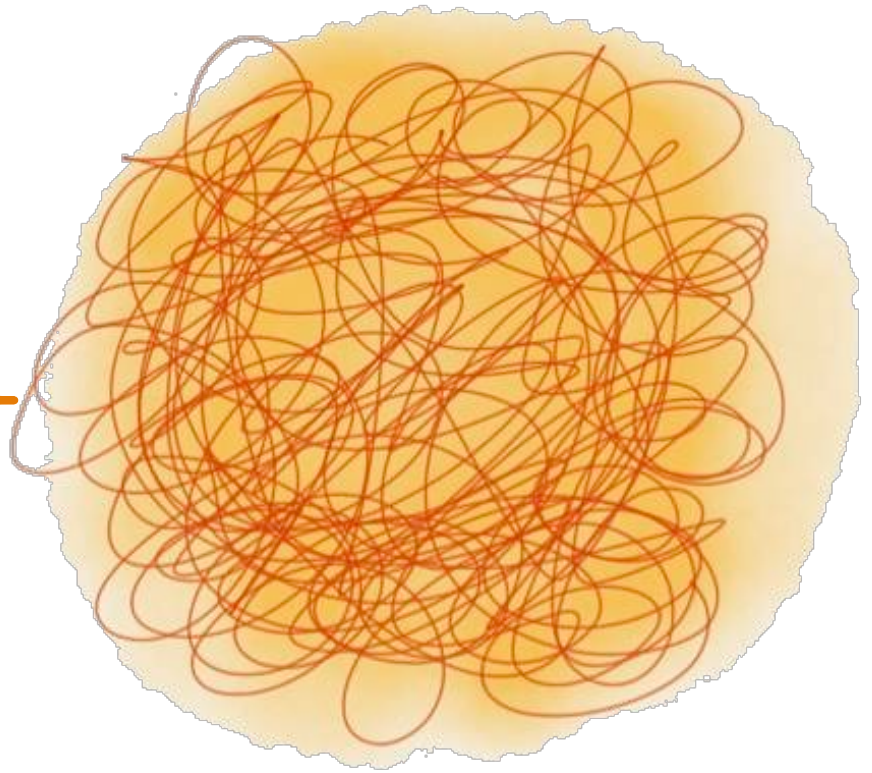


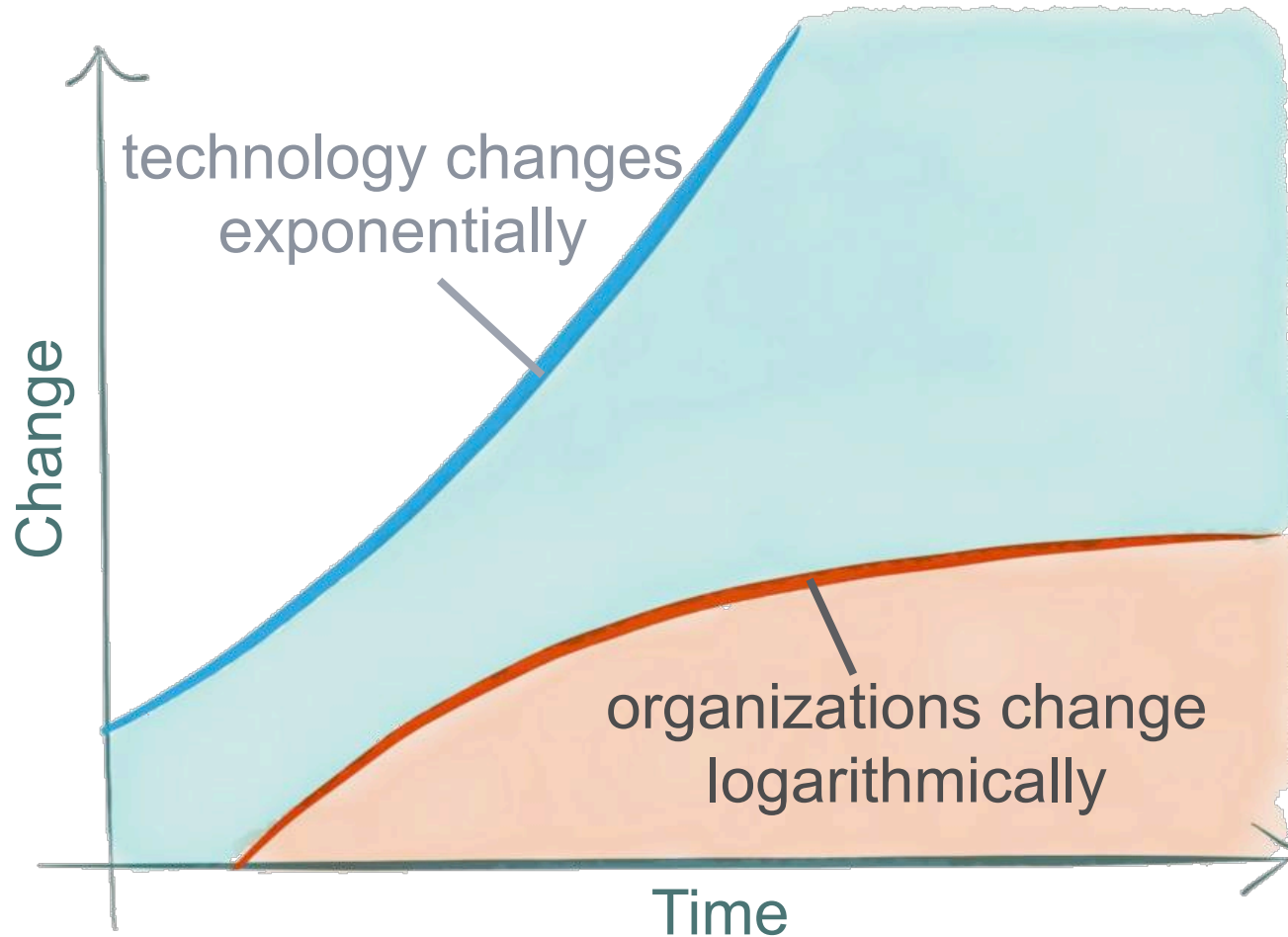
Marketing used
to work like this.



**Today, it feels
more like this.**

Faster cycle speeds
Fragmented channels
Feedback loops
Frequent disruptions





Waterfall

Plan

Design

Produce

Deliver

time



The diagram illustrates the Waterfall model of software development. It features four colored rectangular blocks arranged in a descending staircase pattern from top-left to bottom-right. The first block is red and labeled 'Plan', the second is orange and labeled 'Design', the third is green and labeled 'Produce', and the fourth is blue and labeled 'Deliver'. Below these blocks is a horizontal arrow pointing to the right, with the word 'time' written in italics at its starting point, indicating the progression of the project over time.

Waterfall vs. Agile

Plan

Design

Produce

Deliver

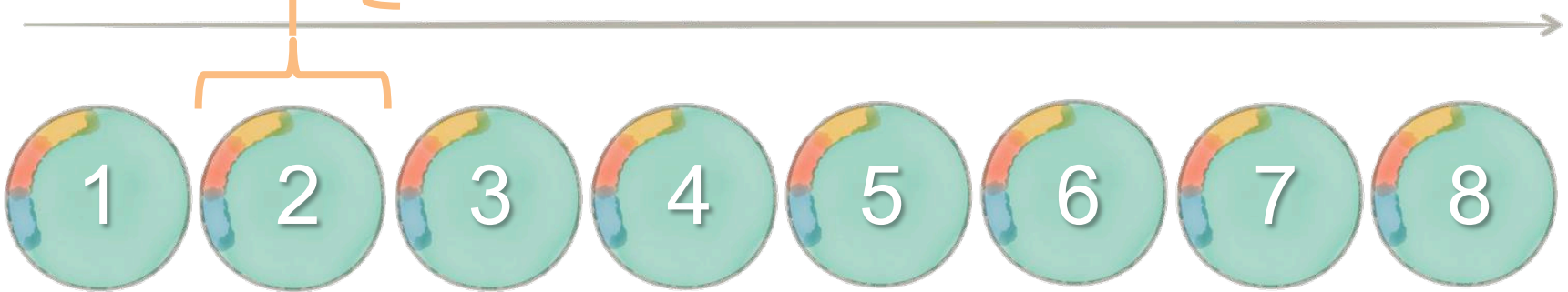
time

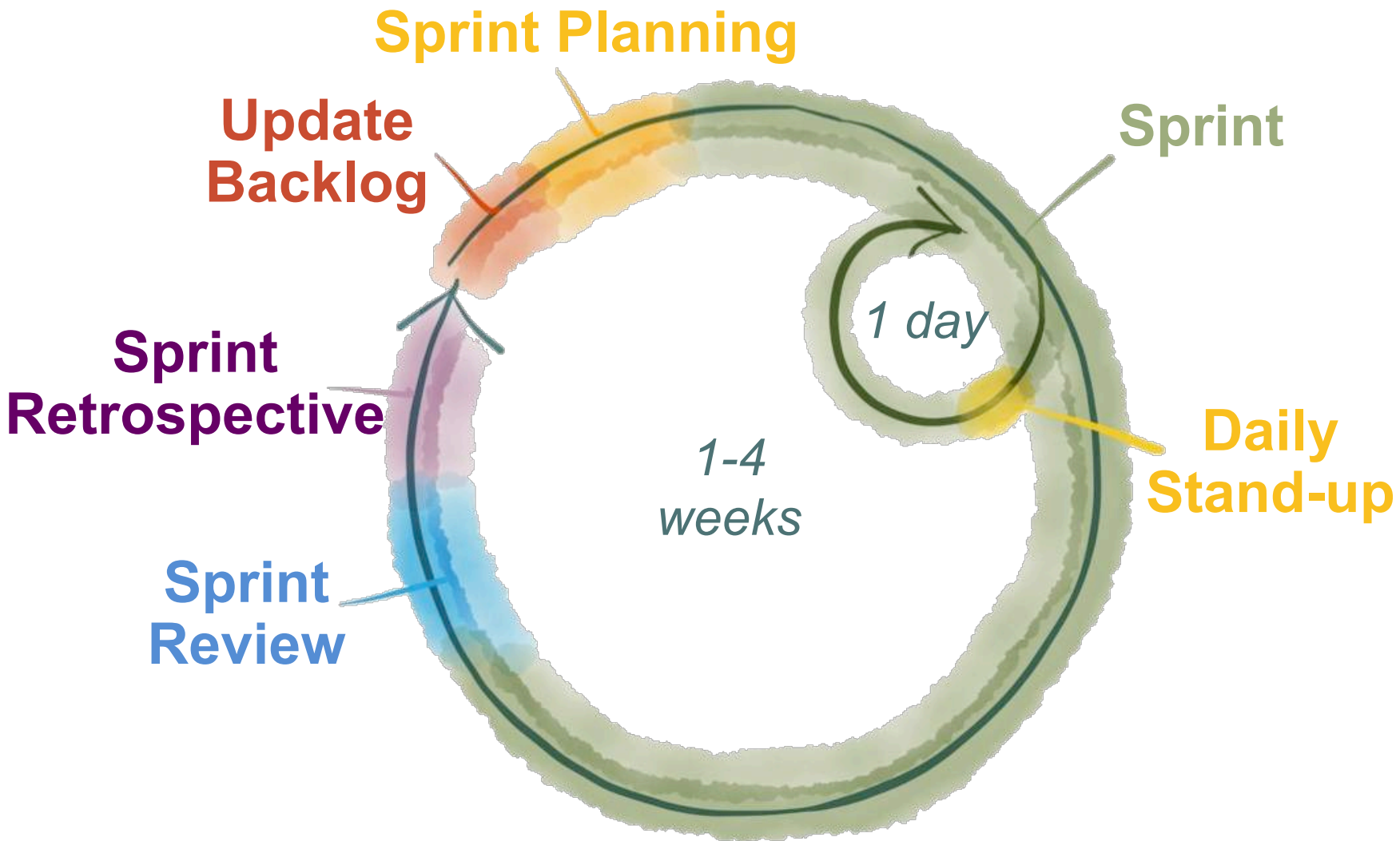


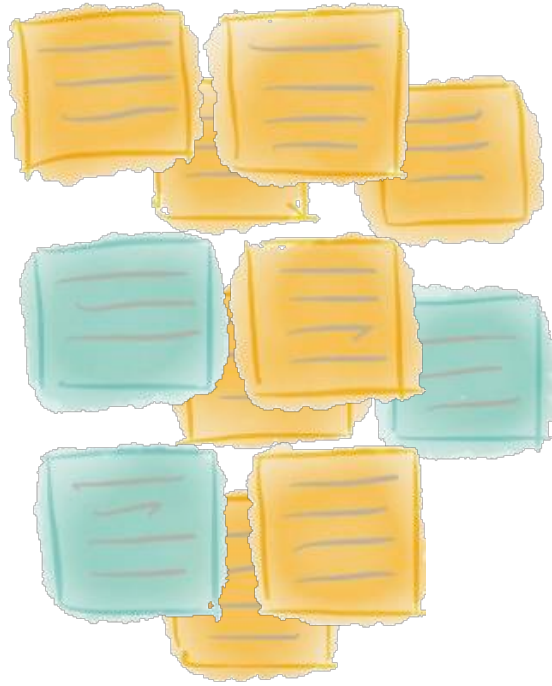
each sprint is an opportunity to:

- respond to new events and information
- deploy viable work into the market sooner
- adjust your approach based on feedback
- stop wasting time on ineffective programs
- experiment with innovative, new ideas

time

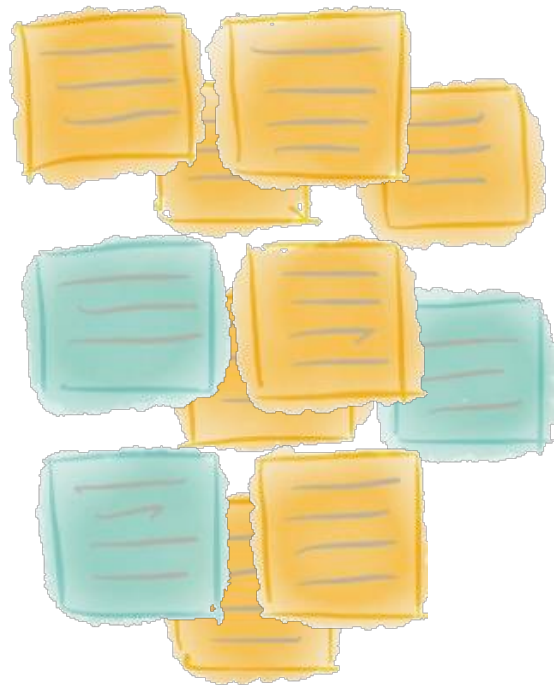




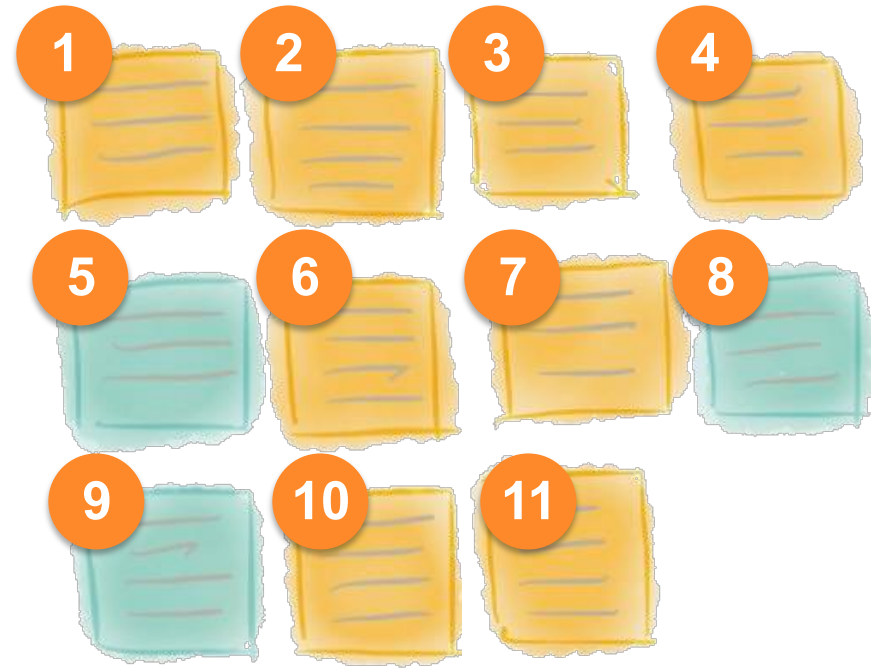
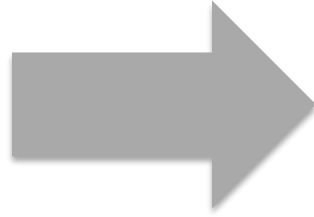


Update Backlog

- Write a case study
- Configure new nurture email campaign in MAP
- Create a landing page
- Launch new Google keyword group
- Connect with a social media influencer



**Update
Backlog**



Rank the nominated tasks
in order of importance.

Sprint Planning



Team
commits to
tasks for the sprint.



To Do	In Progress	Done
<div>1</div> <div>4</div> <div>2</div> <div>5</div> <div>3</div>		

NAME _____ **DATE** _____

Kerns et al.

Blowed

well

— 2002/03

1992-93: 1992-93/1993-94

Figure 1

... ..

PERSONAL / CONTENT
DEVELOPMENT

Keywords:



Teams

People

Resource Planning

Scheduling

Creative Services Design Team ▾

Team Settings

Team Actions ▾



Iterations

Backlog

Updates

Working On

Issues

Previous Iteration

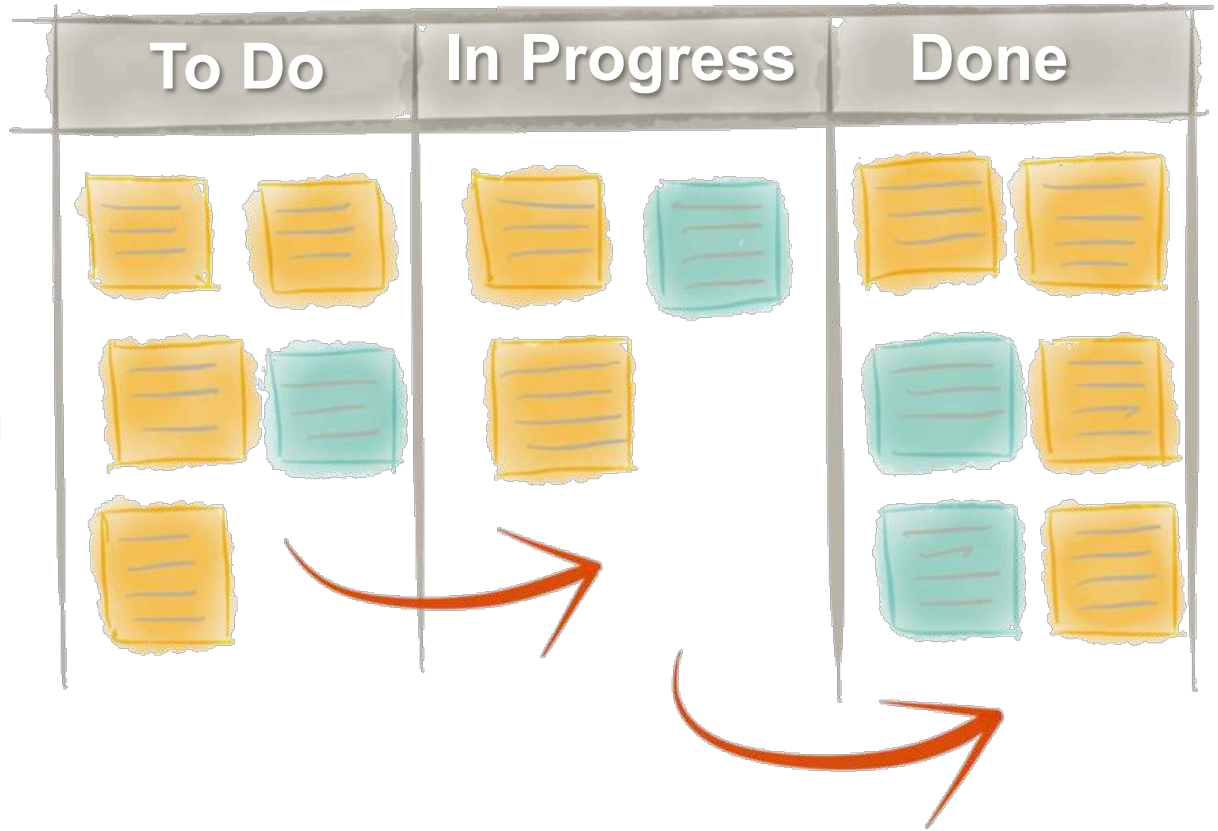
CS162 Abracadaniel (Sep 12-16, 2016)

All Iterations

52% Complete			
New	In Progress	Awaiting Verification	Complete
45	15	16	83
<div>> RD2 - How Workfront Brochure - Layout</div>	<div>> Create PDF for 2 de-branded case studies</div>	<div>> 9/16: UK Gen SOW Report - Design</div>	<div>> 09/15: Back to the Future of Work: Foamex doorway graphics</div>
<div>> 9/15: DM News Full-Page Ad #2 for DMA Conference</div>	<div>> State of Work Report Infographic reformatted for print</div>	<div>> 9/16: [GM Executive Brief - Collaboration] Layout RD3</div>	<div>> Fix new website issues - RD2</div>
<div>> FINAL - Newsletter (Annotated)</div>	<div>> 9/12: [The Last Mile of Marketing Projects - How to Avoid Costly Delays] Final Layout</div>	<div>> Design Quote/Sales Order Template</div>	<div>> 09/16: Design Delegate Guide Ad MarTech 2016</div>
<div>> [V22_Final_Final How to Get Document Versions Under Control] Final Layout</div>	<div>> CX Pitch Deck Slide 04 Final Color</div>		<div>> CX Pitch Deck Slide 08 Final Color</div>
<div>> 9/21: Print Traffic Driver for Adobe MAX</div>	<div>> CX Pitch Deck Slide 05 Final Color</div>		<div>> RD2 - Updated CTAs</div>
<div>> 9/22: Create Giveaway Sign for Adobe MAX</div>			<div>> [Cella Speaking] Make edits following proofread</div>

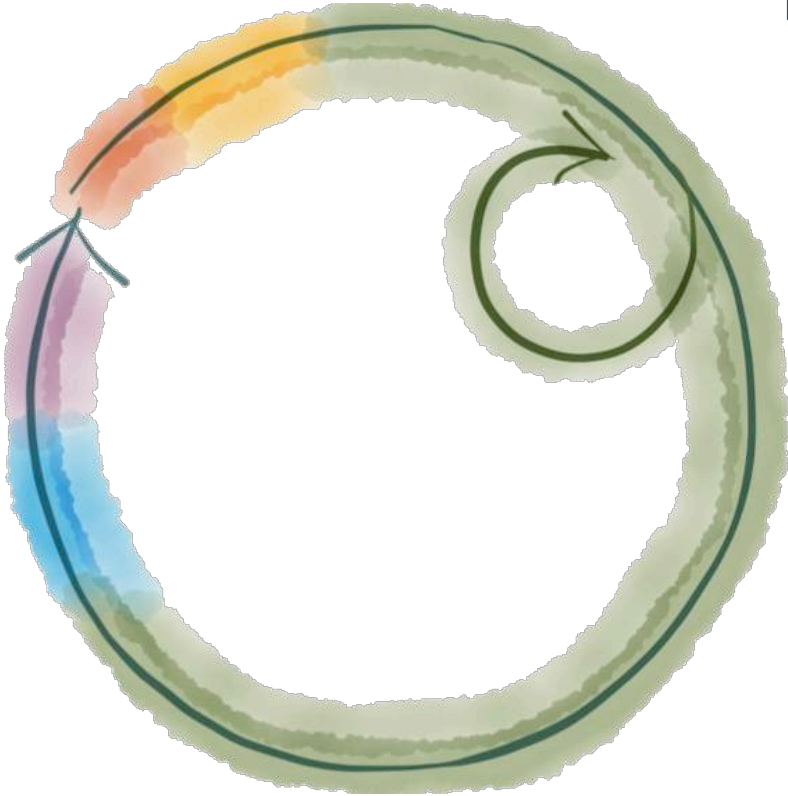
Sprint

Teammates take tasks in order of priority, move them to **in progress** and then **done**.



Sprint

Every day, the team meets for a 15 minute “stand up.”



1. What did I do **yesterday**?
2. What am I going to do **today**?
3. Are there any **impediments** in my way?

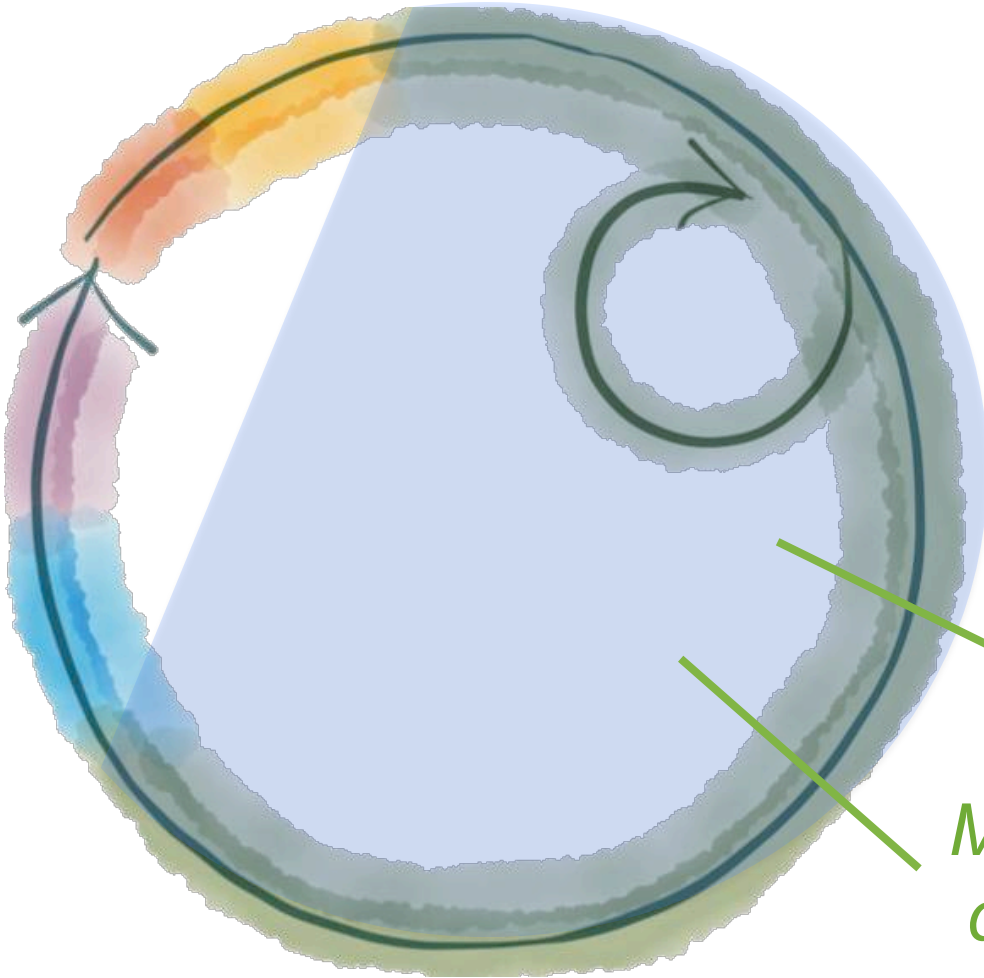


Sprint

Sprints typically are 1-4 weeks long — the team focuses on completing its work.

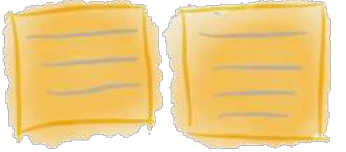


High ratio of work time to process overhead.

Minimize “fire drills” that derail work in progress



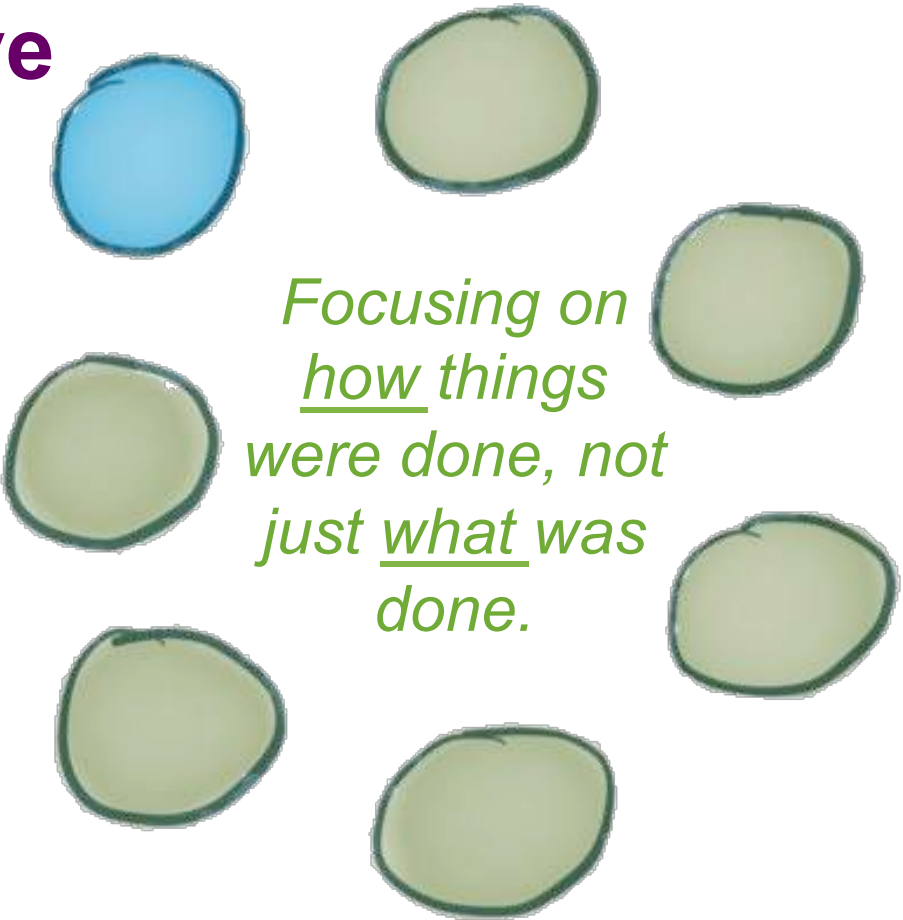
Sprint Review

At the end of the sprint, the team meets to discuss/demo what was completed.

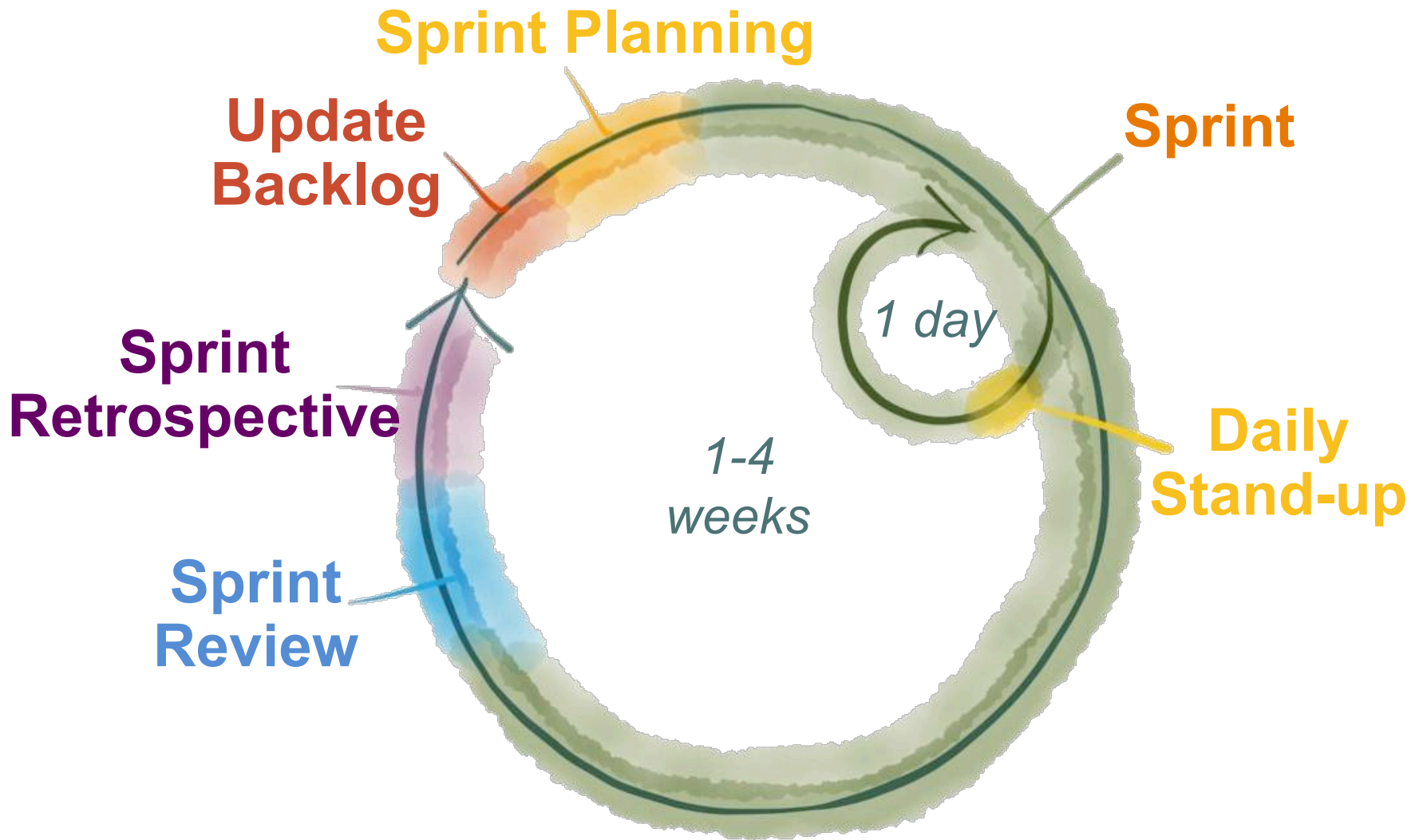
To Do	In Progress	Done
		
		
		

Sprint Retrospective

After the review, the team has a separate meeting just among themselves to discuss their **process** — and suggests changes for the next sprint.



*Focusing on
how things
were done, not
just what was
done.*



Waterfall vs. Agile

Plan

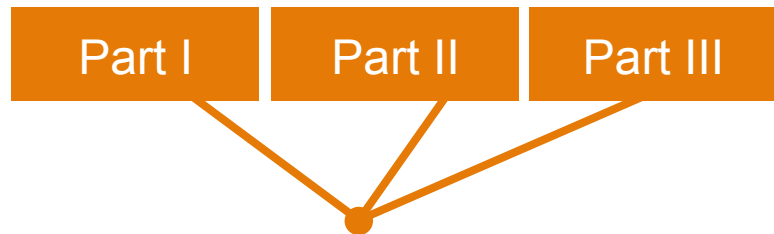
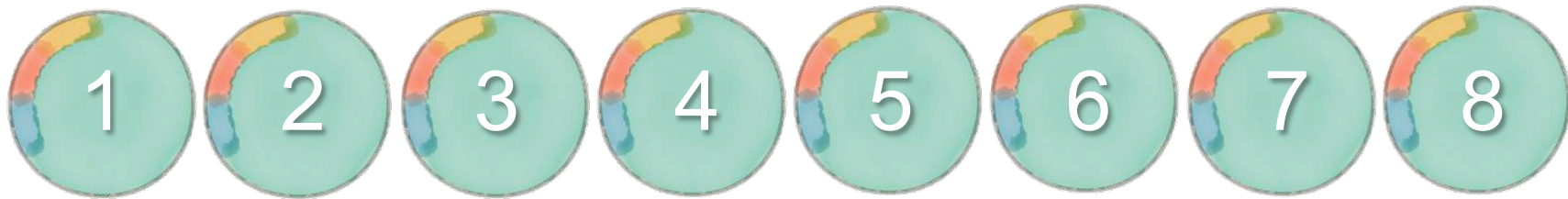
Design

Produce

Deliver

time

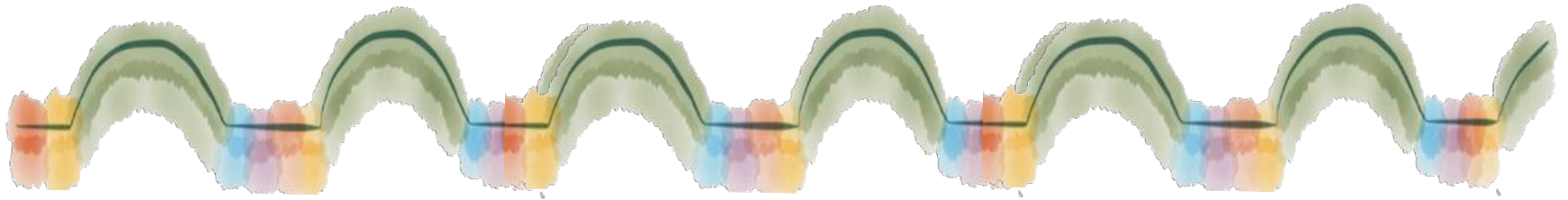




This is an **incremental** approach — each step offers you a chance to adjust your trajectory.



This is an **iterative** approach — each step offers you a chance to refine your deliverable based on feedback.



An iterative approach lets you “fail fast” — try new ideas on a small scale before scaling them.

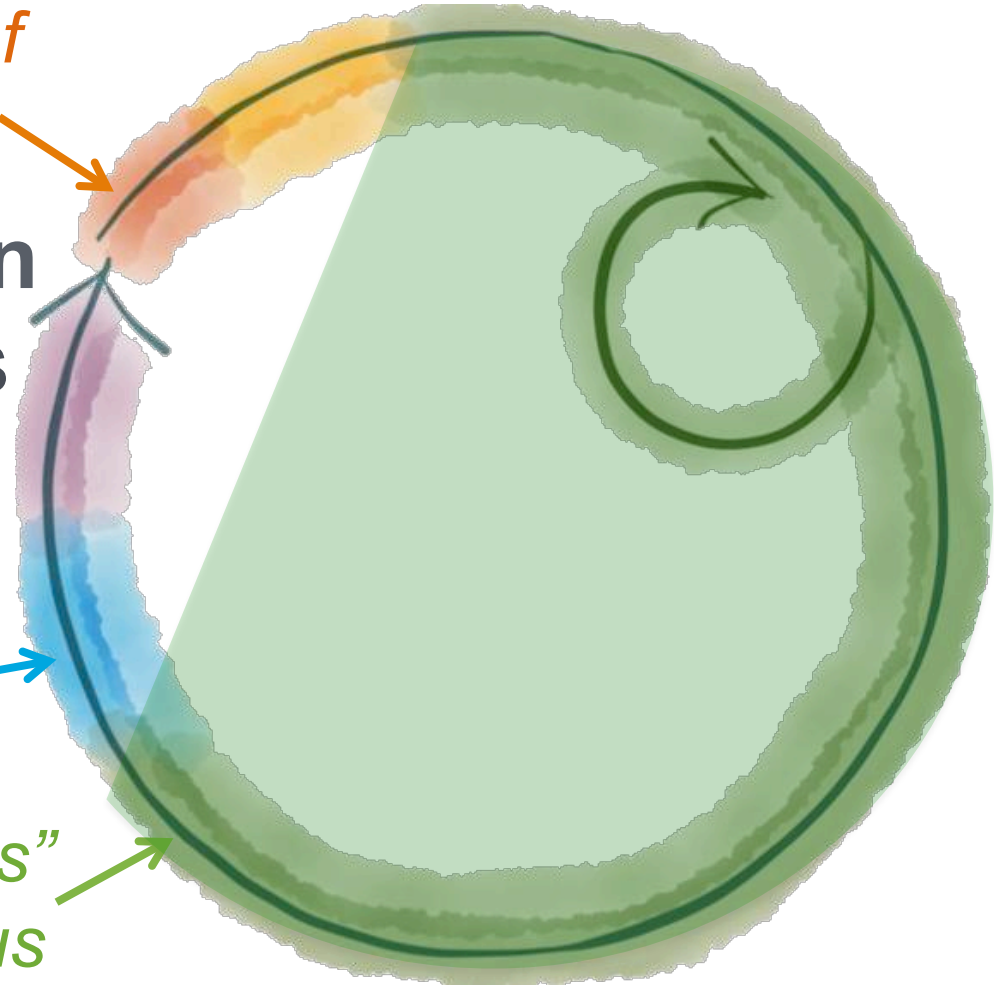
This is an **iterative** approach — each step offers you a chance to refine your deliverable based on feedback.

*Prioritization of
the backlog*

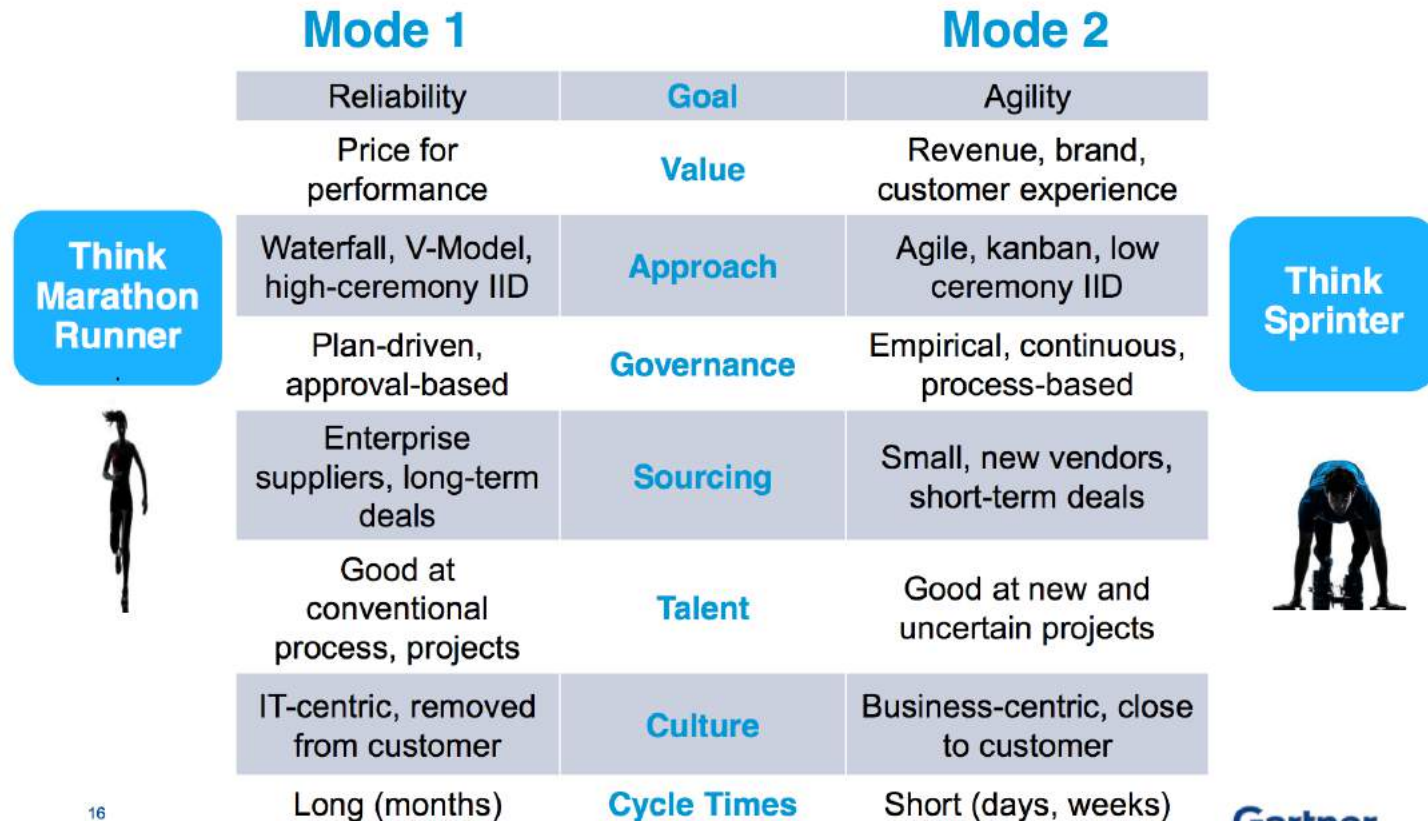
A strong, clear vision
is the fuel that powers
the agile process.

*Sprint review
feedback*

*Minimize “fire drills”
and maintain focus*



Implication – IT moves to a bimodal organization



“A brilliant road map.”

– Ram Krishnan
SVP & CMO, PepsiCo

“A compelling model.”

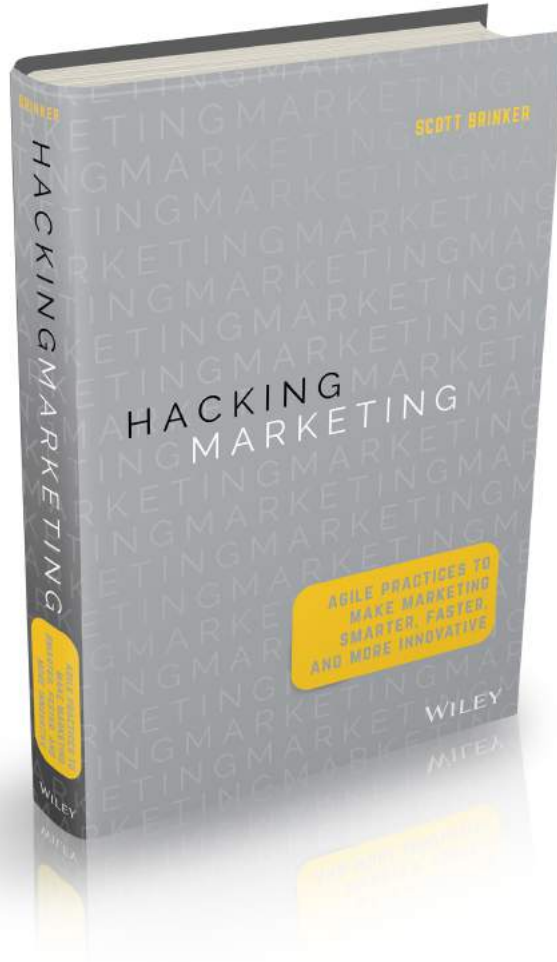
– John L. Kennedy
CMO, Xerox

“A terrific manifesto.”

– David C. Edelman
McKinsey & Company

**“A must-read operating
manual for CMOs.”**

– Ajay Agarwal
Bain Capital



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An Agile Marketing Case Study

The Workfront Creative Services Team





EBOOK

Dispelling the Illusion of Productivity

5 common phrases that are sure signs of inefficiency among creatives



erprise
ips to be



project
f Shame
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**I AM THE
KING
OF
GETTING
WORK
DONE.**

**Kill chaos
and make
your
productivity
skyrocket.**

find out how »



**I AM THE
KING OF
TEAMWORK.**

**Kill chaos and
get your teams
collaborating.**

find out how »



**WO
RUNS**

**Kill business chaos
and inefficiency.**

find out how »



I AM THE KING OF TEAMWORK.

Kill chaos and get your teams collaborating.

find out how »





**FOLLOW @WORKFRONT
ON INSTAGRAM AND
POST YOUR PHOTO
FOR A CHANCE TO WIN
AN ADOBE INK & SLIDE.**

Be sure to use
#WorkfrontAdobeMax



Adobe MAX 2015
Los Angeles | October 5-7

**LET YOUR CREATIVITY
RUN WILD**

Kill the chaos of creative development and bring your productivity roaring to life with Workfront. To learn how, visit us at the Workfront booth and enter to win a Gold MacBook.



**SCAN YOUR BADGE
TO WIN A GOPRO
HERO4 SESSION!**

Winner will be notified via email on Thursday, Nov. 5.



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Workfront is a cloud-based online project management software that allows you to manage all of your work in one place. It's the only comprehensive tool set that eradicates work chaos and simplifies everything from team communication with real-time collaboration to project tracking and reporting. Simply put—Workfront helps your organization improve the bottom-line through removing inefficiencies and clutter for better optimizing your team, time, and work.

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Advanced
Auto PartsSchneider
Electric

MITEL

AT&T



FUSION

MEDICAL CARE

METRO

RAPP

Advanced
Auto PartsSchneider
ElectricPeregrine
Semiconductor

Dräger

NATIONAL
GEOGRAPHIC
LEARNINGNATIONAL
GEOGRAPHIC
LEARNING

AT&T

DOLBY

FUSION

MEDICAL CARE

METRO

RAPP

Advanced
Auto Parts

Dräger

Schneider
Electric

DOMO

MedAssets

MetLife

NATIONAL
GEOGRAPHIC
LEARNING

AT&T

DOLBY

FUSION

MEDICAL CARE

METRO

RAPP

Advanced
Auto Parts

Dräger

Schneider
Electric



TREK

Trek Bicycle Corporation
Manufacturing
www.trekbikes.com/us/en/
Waterloo, WI

AT A GLANCE

CHALLENGES

- Four project data visibility resulted in significant product delays that cost millions in new revenue
- Manual, time-consuming processes prevented effective collaboration between global team members
- Lack of alignment led to improper resource management and bottlenecks

BENEFITS

- Increased efficiency—On-time product delivery rate increased from 50% to 80%, generating millions in new revenue
- Greater productivity—Team members regained 30% of their time for innovation
- Reduced meeting time—Weekly project status meetings that were

CASE STUDY

Trek Bicycle increases on-time product delivery and revenue with Workfront

A product's success is directly linked to how well the manufacturer meets delivery deadlines—and time to market is even more important when the product is relatively seasonal. With Workfront, Trek was able to identify and resolve roadblocks, improve processes, and meet customer demand.

Trek's on-time delivery rate was just 50%. Senior management deployed Workfront to increase project data visibility, improve resourcing, eliminate bottlenecks, and stop missing sales opportunities that could have delivered millions of dollars in new revenue.

Trek Bicycle Corporation is one of the world's leading manufacturers of bicycles. Its global team includes program management, engineering, industrial design, and product development professionals. Because Trek's revenue hinges on the timely introduction of new models to market, it continually evaluates its manufacturing process and business practices.

THE CHALLENGE

In 2009, Trek brought on a team of full-time project managers to oversee workloads with the goal of increasing efficiency. Yet basic project visibility remained elusive because teams continued to use a broad array of disparate project management tools—from Microsoft Project and Excel spreadsheets to PowerPoint slides and Word documents to Enovia project approval software.

"I spent 40% of my time contacting our global teams to chase down project statuses," recalls Kris Lamp, senior manager of the team. "To provide information requested by management, I was on too many phone calls at night and sending a lot of emails."

The situation wasn't much better for Lamp's team. Project managers spent an estimated 30% of their time manually retyping timeline items into emails, sending them out to team members, and collecting the results, which they presented during status meetings held two to three times a week.



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tsi

arts
toparts.com

related business
very team
engagement
reducing
relationship extended

activity by more
engagement processes
daily status update
SharePoint and Excel
activities

CASE STUDY

Advance Auto Parts Ecommerce Team Estimates more than 50% Increase in Productivity

Workfront marketing work management solution replaces Microsoft SharePoint, giving the eCommerce team complete visibility into project lifecycles. Improved processes and reduced meetings enable the team to complete more jobs without adding significant resources.

Retail is a fast-moving industry. Staying ahead of the competition requires getting the right promotions and information to as wide an array of customers as possible at the right time. Advance Auto Parts invested in the Workfront marketing work management solution because its eCommerce department was faced with the challenge of managing an ever-growing list of tasks across a national team. By improving the organization of eMarketing activities and workflows, the Workfront solution significantly improved the team's project management request and delivery processes, remote collaboration, and team unity.

Advance Auto Parts, Inc. is the largest automotive aftermarket parts provider in North America. Headquartered in Roanoke, Va., it serves both the do-it-yourself and professional installer markets. Advance Auto Parts operates approximately 5289 company-operated stores, 106 Worldpac branches, and serves approximately 1,400 independently owned Carquest branded stores in 49 states, Puerto Rico, the Virgin Islands, and Canada. Advance Auto Parts employs approximately 74,000 team members. The Advance Auto Parts eCommerce team creates and updates websites and communications in support of all company-owned stores.



CASE STUDY

Cisco Boosts On-Time Delivery With Real-Time, Actionable Project Data from Workfront

At Cisco, customers come first, and meeting their needs is part of the company's DNA. This mindset extends to internal customers too. Cisco formed a specialized group, and implemented Workfront, to help provide and improve communications expertise across the company.

Cisco established the Communications Resource Center (CRC) to make it possible for groups that never had communications expertise to have access to the appropriate staff members. When Cisco encountered challenges tracking CRC projects and productivity, it deployed Workfront to improve reporting and visibility into the team's service delivery process.

Cisco is the worldwide leader in networking with more than 73,000 employees in more than 165 countries and over \$48 billion in annual revenues. It has shaped the future of the Internet, transforming how people connect, communicate and collaborate.

THE CHALLENGE

Cisco formed the CRC in late 2012 to provide graphics, web development, and communications self-help services to other internal groups including the Executive Internal Communications department and the Communication Services Bureau.

"Several teams were combined into one new team with the idea of being able to better provide communications expertise across the company," explains Dan Taylor, CRC Tools and Technology Manager.

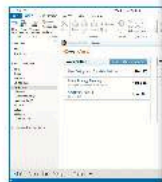
To manage the CRC's work for both its pre-funded and pay-for-services clients, Cisco rolled out one tool to track projects and another tool to track the time CRC employees and contractors worked on those projects. Yet when management requested regular reports about CRC projects and resource expenditures, having two separate systems "caused a massive, once-a-month scramble that consumed man-hours and compromised work already in the pipeline," recalls Taylor.



DATASHEET

Enterprise Finally Make

One of the key contributors is email. This happens when collaboration tool, resulting work requests, and an unread forgotten once read. Work users to request, receive, leaving Outlook.



DATASHEET

Workfront Dynamic

The Workfront calendar view is powerful



If you're a normal human being, you have to manually maintain. It's painful. The Workfront Calendar View world to the work you do. Fire and

How Does Workfront Dynamic

From high maintenance calendar

Your calendar today has more to do with last week the future. Your calendars are manually maintained, disconnected, out of date, and siloed. In fact, your calendars are more like artifacts than works of

Set and go

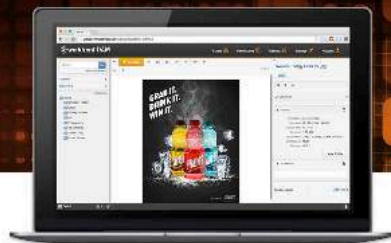
The Workfront Calendar View builds itself and built. Just tell the filter builder what projects, tasks, and what colors. Built on your work, it shows your work, automatically.



DATASHEET

What is Workfront DAM?

Workfront DAM is a cloud-based digital asset management platform for enterprise marketing and creative teams. Efficiently manage, search, share and distribute all your digital media from one central system. Web-based tools help you work quickly and easily to connect your brand, teams and creative assets.



How Does Workfront DAM Work For My Team?

Centralize & Find

Looking for a digital asset? Make one quick stop for all of your company's images, stock photos, videos, creative files, documents, presentations and more. Powerful search features deliver exactly what you're looking for.

Manage & Control

Stay organized and simplify the way you work. Easily manage all your files and control access and usage.

Collaborate & Conquer

Unify your teams and keep them moving fast with social communication tools that allow commenting, real-time alerts and approvals.

Distribute & Publish

Easily distribute and share assets with teams and third-parties. No more FTP uploads or e-mailing large files. Deliver assets to your website, social networks, CMS and more.



workfront.com/dam

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1

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world of work is bigger than that.



Methodology. You love interactions. The world is bigger than just your code. To enterprise work management by touch made in heaven.

Backlogs
Iterations (sprints)
Burndown charts
Drag and drop assignments
Color-coded stories
Inline edit
Estimates
Flexible team spaces
Multiple views
Scrumboard
Capacity and focus factor
And much more

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prise



Performance Guarantee

We guarantee that our performance will meet or exceed industry standards in terms of response times. It's peace of mind that helps you sleep at night.

2.0

Workfront supports SAML 2.0, the industry standard for single-sign-on (SSO) in enterprise work management by touch made in heaven.

Governance

Workfront provides the results of its own internal and 3rd party Workfront ensures peace of mind by offering customers the ability to request their own annual Workfront audit.

Workfront is a service for enterprise customers. Workfront is a solution you can trust with critical

11.0001

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An Agile Marketing Example

The *Working Dead* Campaign

A comic book style illustration featuring several zombies behind a chain-link fence. The zombies have pale, decaying skin and hollow eyes. The central zombie is the most prominent, with a wide, toothy grin. To its left and right are other zombies, some partially visible. The background shows a building with windows. The title 'THE WORKING DEAD' is overlaid in the center in a bold, red, stylized font with a white outline.

THE WORKING DEAD

THE WORKING DEAD

STRESSED, PANICKED, AND AT THE BREAKING POINT, ZOMBIES ARE INVADING YOUR WORKPLACE AND DEVOURING YOUR PRODUCTIVITY. HERE'S HOW TO SPOT THEM AND STOP THEM FROM SPREADING...

NAME: NEWLY INFECTED

PERHAPS THE MOST DANGEROUS KIND OF WORKPLACE ZOMBIE, THIS ONE DOESN'T KNOW OR DOESN'T WANT TO KNOW IT'S BEEN INFECTED. WITH THIS DENIAL COMES ALL SORTS OF PROBLEMS.

SYMPTOMS:

OVERWHELMED
STARES

NERVOUS
SMILES

13%

OF EMPLOYEES LIE TO COVER UP FAILED PROJECTS, MISTAKES, OR MISSED DEADLINES

CONTAGIOUSNESS: ★ ★ ★ ★ ★

DAMAGE: ★ ★ ★ ★ ★



EBOOK

The Working Dead

Your guide to workplace zombies and how to stop them from spreading



Agile in Action

A Week in the Life of an Agile Creative Team

Backlog

- Consolidated list of all team work
- Automatically collects all requests
- Due dates
- Priority
- Time estimates

Creative Services Design Team

Ashley Carroll

David Lesue

Matt Broome

Nate Nelson

Ryan Brame

Creative Services Design Team

Send a Work Request to Creative Services Design Team

Iterations

Backlog

Updates

Working On

Issues

Unplanned

All

+ New Story

🕒 Plan Iteration

➡ Export

View

Useful Backlog

Order	Name	Project: Name ↑	Estimate	Ready	Due Date	Priority	Assignments
	5/23 SI Ebook Illustration 02- Add concluding slides	2015 Q2 Slideshares	0.00		5/20/15	Normal	<div><div></div> Creative Services Design Team</div>
<input type="checkbox"/> 6	5/23 SI Ebook Illustration 02- Allocate Resources	Q1 2015 - ESG GTM - eBook: Solution Implementation	4.00		4/6/15	Normal	<div><div></div> Ryan Brame</div> <div><div></div> Creative Services Design Team</div>
<input type="checkbox"/> 4	5/23 SI Ebook Cover	Q1 2015 - ESG GTM - eBook: Solution Implementation	6.00		4/6/15	Normal	<div><div></div> Ryan Brame</div> <div><div></div> Creative Services Design Team</div>
<input type="checkbox"/> 3	5/23 SI Ebook Illustration 01- Add concluding slides	Q1 2015 - ESG GTM - eBook: Solution Implementation	4.00		4/6/15	Normal	<div><div></div> Ryan Brame</div> <div><div></div> Creative Services Design Team</div>
<input type="checkbox"/> 5	5/23 SI Ebook Illustration 03- Managing Stakeholders	Q1 2015 - ESG GTM - eBook: Solution Implementation	4.00		4/6/15	Normal	<div><div></div> Ryan Brame</div> <div><div></div> Creative Services Design Team</div>
<input type="checkbox"/> 7	5/23 SI Ebook Illustration 04- Standardized	Q1 2015 - ESG GTM - eBook: Solution Implementation	4.00		4/6/15	Normal	<div><div></div> Ryan Brame</div> <div><div></div> Creative Services Design Team</div>
<input type="checkbox"/> 22	5/23 SI Ebook Illustration 05- Mixed Methodologies	Q1 2015 - ESG GTM - eBook: Solution Implementation	4.00		4/6/15	Normal	<div><div></div> Ryan Brame</div> <div><div></div> Creative Services Design Team</div>
<input type="checkbox"/> 5	5/23 SI Ebook Illustration 01- Low Visibility	Q1 2015 - ESG GTM - eBook: Solution Implementation	4.00		4/6/15	Normal	<div><div></div> Ryan Brame</div> <div><div></div> Creative Services Design Team</div>
<input type="checkbox"/> 7	5/23 SI Ebook Illustration 03- Communicate Effectively	Q1 2015 - ESG GTM - eBook: Solution Implementation	4.00		4/6/15	Normal	<div><div></div> Ryan Brame</div> <div><div></div> Creative Services Design Team</div>
<input type="checkbox"/> 22	Influencer Portrait- Trinn & Tyler Rough	White Council eBook	1.00		6/3/15	Normal	<div><div></div> Ryan Brame</div>

Showing 22 stories

A dimly lit office scene with several people sitting at a long table, working on laptops. In the background, a large screen displays a project management tool. The overall atmosphere is professional and collaborative.

Sprint Planning Meeting

- Review backlog
- Prioritize stories
- Estimate hours
- Make assignments
- Populate (and commit to) sprint

A dimly lit office scene with several people working at laptops. A woman is on the left, and two men are on the right. A large screen is in the background.

Who attends?

- Core production team
- Scrum Master
(Creative Director / Production Manager)
- Stakeholders / Requesters

Capacity

- 30 hrs/week/person – Planned Work
- 10 hrs/week/person – Unplanned Work (Open)

Creative Services Design Team
Send a Work Request to Creative Services Design Team

Iterations **Backlog** Updates Working On Issues (0)

Unplanned All

+ New Story Plan Iteration Export More Useful Backlog view

Iteration Name Start Date End Date Focus Capacity

CS28 Orko Feb 18, 2014 Feb 22, 2014 100% 160

Goal

Total Points: 8.5/160 Save Cancel

ID	Name	Project: Name ↑	Estimate	Ready	Due Date	Priority	Assignments
✓ 10	Round 2 – eLearning Style Guide PDF	AtTask eLearning Rebrand	4		2/26/14	Normal	Ashley Carroll Creative Services Design Team
✓ 8	Round 2 – eLearning Intro and Outro Slide Design	AtTask eLearning Rebrand	2.5		2/26/14	Normal	Ashley Carroll Creative Services Design Team
✓ 5	Round 2 – eLearning Intro and Outro Slide Layout	AtTask eLearning Rebrand	2		2/26/14	Normal	Ashley Carroll Creative Services Design Team
✓ 6	Round 2 – eLearning Generic Slide Layout for miscellaneous requests	AtTask eLearning Rebrand	2		2/26/14	Normal	Ashley Carroll Creative Services Design Team
□ 9	Round 2 – eLearning Reskin of TOC and Toolbar Mock using Adobe Captivate	AtTask eLearning Rebrand	2.5		2/26/14	Normal	Nate Nelson Creative Services Design Team

Sprint Board

- Stories move from left to right
- New, In Progress, Awaiting Feedback, Done
- Make it public

My Work Projects Reporting People Requests Documents Setup Search All...

Teams People Resource Planning Scheduling

Creative Services Design Team Team Settings Team Actions

Iterations Backlog Updates Working On Issues

Previous Iteration CS162 Abracadaniel (Sep 12-16, 2016) All Iterations

52% Complete

New	In Progress	Awaiting Verification	Complete
15	16	83	

- RD2 - How Workfront Brochure - Layout
- 9/15: DM News Full-Page Ad #2 for DMA Conference
- FINAL - Newsletter (Annotated)
- [V22_Final_Final How to Get Document Versions Under Control] Final Layout
- 9/21: Print Traffic Driver for Adobe MAX
- 9/22: Create Giveaway Sign for Adobe MAX
- Create PDF for 2 de-branded case studies
- State of Work Report Infographic reformatted for print
- 9/12: [The Last Mile of Marketing Projects How to Avoid Costly Delays] Final Layout
- CX Pitch Deck Slide 04 Final Color
- CX Pitch Deck Slide 05 Final Color
- 9/16: UK Gen SOW Report - Design
- 9/16: [GM Executive Brief - Collaboration] Layout RD3
- Design Quote/Sales Order Template
- 09/15: Back to the Future of Work: Foamex doorway graphics
- 9/16: Design Delegate Guide Ad MarTech 2016
- CX Pitch Deck Slide 08 Final Color
- RD2 - Updated CTAs
- [Celia Speaking] Make edits following proofread

Feb 18 - Feb 22

Feb 22, 2014

CS23 Ordo (Feb 18 - 22, 2014)

Task Board

Task	As Progress	Awaiting Verification	Complete
Mock & Graphics: Not Task Work	Mock & Graphics: Projects and Tasks	2014 President's Club T-shirt Design	
Mock & Graphics: Integration Assets	Mock & Graphics: Documents and Assets	Mock & Graphics: Collaboration	
Mock & Graphics: Collaboration	Mock & Graphics: Integrations and APIs	Create Main Character- Erin Frey Rough (HOB)	
Mock & Graphics: Logo	Review all Effects of work changes	Create Title Scene	
Brand 1 - existing brand of TSC and Taskforce W	Create PowerPoint Presentation	Create CCI print ad - "9 Levels"	
Brand 2 - existing brand of corporate Taskforce W	Review Brand Guide	Create Illustrations for products release for February...	
Design direction - Brand 2		BANN Poster	
Design direction - Brand 1		Mock & Graphics: Time Tracking	
		Mock & Graphics: Annotations	



CS162 Abracadaniel (Sep 12-16, 2016)



Iteration Owner
David Lesue
Creative Director

Iteration Actions ▾

Iteration Timeline

Sep 12 - Sep 16

Team

Creative Services Design Team

Story Board

Stories

Assigned/Completed Hours

Updates

Iteration Details

More ▾

Creative Services Dashboard

As of Sep 14, 2016 9:54 pm MDT



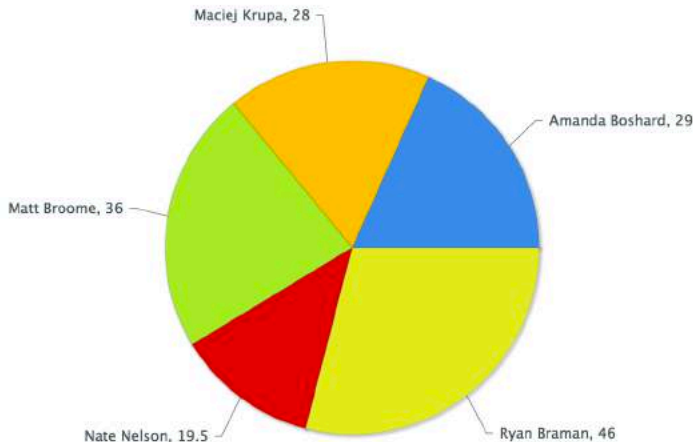
Current Sprint Hour Totals by Assignee



Export

Hide Values

Details | Summary | **Chart**



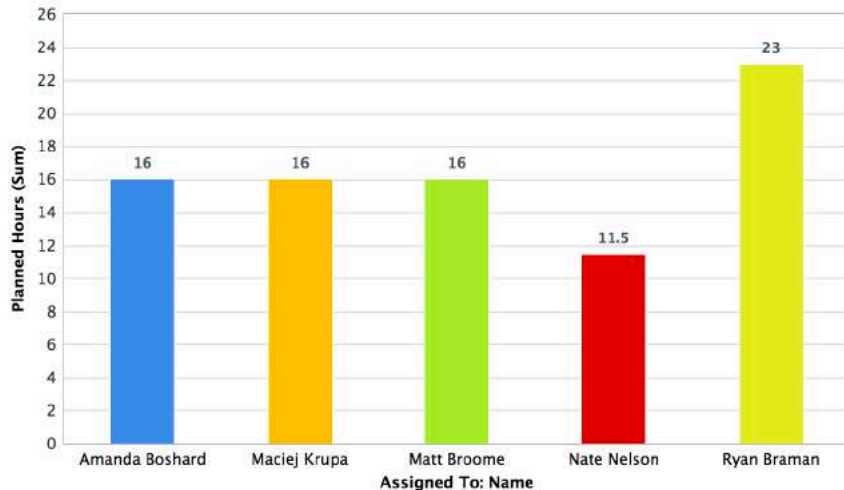
Current Sprint Completed Hour Totals by Assignee



Export

Hide Values

Details | Summary | **Chart**



Next Sprint Hour Totals by Assignee

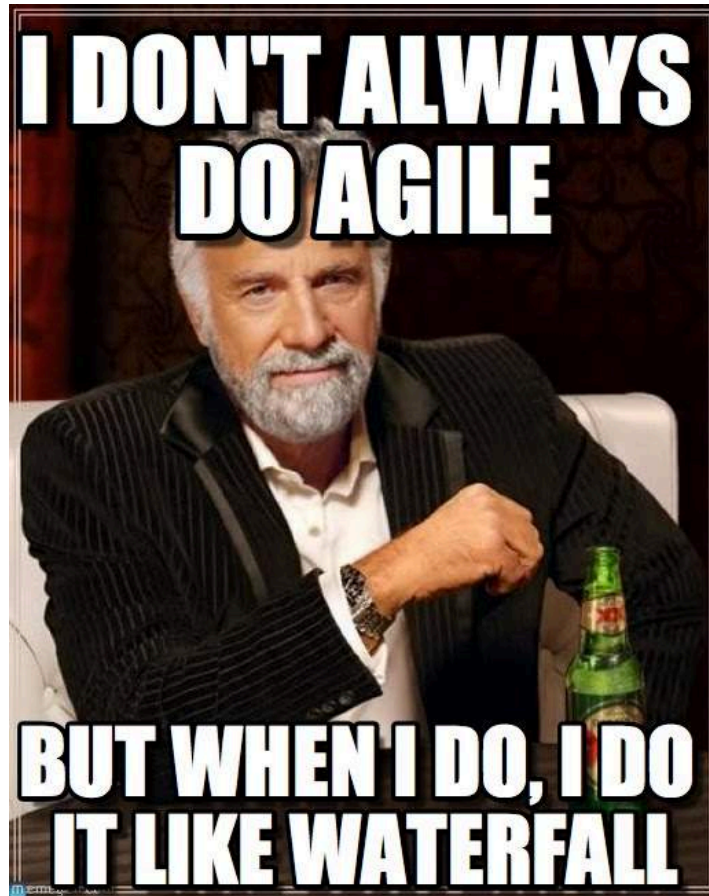


Sprint Retrospective

- Review sprint performance
- Identify ways to improve process
- Make at least one change—treat sprints as an ongoing process experiment

Transitioning to Agile

How to Make the Jump from Waterfall



#AgileMarketing

Transition to Agile... agilely

- Educate yourself
- Start with a small, open-minded, pilot team
- Eat the elephant one bite at a time
(Don't plan out your agile implementation using waterfall)
- Iterate, iterate, iterate
- Use what works for you, abandon the rest
- Don't worry about the Agile Police



#AgileMarketing



One Bite at a Time

1. Backlog
2. Sprints/Sprint Planning Meeting
(Account for lots of unplanned work in the beginning)
3. Daily Stand Ups
4. Sprint Review/Retrospective
5. Increase amount of planned work per sprint over time



#AgileMarketing



Q&A

- Get The Complete Guide to Agile Marketing at bit.ly/GuideToAgile
- Find more Agile resources at workfront.com/agile-marketing

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 David Lesuè [@davidlesue](https://twitter.com/davidlesue)



