## ANTI-MAGIC

WHEN AGILE DOESN'T WORK



#### ARTEM OGANESYAN THE White

- · Experienced Agile Wizard
- · 13 years of Leading the teams
- · FIGHTING MORDOR'S FORCES
- · DIFFERENT LANDS OF



#### World is changed

· Gantt Chart sounded Like a Gamechanger

· People were treated as resources

- · PMs IN SUITS
- · Overtimes
- · Punishment
- Verka Serdyuchka



### Fighting the Dark Power

- · WE MASTERED DGILE MAGIC
- · Studied to work in teams
- · STARTED TO IMPLEMENT CUSTOMER CENTRICITY
- · Value driven development
- Tasted craft beers and smoothies





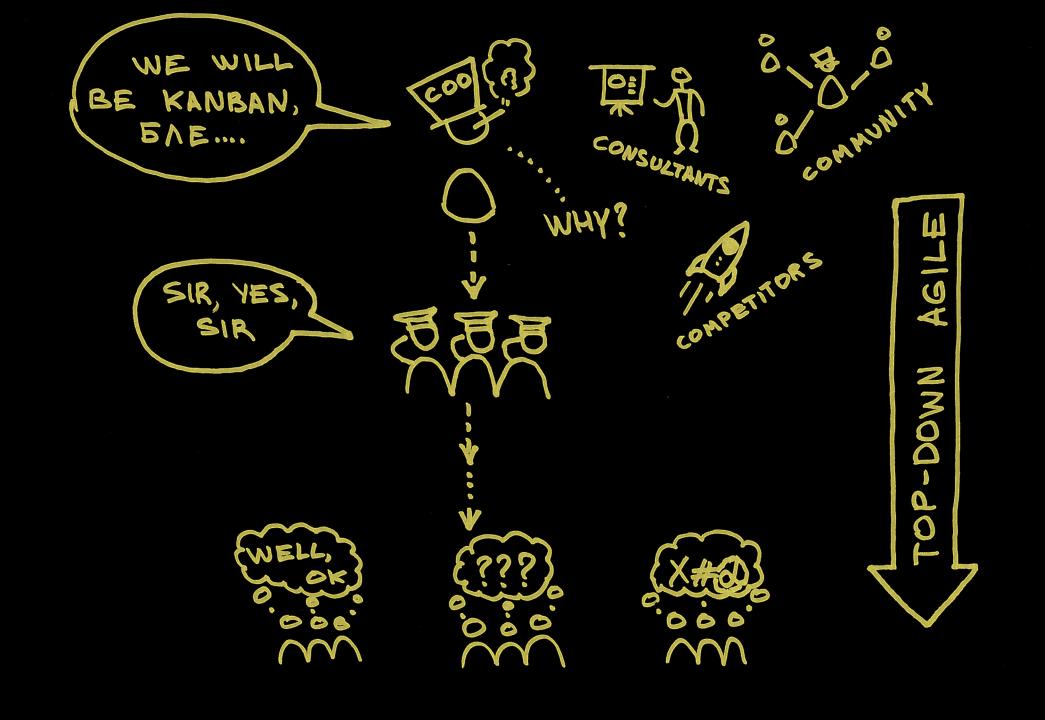
#### Weak People have the Ring

- · They are masters
- · They hear the hype
- · They want to follow the hype

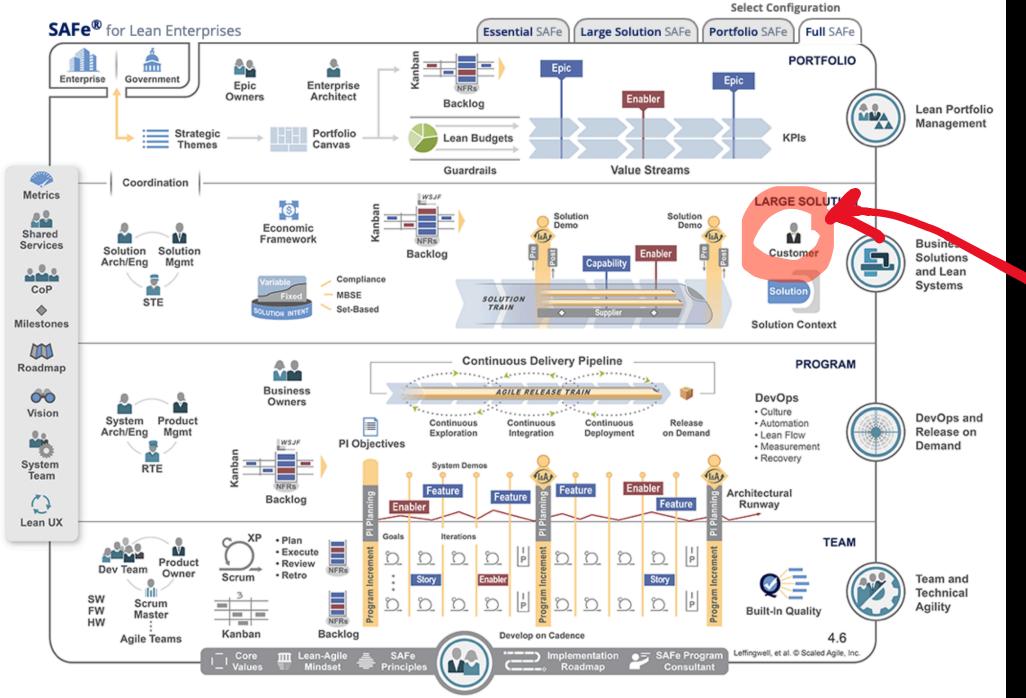
· They START TO IMPLEMENT AGILE



# how it works with the Ring

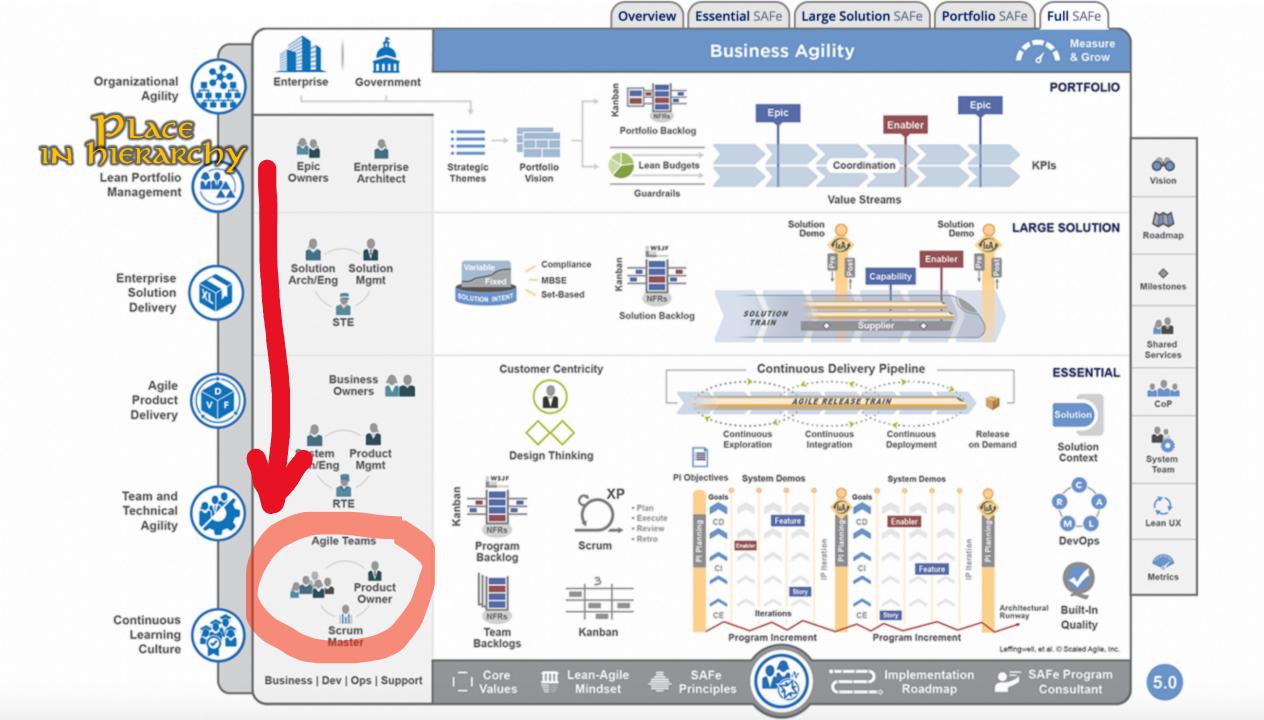


### GREAT EXAMPLE OF MORBOR'S ANTI-MAGIC AGILE



Lean-Agile Leadership





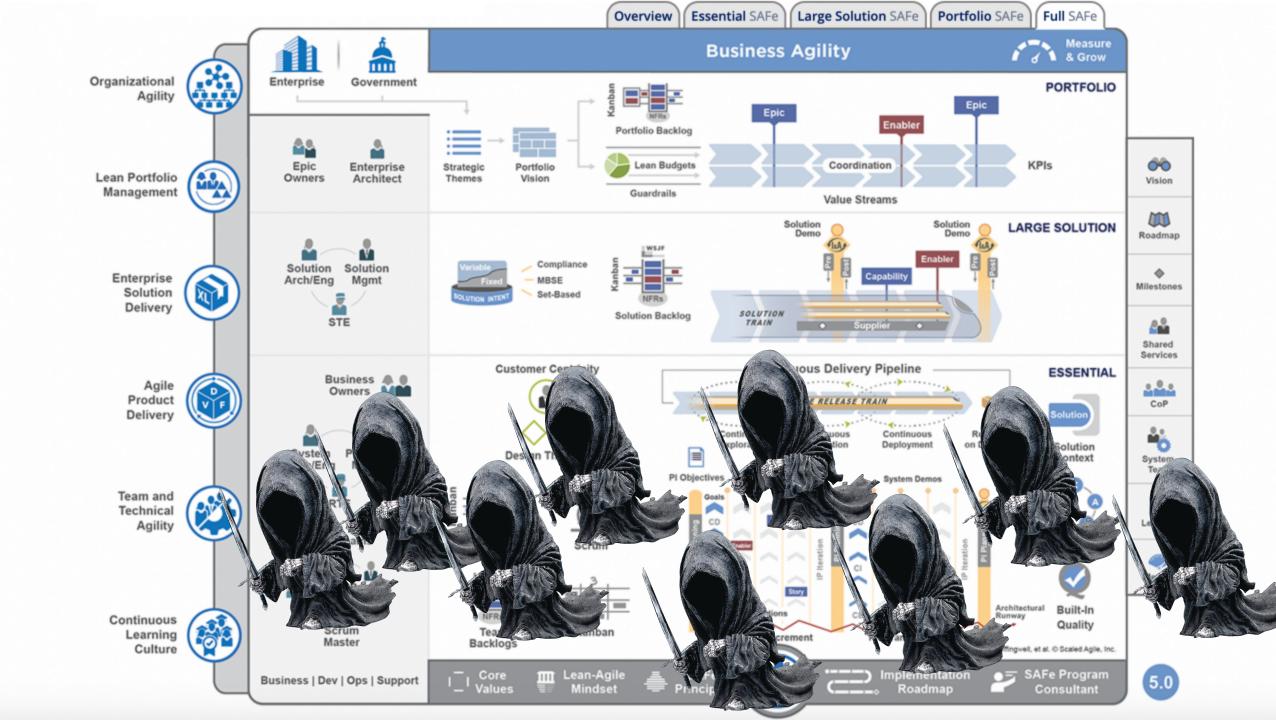
#### Too sophisticated...

### What Anti-Magic needs in this case?

#### CONTROL

#### PROJECT MANAGERS





#### Ring says "Use it just once"

- · Let's skip (something)
- · Let's focus on process (Let customers wait a bit)
- · Changes goes to next Pl
  - · OR PI AFTER NEXT PI
  - · OR Plafter Plafter Next Pl...

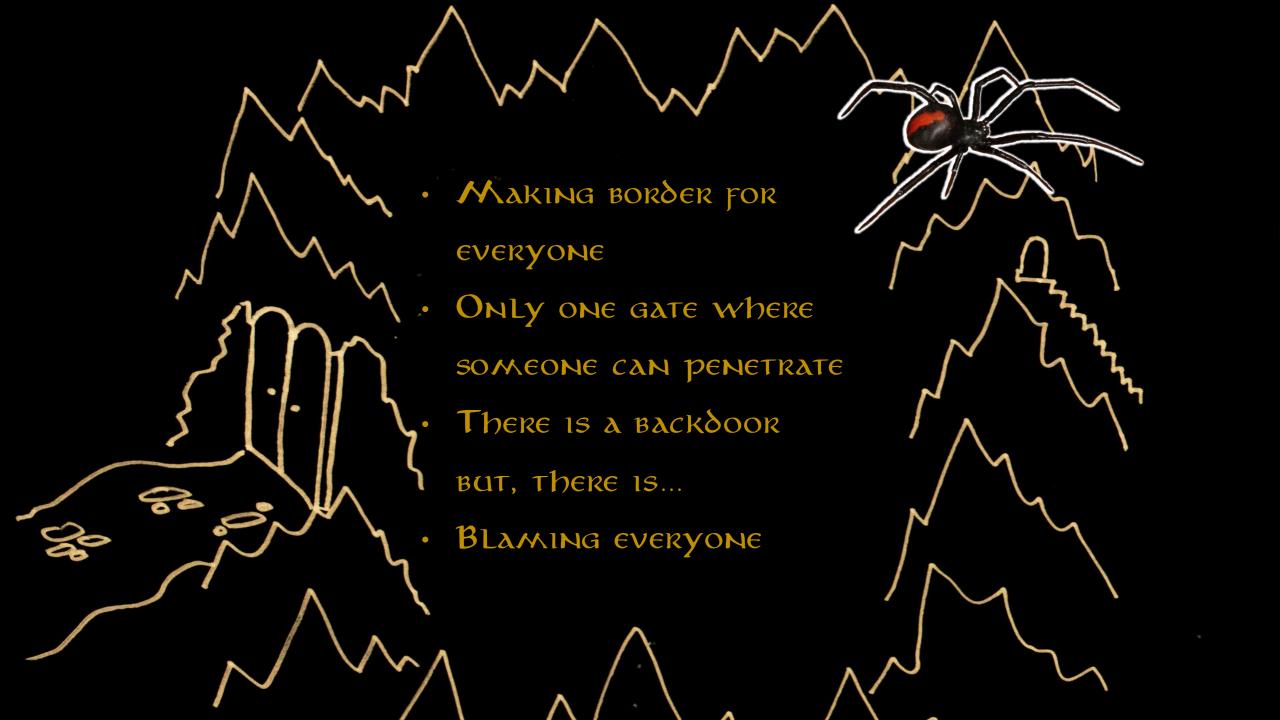


#### The Ring takes the Power

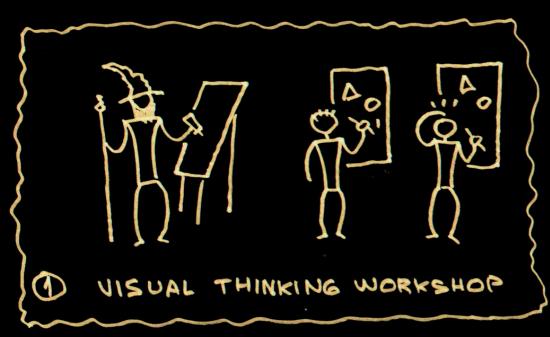
- · Focus on the Big Bosses
- · Not focusing on the teams
- · Not focusing on the partners
- · Making great escalation pyramid



#### Making Real Mordor

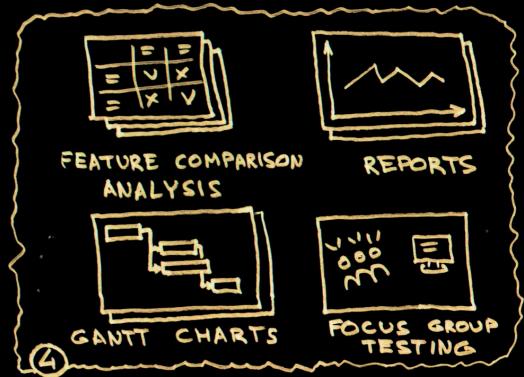


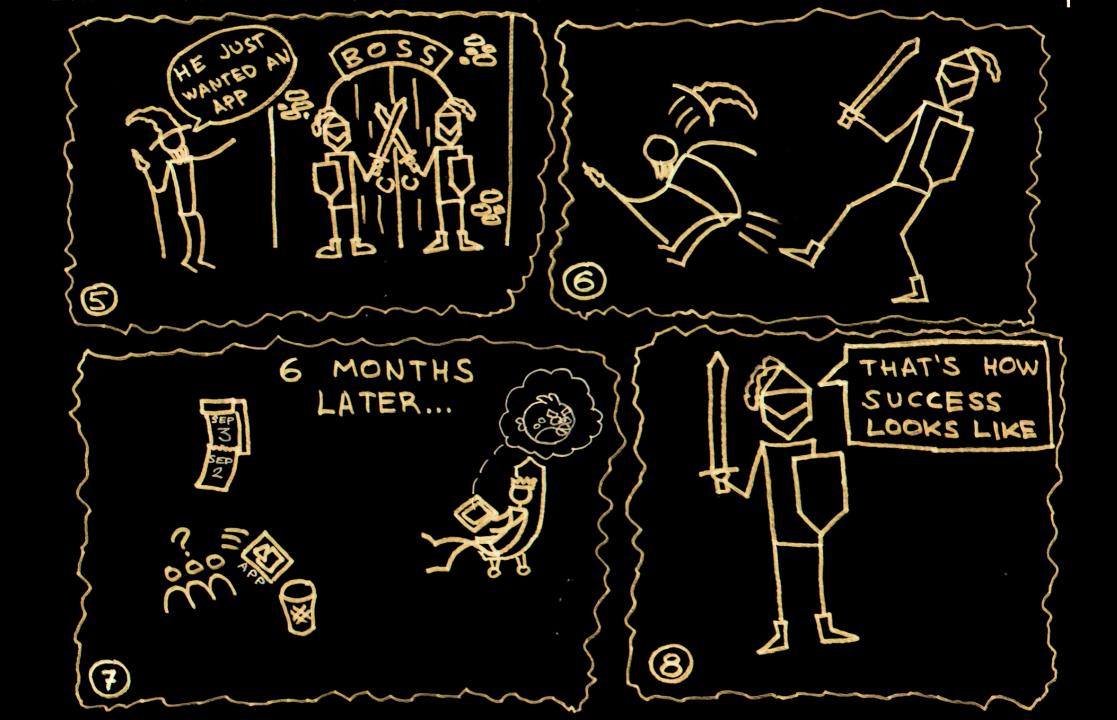
## The Story of the worst Mordor's project ever











### how to fight anti-Magic













# The sun will rise and you'll see the new shining day

