

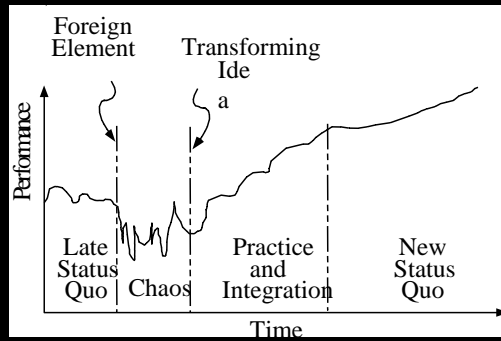
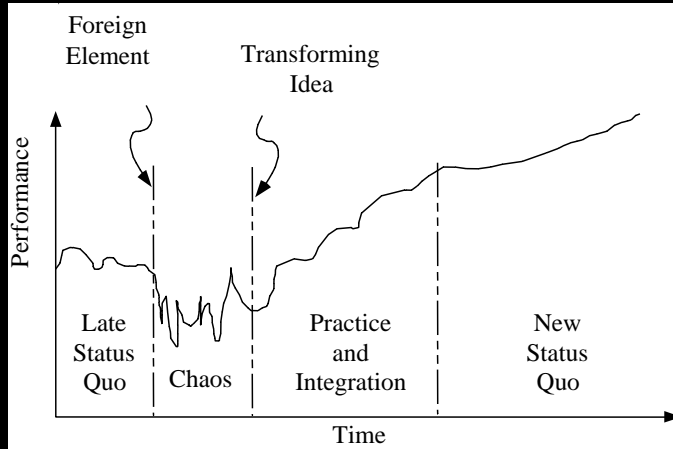
Why Middle Management  
Matters:  
A Manager's Role in Agile Adoption

Esther Derby  
derby@estherderby.com

Supporting people through change  
Guiding the change effort  
Working across the organization

An experience of change....

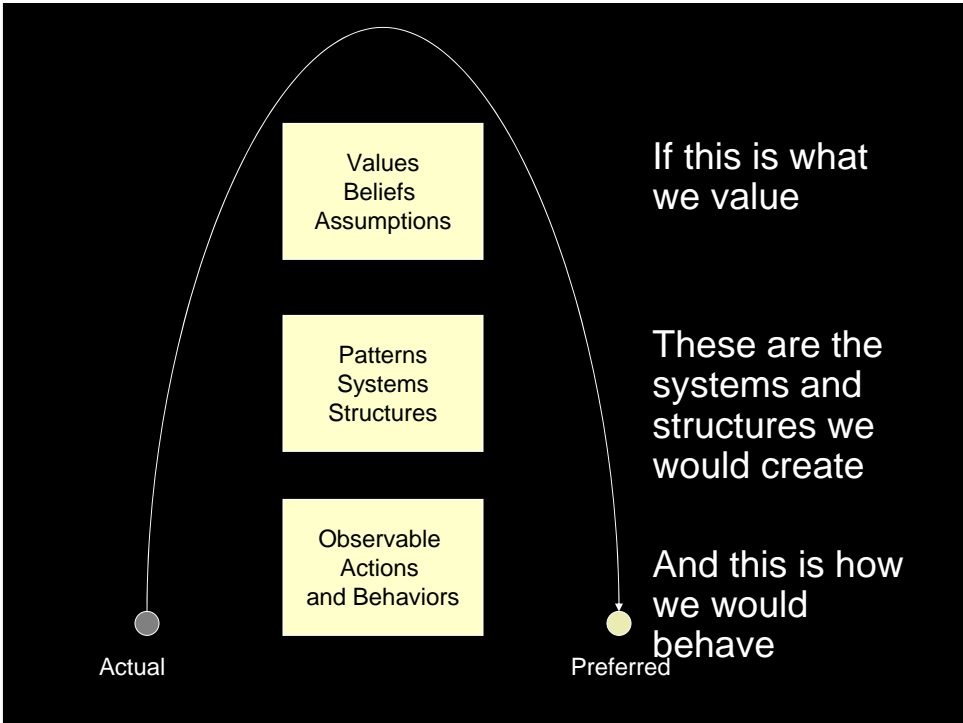
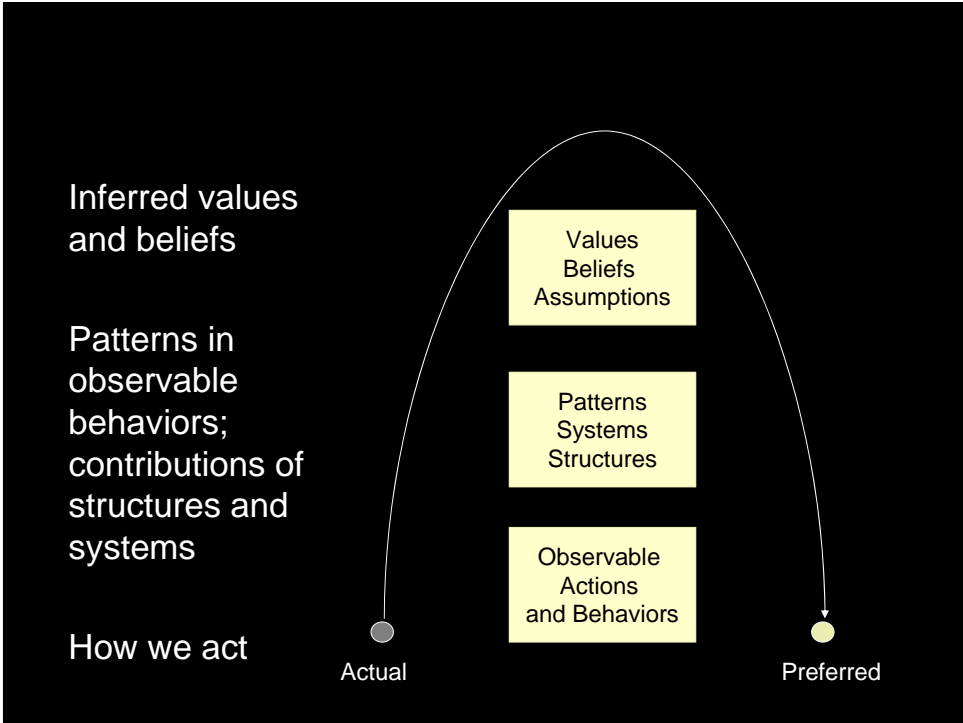
Support people through change



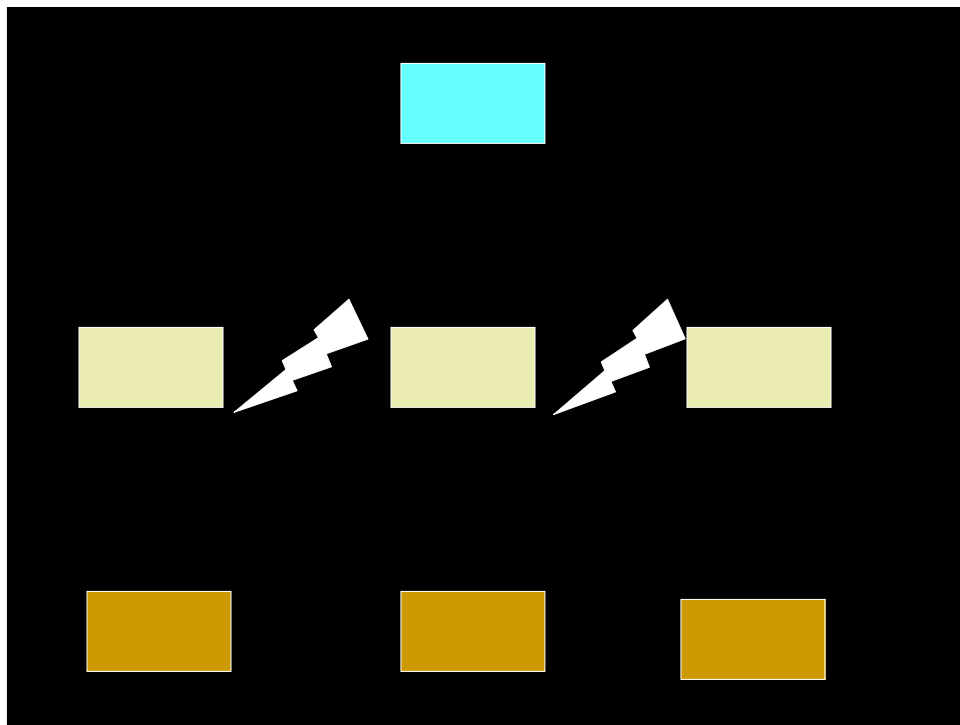
Information  
Structure  
Support

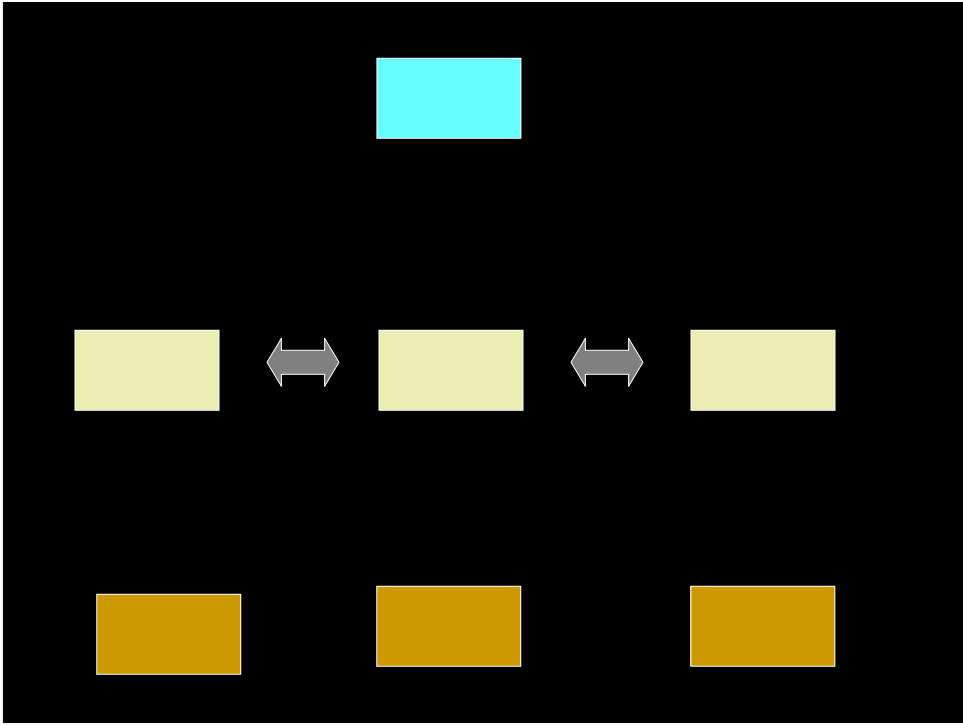
Guide the change effort

Use resistance as a resource



# Work across the organization

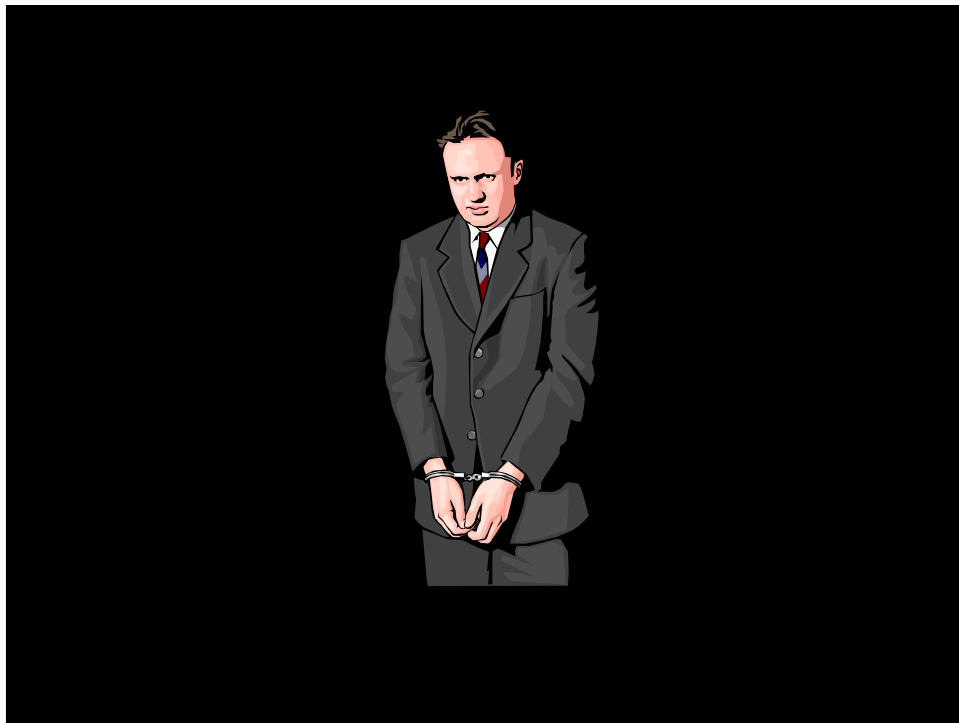
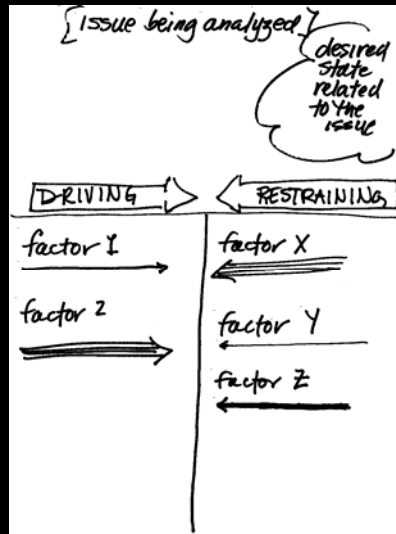




Eliminate waste

Remove demotivators

Remove organizational  
impediments



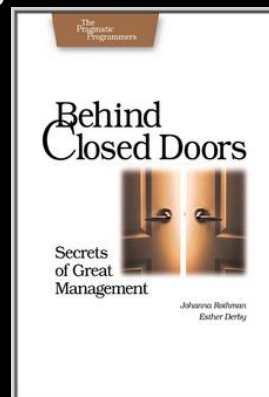
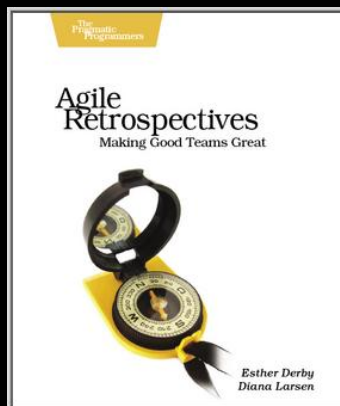
Relentless pressure  
Sub-optimizing measures  
Misaligned financial incentives  
Budget practices that encourage shifting the burden

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