



# Agile essentials

## Agility essentials: Agile concepts & culture

[The Agile Manifesto \("Manifesto for Agile Software Development"\)](#)

10-minute read

[Embracing Agile \(HBR article on the concepts of Agile\)](#)

15-minute read

[The Scrum guide](#)

60-minute read

## Deep-dive: Agile leadership and organization

[Do you have the courage to be an Agile leader?](#)

10-minute read

[Agile starts - or stops - at the Top](#)

10-minute read

Reinventing Organizations, by Frederic Laloux

382-page book

The Startup Way, by Eric Ries

400-page book

Tribal Leadership: Leveraging Natural Groups to Build a Thriving Organization, by Dave Logan, John King, and Halee Fischer-Wright

320-page book

Re:Work, by Jason Fried and David Hansson

288-page book

## Deep-dive: Managing Agile change

[Mastering Complexity Through Simplification](#)

10-minute read

Tribes: We Need You to Lead Us, by Seth Godin

147-page book

The Leader's Guide to Radical Management: Reinventing the Workplace for the 21<sup>st</sup> Century, by Stephen Denning

336-page book

[The Power of People in Digital Transformation](#)

11-minute read

[Taking Agile Way Beyond Software](#)

6-minute read



# Agile across industries and scaling Agile

## Deep-dive: Scale-Up

<a href="#">Activating Agile Product-Life-Cycle Management in Automotive</a>	10-minute read
<a href="#">A Smoother, Speedier Path to Agile in Industrial Goods</a>	10-minute read
<a href="#">Agile Creates a Seamless Experience for Car Buyers</a>	10-minute read
<a href="#">The Agile Contact Center</a>	10-minute read
<a href="#">An Agile Approach to Digitizing Support Functions</a>	10-minute read
<a href="#">Five secrets to scaling up Agile</a>	15-minute read
<a href="#">Scaling Up Agile at Telcos</a>	10-minute read
<a href="#">How CEOs Keep Agile Transformations Moving</a>	10-minute read
<a href="#">Managing large-scale transformation change in a fast-changing world</a>	15-minute read
<a href="#">Successful Agile@Scale implementations</a>	2-minute video

## Deep-dive: Agile ways of working in product development

<a href="#">Nordstrom Innovation Lab: Sunglass iPad App Case Study</a>	7-minute video
<a href="#">Six Myths of Product Development</a>	10-minute read
The Lean Startup, by Eric Ries	336-page book
User Story Mapping, by Jeff Patton	324-page book
<a href="#">The art of doing twice as much in half the time</a>	16-minute video

## Deep-dive: Agile in software development / IT

<a href="#">Agile development's biggest failure point - and how to fix it</a>	10-minute read
<a href="#">The End of Two-Speed IT</a>	10-minute read
<a href="#">11<sup>th</sup> annual State of Agile report 2017</a>	15-minute read
Agile Software Developing Using Scrum, by Ken Schwaber and Mike Beedle	158-page book
Lean Software Development: An Agile Toolkit	240-page book
<a href="#">The death of Agile</a>	35-minute video
<a href="#">Leaner, Faster, and Better with DevOps</a>	7-minute read



# Reading for different Agile roles

## Selected books for Agile roles

<b>Product Owners:</b> Agile Product Management with Scrum: Creating Products That Customers Love, by Pichler Roman	144-page book
<b>Scrum Masters:</b> Mastering Professional Scrum, by Stephanie Ockerman and Simon Reindl	244-page book
<b>Development Team Member:</b> Scrum Pocket Guide (2nd Edition), by Gunther Verheyen	136-page book
<b>For all:</b> Start With Why, by Simon Sinek	259-page book



# Further inspiration from other Agile transformations

## ING Bank

### *Leadership perspectives:*

[BCG Interview with ING CEO Nick Jue on Agile at ING Netherlands](#)

6-minute video

[Speech by Group CIO: Nothing Beats Engineering Talent...](#)

50-minute video

[Interview with Group CIO: Building the Technology Function](#)

10-minute read

[ING CEO Ralph Hamers on Disrupting the Banking Industry](#)

7-minute video

[ING CHRO Marijke Brunklaus - Supporting Leaders in an Agile Transformation](#)

5-minute video

### *Working team perspectives:*

[ING Banktalk - Squad IT](#)

5-minute video

[ING Banktalk - IT squad mortgage](#)

4-minute video

[ING Banktalk - Customer Journey Experts](#)

3-minute video

## ANZ Bank

### *Change communications:*

[The ANZ Way](#)

3-minute video

[CEO conversation about new way of working](#)

6-minute video

[Digital Banking Executive conversation on Agile culture](#)

5-minute video

[CIO conversation about the Agile working experience](#)

5-minute video

[CEO podcast on the new ways of working](#)

45-minute podcast

[Conversation about 3-day marketplace event](#)

5-minute video

### *Select press coverage:*

[Article on ANZ's transition to Agile](#)

5-minute read

[Article about 3-day marketplace event](#)

2-minute read



# Further inspiration from digital disruptors

## ABN-AMRO

### *Working team perspectives:*

[ABN AMRO - a new way of working](#)

2-minute video

[Agile working in team Tikkie \(WhatsApp payment service\)](#)

4-minute video

[The Power of Forward Thinking in Agile \(Johan van Hall\)](#)

5-minute video

## Netflix

[Netflix Culture: Freedom & Responsibility](#)

10-minute read

[A Culture of Innovation](#)

12-minute video

[Netflix culture statement](#)

10-minute read

## Spotify

[Aligned autonomy](#)

1-minute video

[Engineering Culture \(Part 1\)](#)

13-minute video

[Engineering Culture \(Part 2\)](#)

13-minute video

## Zappos

[Zappos Core Values](#)

3-minute read

[Video: How Zappos will Run with no Job Titles](#)

4-minute video

Delivering Happiness: A Path to Profits, Passion, and Purpose (by Zappos' CEO)

272 page book

## Google

[How Google Works](#)

5-minute read