MEDIA KIT

INHERITING AGILE

THE IT PRACTITIONER'S GUIDE TO MANAGING SOFTWARE DEVELOPMENT IN A POST-AGILE WORLD

WHAT TO DO WHEN IT IS YOUR CIRCUS AND THOSE ARE YOUR MONKEYS
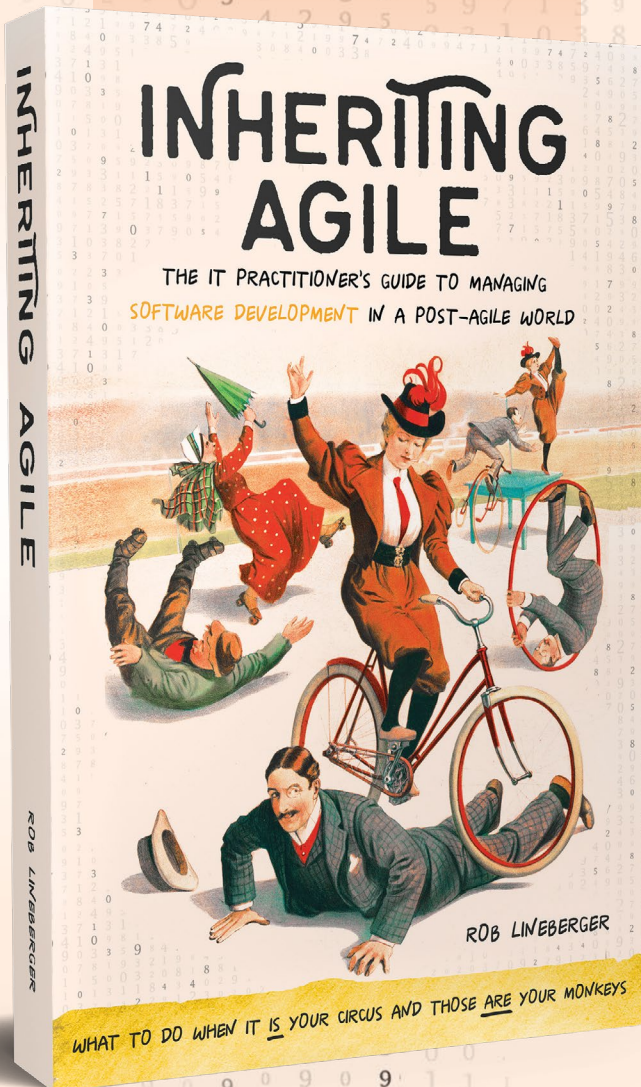
ROB LINEBERGER

TITLE

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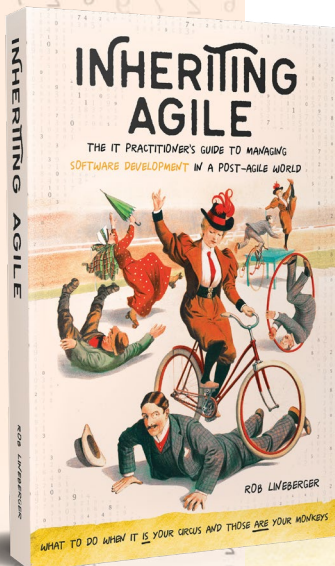
TOPICS COVERED INCLUDE

AGILE | **SOFTWARE DEVELOPMENT** | **PROJECT MANAGEMENT**

ABOUT THE BOOK

Title: Inheriting Agile: The IT Practitioner's Guide to Managing Software Development in A Post-Agile World

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Revolutionize project management by turning agile myths into software success.

Here's a startling fact: Over 4 trillion dollars a year is spent on software development; over 60% of these software projects fail. We blame budget, scope, or communication problems between stakeholders. But the real reason will surprise you. It's time to reveal the deep-rooted misconceptions in IT project management and to expose the historical lie preventing your team from delivering quality software.

Agile methodology expert Rob Lineberger brings over two decades of expertise to shatter illusions around agile and to guide you through the adaptive approaches necessary for success in today's software development landscape. Lineberger's transformative Blur Box model challenges the predictive approach that has been internalized as the best practice by the IT industry, replacing guesswork with a visual, adaptive strategy. In this enlightening guide, you will learn actionable tactics to confidently navigate complex iterative projects, sidestepping costly agile failures.

Enjoy the ride as you discover:

- The untold history that has shackled software development to a cycle of failure.
- The Blur Box visual model provides a definitive "a-ha!" moment for how iterative processes behave. It gets your stakeholders on the same page.
- Strategies to overcome the inertia of outdated practices and to embrace adaptability.
- The agile circus escape practices, 12 actionable tactics to steer clear of common pitfalls and to reshape your organizational culture.
- A cultural shift in IT management, fostering an environment where agility and continual learning reign supreme.

Inheriting Agile is not just another IT management book; it's an insightful journey into the heart of software development methodologies, where adaptability triumphs over prediction. Empower yourself with the tools and insights necessary to advocate for change in your organization, offering a clear path to increased project success and professional fulfillment.

> "*Inheriting Agile* by Rob Lineberger offers a compelling exploration into managing software development in a post-agile world. This essential read equips practitioners with the tools and perspective needed to thrive in the ever-dynamic world of agile software development."
>
> **— Sanjiv Augustine Founder and CEO, LitheSpeed and The Agile Leadership Academy**

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ABOUT THE AUTHOR

Rob Lineberger is a trusted expert in the world of software development, particularly known for his expertise in agile methodology and his innovative Blur Box model. With over 25 years of experience in the field, Rob began his journey in the late 1990s, a pivotal time when agile development was emerging. His profound insights and contributions to this domain have established him as a respected and sought-after voice in technology and project management.

Rob's professional philosophy is rooted in a commitment to continual learning and effective innovation. He firmly believes in the transformative power of agile practices, even amid debates about their efficacy. Rob has tirelessly worked to refine and promote agile methodologies, ensuring they remain relevant and effective in the rapidly evolving IT landscape. His Blur Box model, a blend of technology, psychology, and project management, exemplifies his approach to creating holistic and efficient development processes.

Rob's background is as diverse as it is impressive. He holds an MS in management of information technology from Purdue University. His academic pursuits have led him to teach at prestigious institutions like Virginia Tech and Purdue University. Beyond academia, Rob has an extensive media history, including presentations at Project Management Institute Global Summits and a decade-long career as a movie critic. His expertise spans various fields, as evidenced by his numerous peer-reviewed publications in areas ranging from social psychology to biomolecular genomics.

Currently residing in Durham, NC, Rob balances his professional life with a rich array of hobbies. He is an emeritus board member of the Scrap Exchange and a staff member at Permies.com. His artistic talents have been recognized in the fine arts world, with one of his paintings residing in a permanent collection alongside works by Joan Miró.

Explore the intersection of technology, psychology, and project management.

Visit roblineberger.com.

Talk to Rob about unveiling the untold history of software development, revolutionizing agile with the Blur Box model, and fostering a culture of adaptability and continuous learning.

- **The Big Agile Misconception: Debunking 50 Years of Software Development Myths**

- **The Agile Circus Escape: 12 Tactics to Dodge IT Pitfalls**

- **Cultivating Agility: How to Foster an IT Culture of Continuous Learning**

- **The Blueprint for Agile Advocacy: Convincing Upper Management to Embrace Change**

- **The Agile Mindset: Reshaping Software Development Leadership**

- **Visualizing Success: The Impact of the Blur Box Model in Real-World Agile Implementations**

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- Corning
- Discovery Channel
- Deloitte
- Subaru
- US Dept of Justice

Author Has Been Featured In:
- PMI
- Agile Leadership Network
- Techstars International Startup Weekend
- American Psychological Association
- PyCon
- Duke University
- Purdue University
- UNC

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YOU'VE INHERITED AGILE. NOW WHAT?

Do your software development efforts succeed in the way you hope and expect them to? If so, please accept my congratulations, and thanks for stopping by.

If not (or if you are just starting out), get comfortable, because I have a story for you. It is about a tragic comedy of errors 50 years ago that led modern software development astray. Our shared past is like a circus train wrecking in slow motion, and we've inherited the chaos. I'm going to show you why many people take the exact opposite approach they should—convinced the whole time that it is the responsible way to work. I'm going to show you why the rule book we follow does not match the realities of a highly iterative process. With the absolute freedom that comes from the necessity of reinventing the rules, I'll give you a comprehensive overview of considerations to help you make the right choices in constructing and managing a software development effort. Finally, I will reveal the (sometimes embarrassing) choices I made in my own 25 years of developing software.

By the end of this story, you will know, with absolute clarity, how we got into this mess, how iterative software development actually behaves, and what you can do to make it work for your unique circumstances.

For now, here is a teaser of why the typical arguments of "waterfall vs. agile" (the two prevailing approaches to software development) are actually a sideshow to a deeper problem that influenced both approaches—and why that leaves us in an awkward (yet great) position to move forward.

Have you ever skimmed a book and written a book report on it, only to find out you'd completely missed the point of the book? Your teacher found out you hadn't read it at all? If you have, chances are the worst consequences were a failing grade and a lingering sense of shame. But in 1983, some people skimmed a groundbreaking computer engineering article, mistook its cautionary tale as sound advice, and turned it into the predominant software development methodology in the world. That tragic mistake has cost us trillions upon trillions of dollars and led to pervasive failure in the information technology profession.

People have tried to fix this—primarily, those involved in writing the "Manifesto for Agile Software Development," (commonly referred to as the Agile Manifesto) which describes a different way of working on software. If you're in the software development industry, chances are you have heard the term "agile." If you love thinking about agile approaches, or you're curious how to effectively manage an iterative process, welcome! You're going to love this book.

PRE-LAUNCH ACTIVITIES

THE BLUR BOX

POST-DEVELOPMENT ACTIVITIES