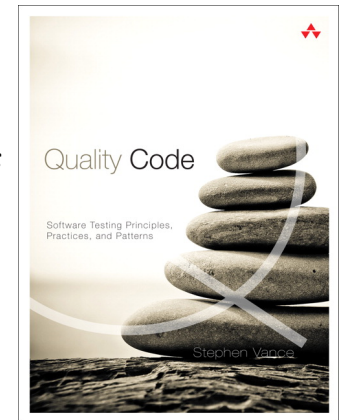


# About Me



Lean/Agile Coach  
Now Director of Agile

Author of  
*Quality Code: Software Testing  
Principles, Practices, and Patterns*



Software Craftsman and Engineer  
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# About You

- Traditional?
- Agile?
- PMP?
- CSM, etc.?
- Technical?
- Project Management?
- People Management?
- Coach?

# The Life of a Process Coach



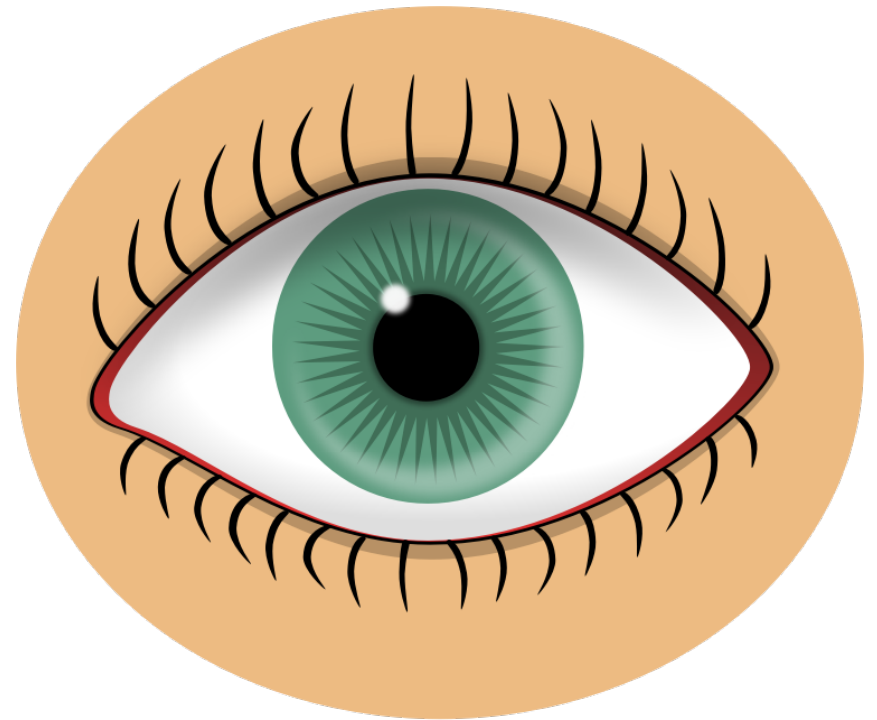
# Where's the Gap?

- Habits
- Past bad experiences
- Different priorities
- Professional maturity
- Change aversion
- Skepticism

- Insufficient understanding
- Differences of opinion
- Lack of trust
- Lack of respect
- Disempowerment

# Step One: Embed and Observe

- Watch
- Listen
- Do
- Learn



# Scenario 1

- Team hasn't released anything after four months
- Lots of stories getting done.
- Say they can't demo
- Afraid of merge conflicts
- Replacing existing application area (multiple pages)
- Built from back end forward

# Scenario 2

- Team never finishes their “sprint commitment”

# Step Two: Build Credibility

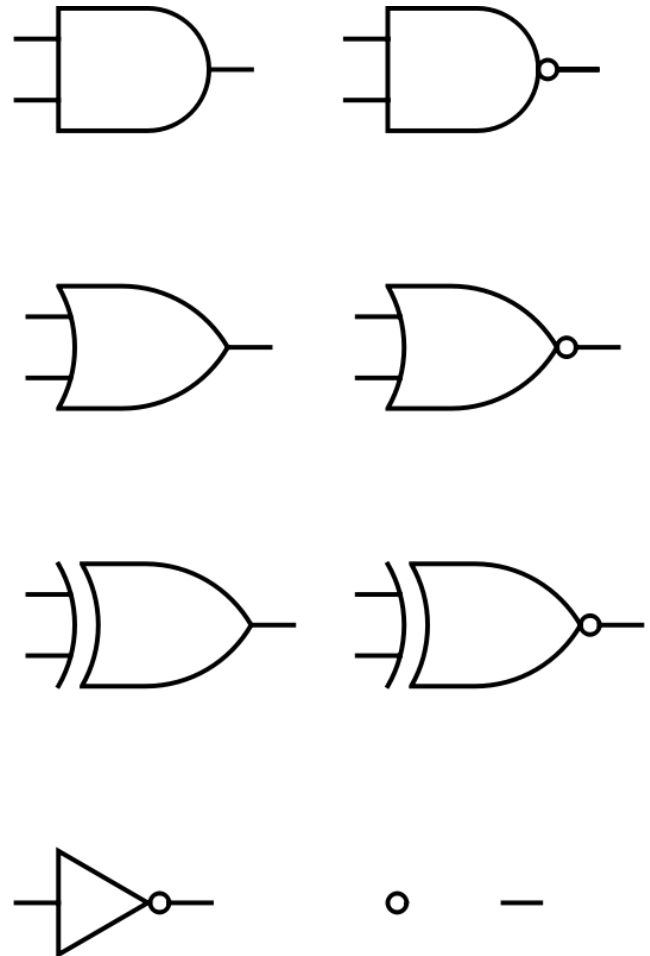
- Credibility is often transitive across domains
- Demonstrate capability
- Teach
- Mentor
- Care
- Focus on what's important to them!





# Step Three: Make Sense

- Explain why
- Understand context
- Prepared to be challenged
- Be flexible



# Step Four: Inspire

- Paint a vision
- Show the path toward the vision
- Challenge back



YMMV

