

## WHAT IS AGILE MARKETING?

At its core, to be Agile is to be team-oriented—rooted in common sense collaboration and mutual understanding. The results are more creative, as well as more effective and efficient. **Your big benefits from Agile: more flexibility, lower costs and higher satisfaction.**

## AGILE MANIFESTO

**INDIVIDUALS & INTERACTIONS**  
OVER PROCESSES AND TOOLS

**CUSTOMER COLLABORATION**  
OVER CONTRACT NEGOTIATION

**WORKING SOFTWARE**  
OVER FULL DOCUMENTATION

**RESPONDING TO CHANGE**  
OVER FOLLOWING A PLAN

WHILE THERE IS VALUE IN ALL OF THESE ITEMS, WE VALUE THE BOLD ITEMS MORE.

## AGILE PRINCIPLES

- ▶ Customer satisfaction through continuous delivery
- ▶ Welcoming changes—adapting quickly
- ▶ Close, daily cooperation among teams
- ▶ Continuous attention to quality content and design
- ▶ Encouraging team involvement, visibility, accountability
- ▶ Recognizing and celebrating workstream achievements
- ▶ Continuous improvement—always optimizing

## AGILE: GETTING SUCCESS DOWN TO A SCIENCE

Agile is much bigger than a single “process” or “approach”. It’s a holistic, science-based methodology that helps each of us problem-solve, work, manage projects and communicate more successfully.

### Why Be Agile?

It makes life much better for us and our clients!

- ▶ We are Agile because we want Starmarkers to enjoy career success and a healthy work-life balance.
- ▶ We are Agile because we want clients to love both their results and their experience working with Starmark.

### What’s the Science of Agile?

Agile isn’t a new philosophy. It’s already practiced by most of the world’s top-performing companies and is based upon an extensive body of research. Many diverse teams and organizations were closely studied to observe how people plan projects, complete them and communicate with each other. Certain approaches repeatedly surfaced that increased or decreased their likelihood of success.

THOSE LEARNINGS BECAME THE FOUNDATION OF AGILE.



**SMALL BITES ARE 3-15X BETTER THAN BINGES**

**“WE NEED TO TALK”** | **TEAM VS. TOP DOWN**  
**3-5X BETTER** | **DOUBLE THE SUCCESS**

**“SEE YA: I’LL BE IN MY BUBBLE”**  
**BETTER FLOW = BETTER RESULTS**

**PREVENTING VS. FIGHTING FIRES** | **PRICELESS!**

## A QUICK PROJECT MANAGEMENT COMPARISON

 <b>Traditional “Waterfall” Approach</b>	 <b>Agile Planning Approach</b>
<p>A huge, single document that crams in all scope/ requirements. Created by managers without team involvement. Only the managers fully understand it.</p>	<p>More collaborative upfront planning. The team doing the work develops the majority of recommendations, based on their knowledge and expertise.</p>
<p>The project is completed as a series of sequential tasks from start to finish. The project halts if tasks are on hold.</p>	<p>Work is grouped in shorter, faster intervals called sprints. Stories can be completed as they are ready.</p>
<p>There are rigid deadlines and a specific completion order.</p>	<p>Deadlines are based on sprints, allowing more flexibility.</p>
<p>The whole scope is delivered at the project’s end, creating pressure to review a lot at once. Changes at this point cost more time and money.</p>	<p>Many smaller, earlier deadlines make reviews and changes easier to manage with less stress and cost.</p>

## EMBRACE THE JOURNEY TO MAKE YOUR PROJECT A SUCCESS.

You’ll likely find our Agile workflow and vernacular to be quite different from most agencies you’ve worked with in the past. Commit to that, and partner with us on the journey. You’ll see benefits and results that far outweigh the initial ramp-up time.

## AGILE VOCABULARY



**Check In:** A short daily “stand-up” meeting. Team members commit to work they will do that day, discuss any priority changes or client feedback, and collaborate with each other to resolve any blockers or to advise as needed.



**Roadmap:** A roadmap creates mutual understanding between the client and the team and prepares the project to be successful. Based on the program context, it defines scope, success criteria, risks, priority, all tactical deliverables and budget.



**Sprint:** A two-week timeframe that ends in deliverable work. Roadmaps are divided into manageable sprints, based upon each story’s priority. No matter how large or complex your project, you receive completed, tangible deliverables every two weeks.



**Status Board:** A digital or physical grouping of stories into columns from left (Backlog) to right (Done!). Status Board stories are prioritized in each column, top to bottom and updated daily at check in.



**Weekly Status Report:** A detailed snapshot of our status board. It includes stories from your roadmap and their status; planned end dates; deliverables on review with you; blockers; and a review of upcoming sprints, so we can plan ahead.



**Team:** The core specialists doing your work, including creative, digital, media, data science and others.



**Workstreams:** Includes the above team plus managers. A workstream is fully functional and multi-disciplinary: built to support your program, end-to-end.