



# Understanding the Agile Mindset

The 7 cultures and mindsets you really need to understand to measure your team's Agile Mindset



**Practical Agilist**

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**Agile Dayton**

# What is the Agile Mindset?

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- How do you describe it? What words come to mind?  
Let's build a word cloud!

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# Agile Mindset

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An Iterative Mindset

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A Product Culture

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Customer Centric Mindset

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Culture of Learning

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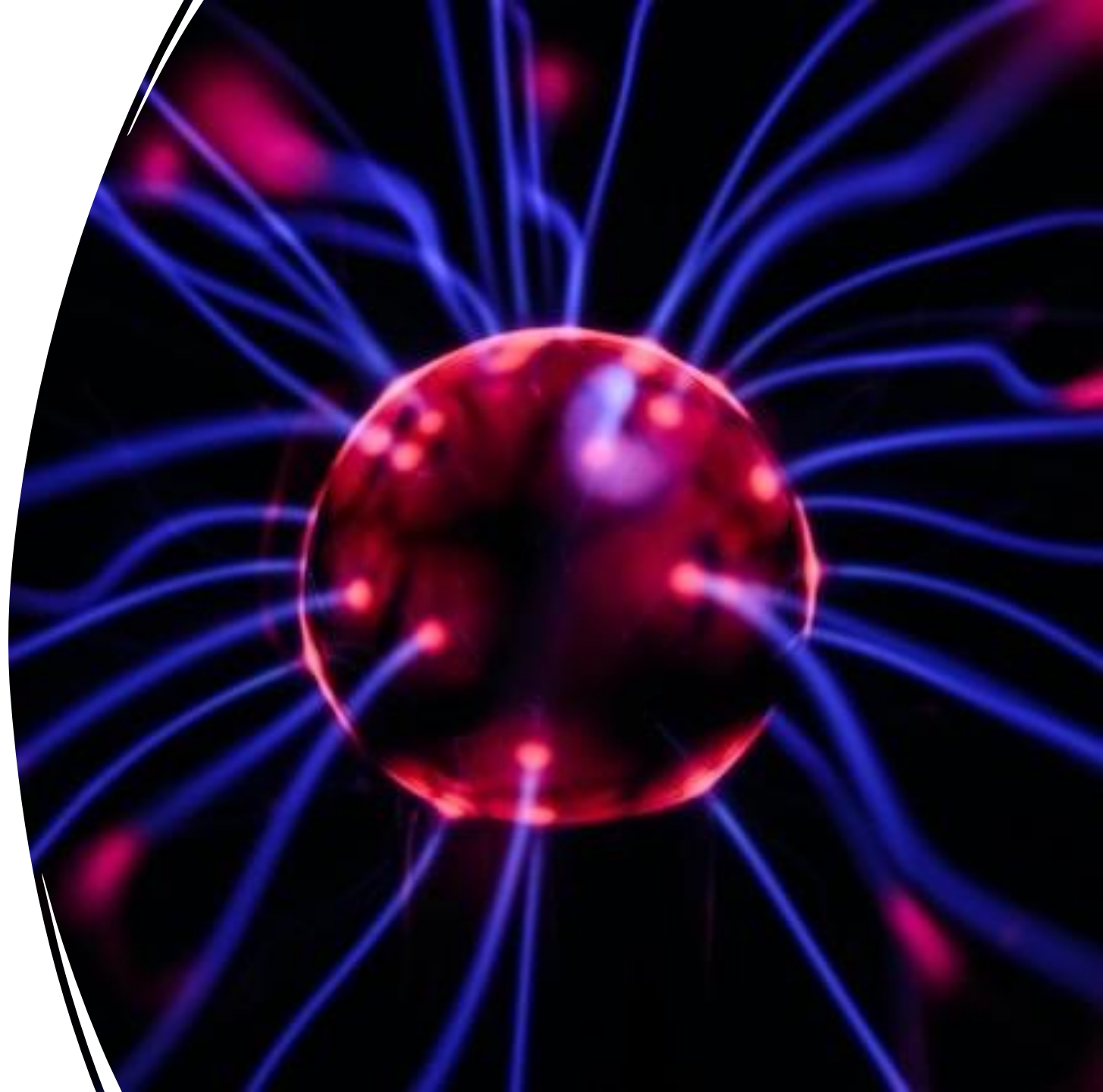
Culture of Experimentation

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Culture of Continuous Improvement

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Culture of Psychological Safety



# An Iterative Mindset

1



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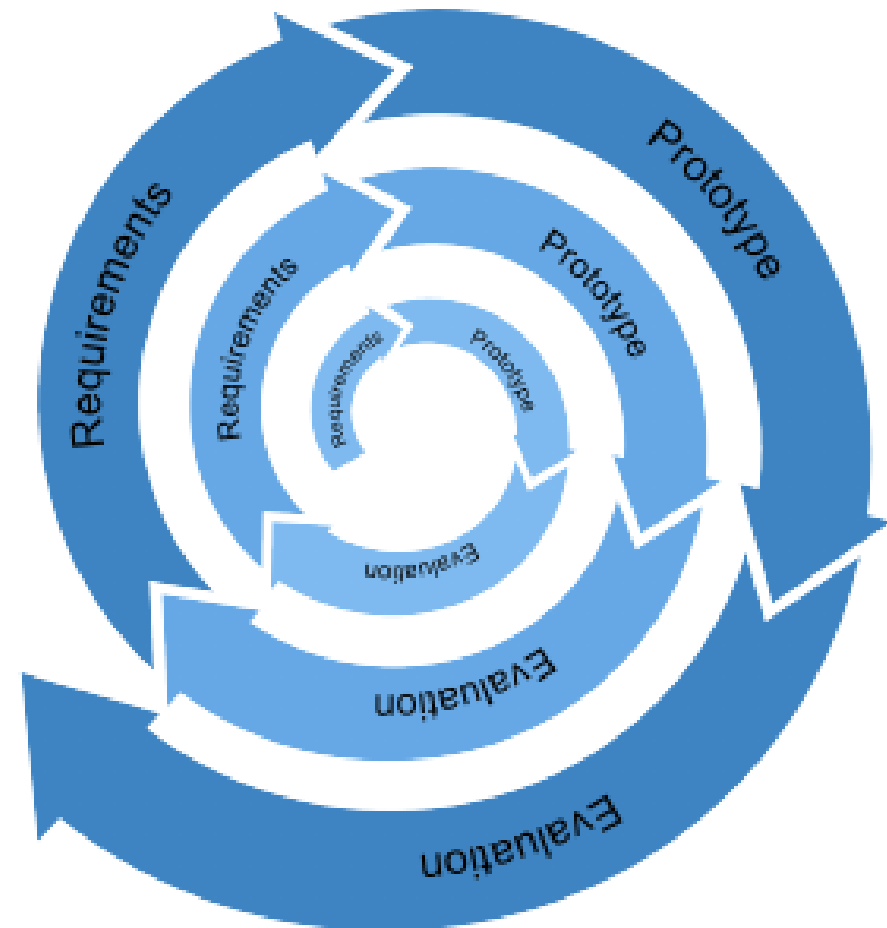
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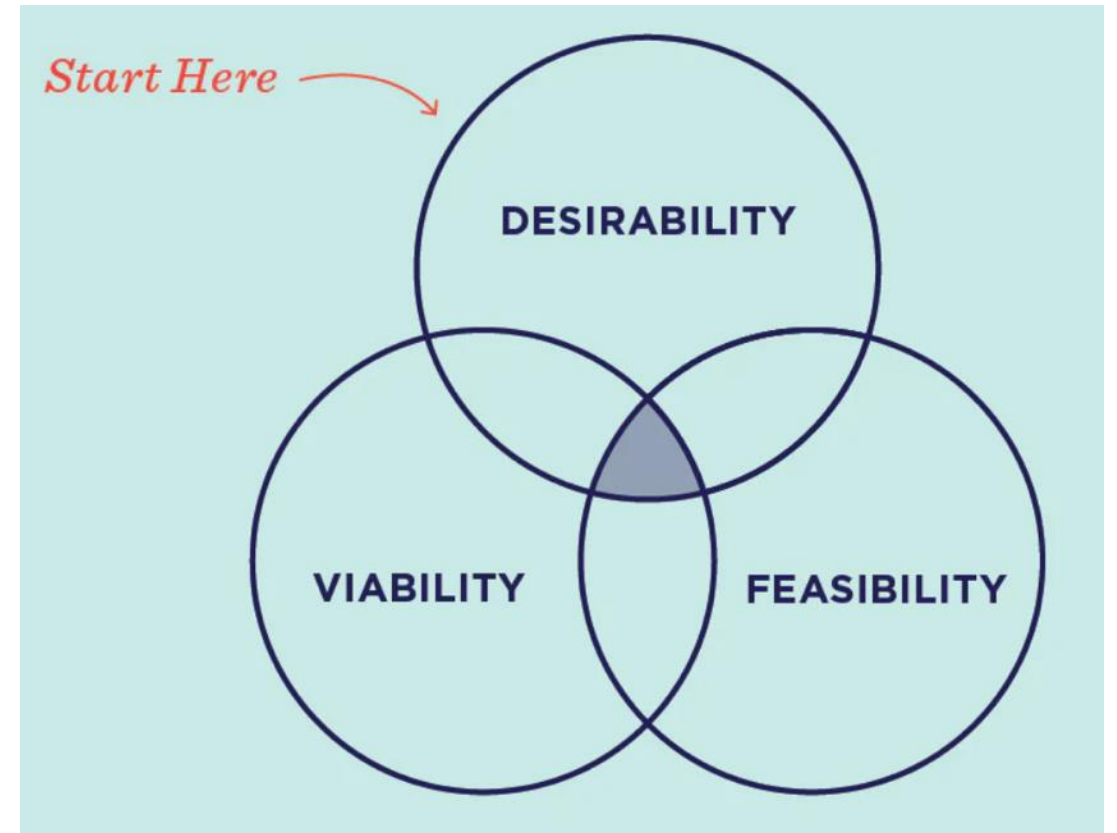
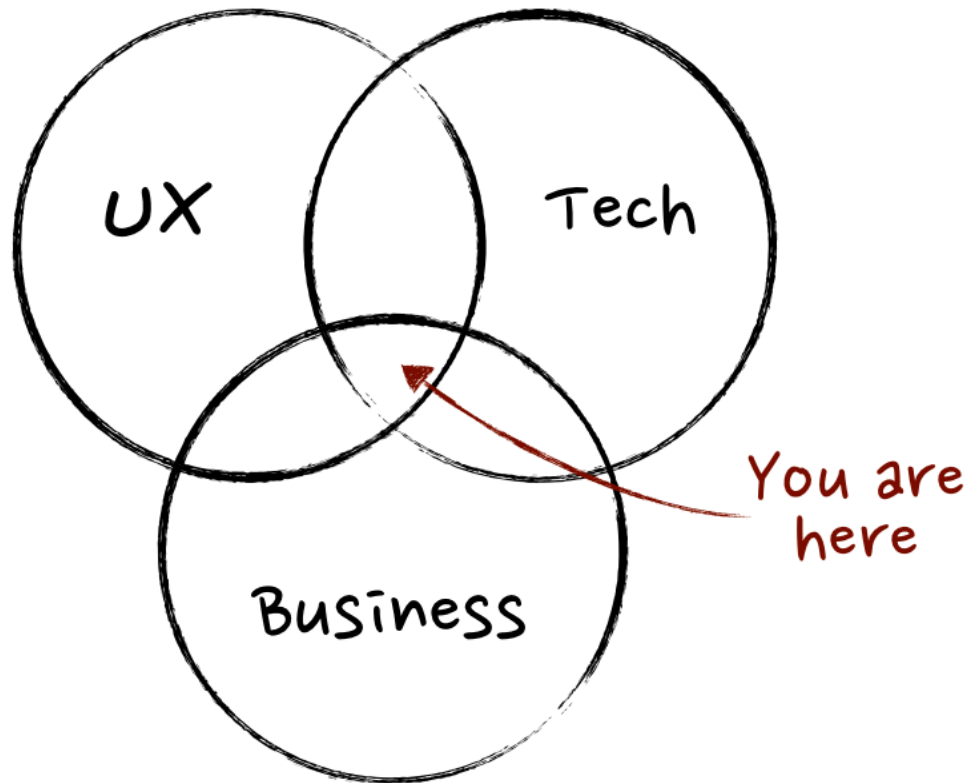
# An Iterative Mindset

- Small stories with outcomes
- What's the smallest thing we can do to get feedback
- Focus on “Simplicity”
- Maximize the amount of work NOT done
- Eliminate waste
- Get feedback sooner. Build better products.
- Be data-driven and evidence-based

Use the outcomes of your experiments to decide what to do more of and what not to do



# A Product Culture



# A Product Culture

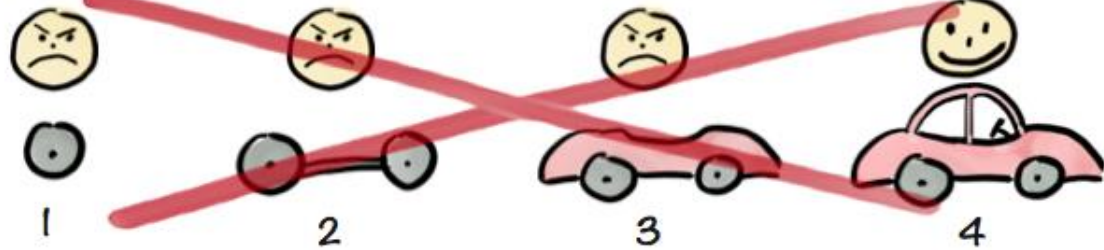
- Have a Vision (to influence strategy)
- Organize teams around Products
- Treat requirements like hypotheses
- Use strategy to influence road maps
- Prioritize and focus on what matters

Build only products that that reflect the company's vision and purpose.

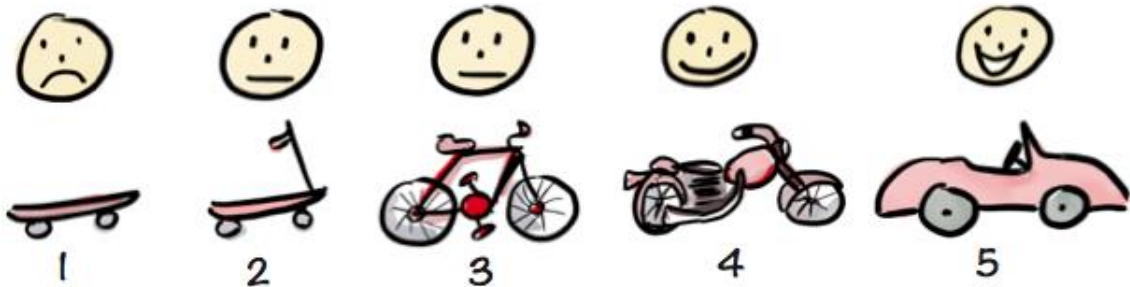


# Customer Centric Mindset

Not like this....



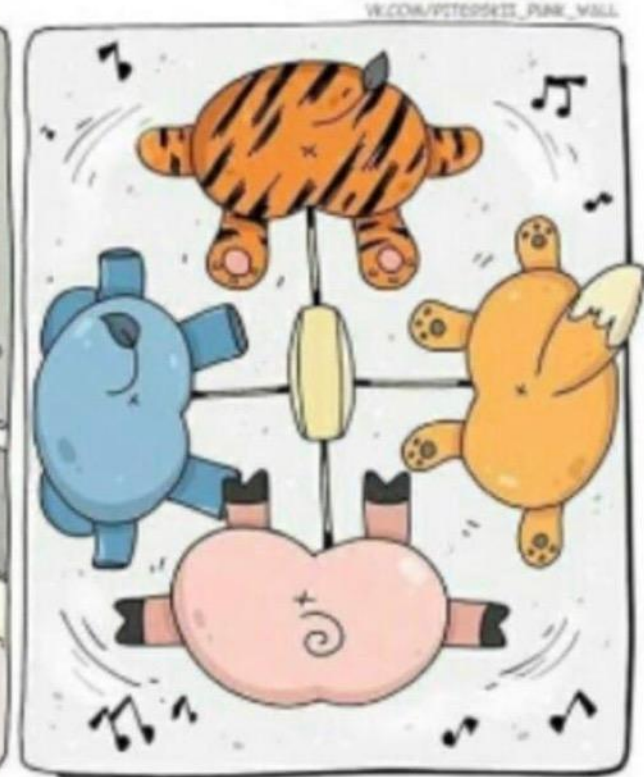
Like this!



Stakeholders



Users





# Customer Centric Mindset

- Solve a real problem for a real customer
- Do you have customer segments?
- Do we even know what the customer wants?
- Get real feedback from real users
- Make data-driven decisions

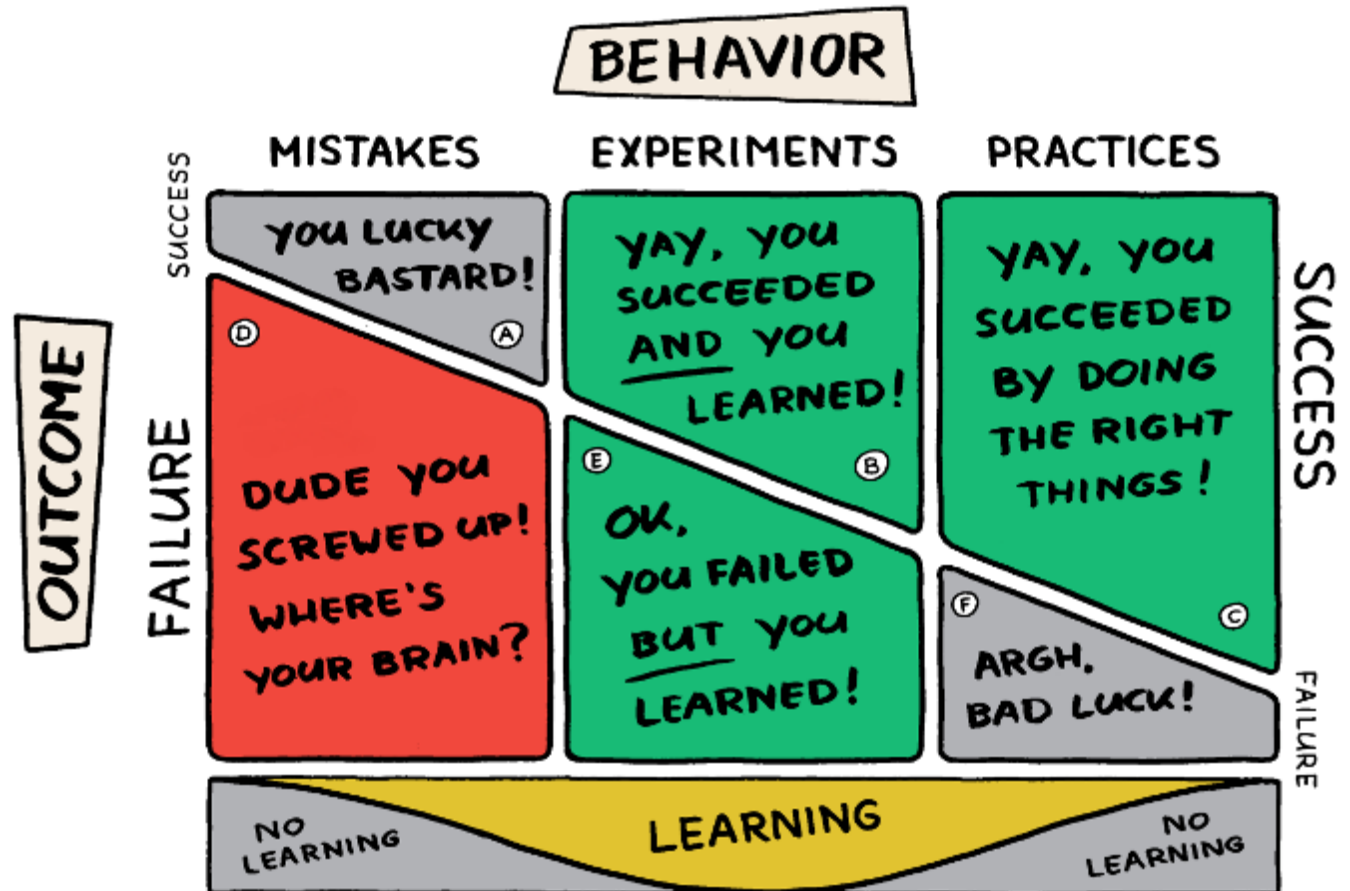
What is the why? Don't guess, be customer-driven and empirical about it.



# A Culture of Learning



Fifth Discipline by Peter Senge

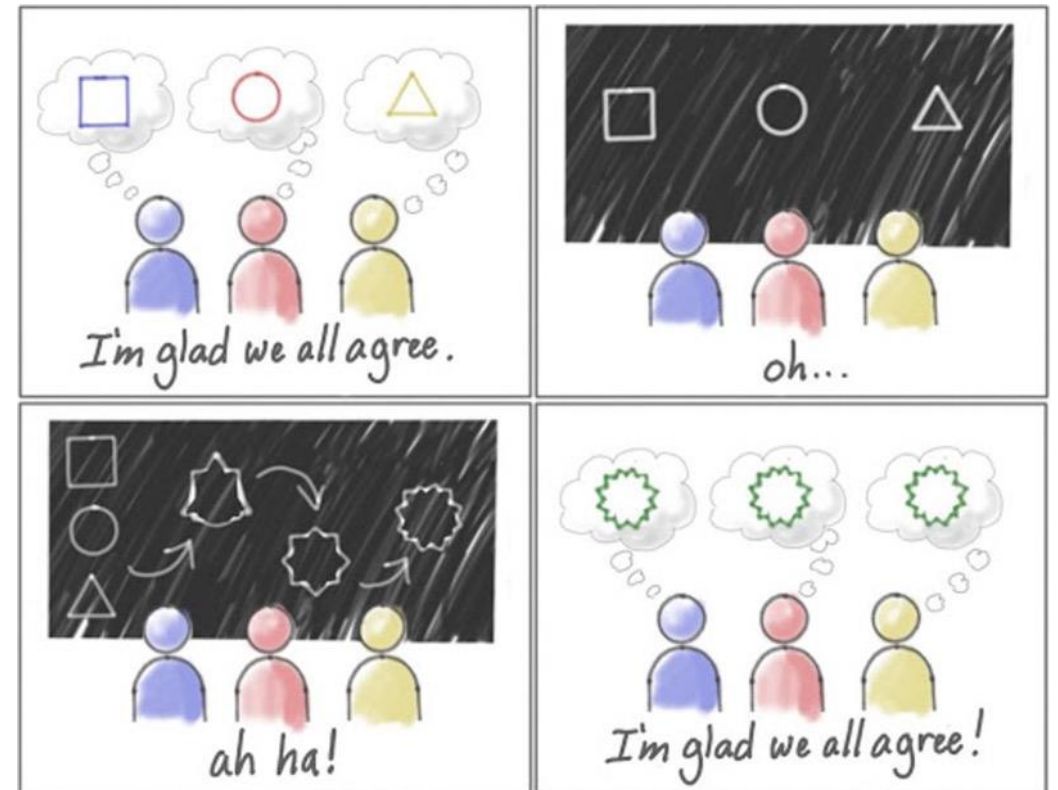


Management 3.0 by Jurgen Appelo

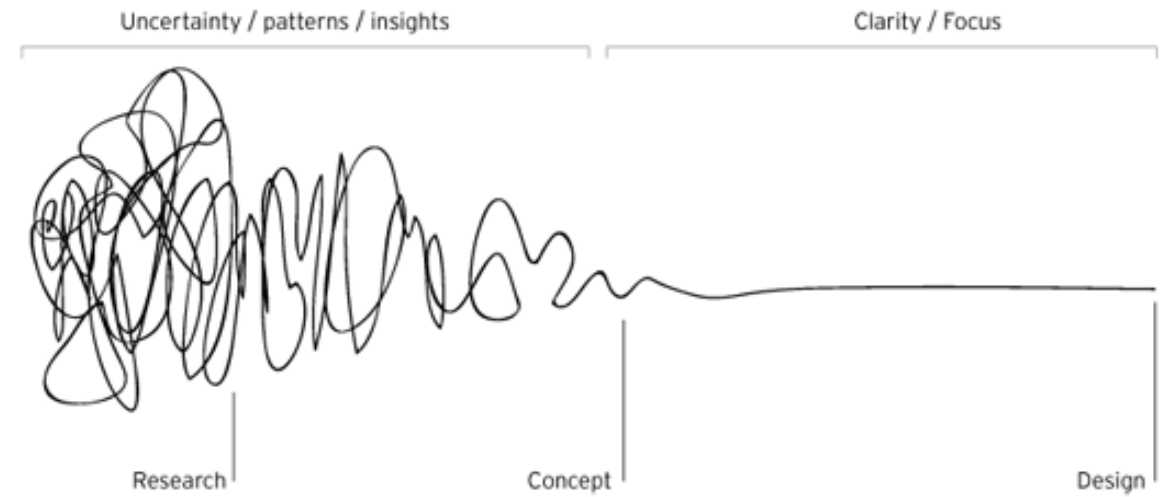
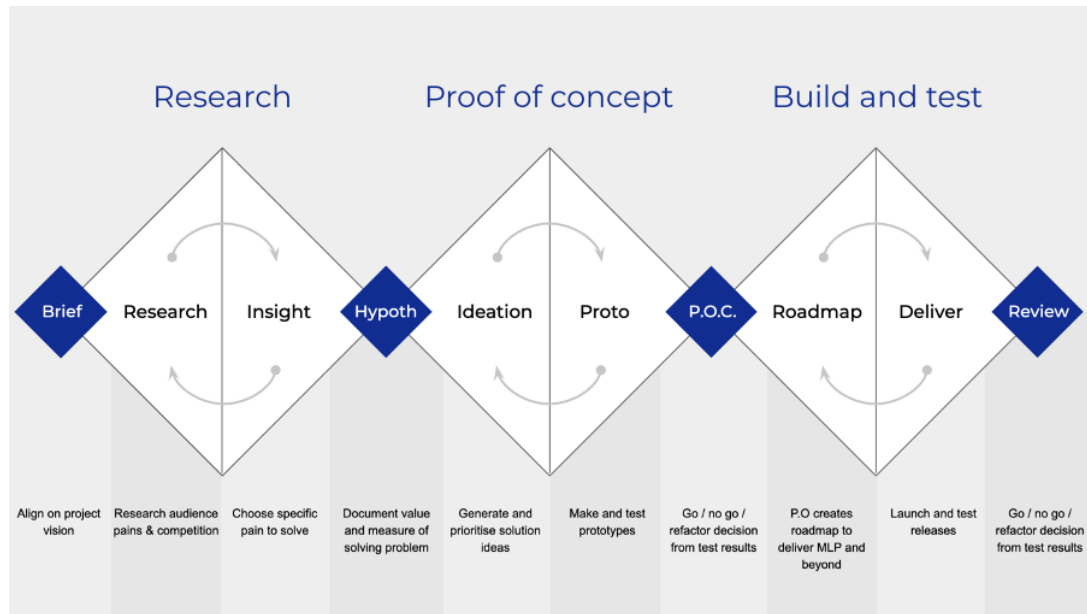
# A Culture of Learning

- We have to unlearn some things
- Relearn how to think about failure
- Build a learning organization
- Not just growth mindset but focus on clean communication inside teams
- Give space for teams to work on continuous improvement

Invest in people and the company invests in its future. All failures are learning too



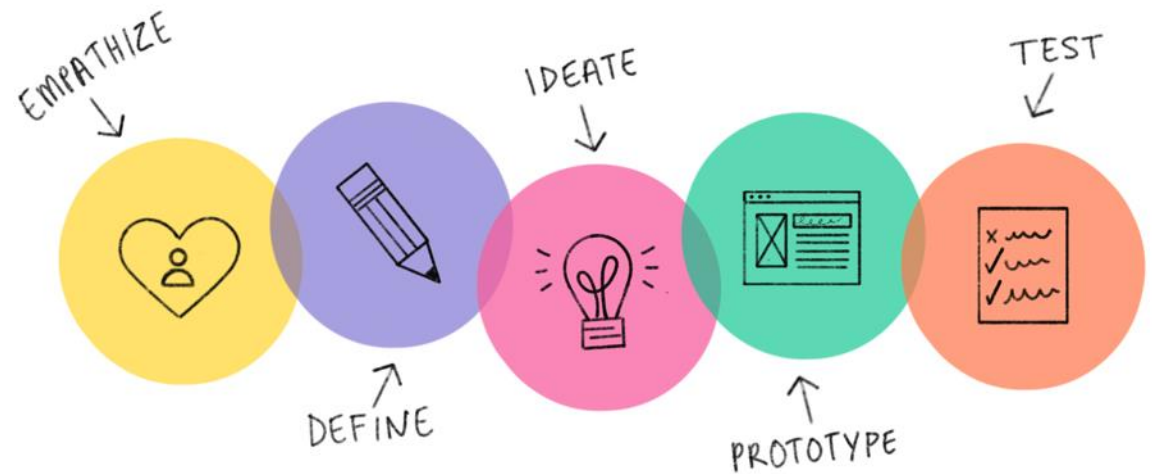
# A Culture of Experimentation



# A Culture of Experimentation

- Stories should define a hypothesis around value
- What's the smallest thing we can do to validate hypothesis?
- Design Thinking. Solving the right problem? Evaluate options

Are we even solving the right problem? Test and learn everywhere



# A Culture of Continuous Improvement



**RISK**

A 3D illustration of the word "RISK" in large, bold, red, block letters. A thick red arrow starts above the 'R' and points downwards and to the right, ending above the 'K'. The entire graphic is set against a white background with a subtle reflection of the letters below.

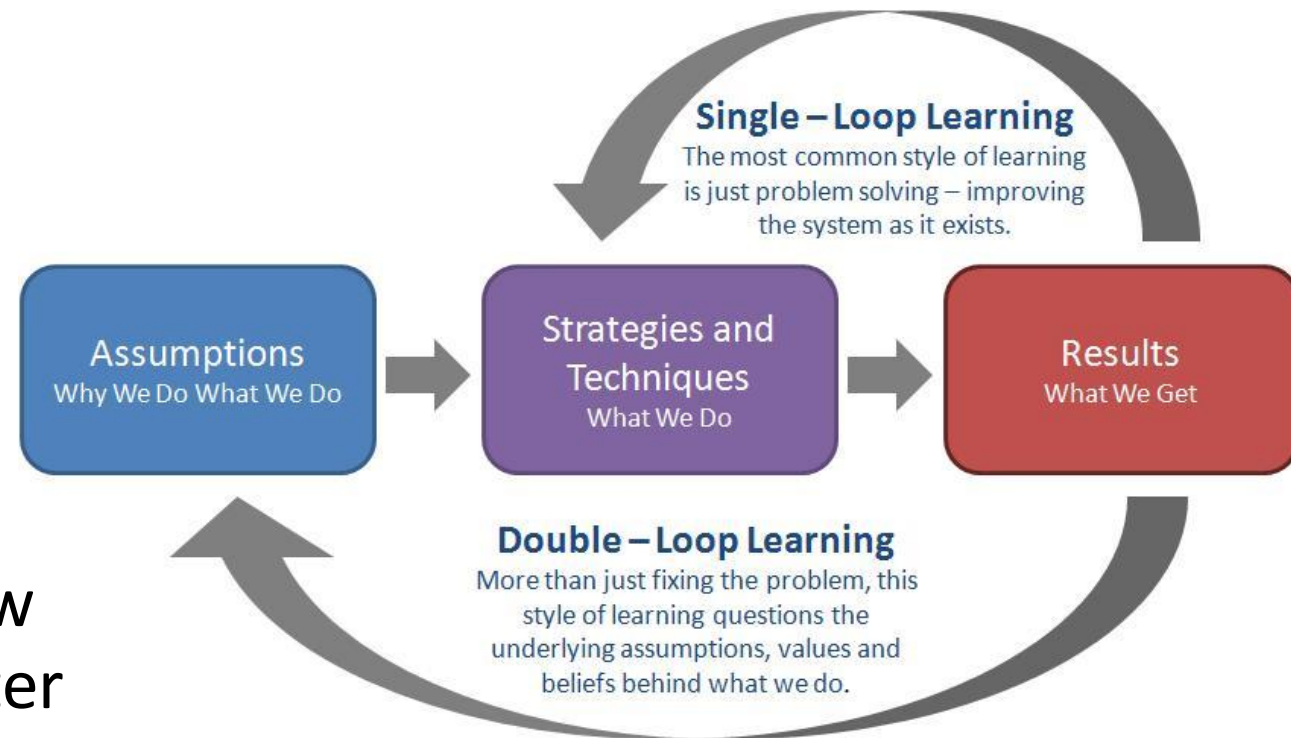
*Save Time!*



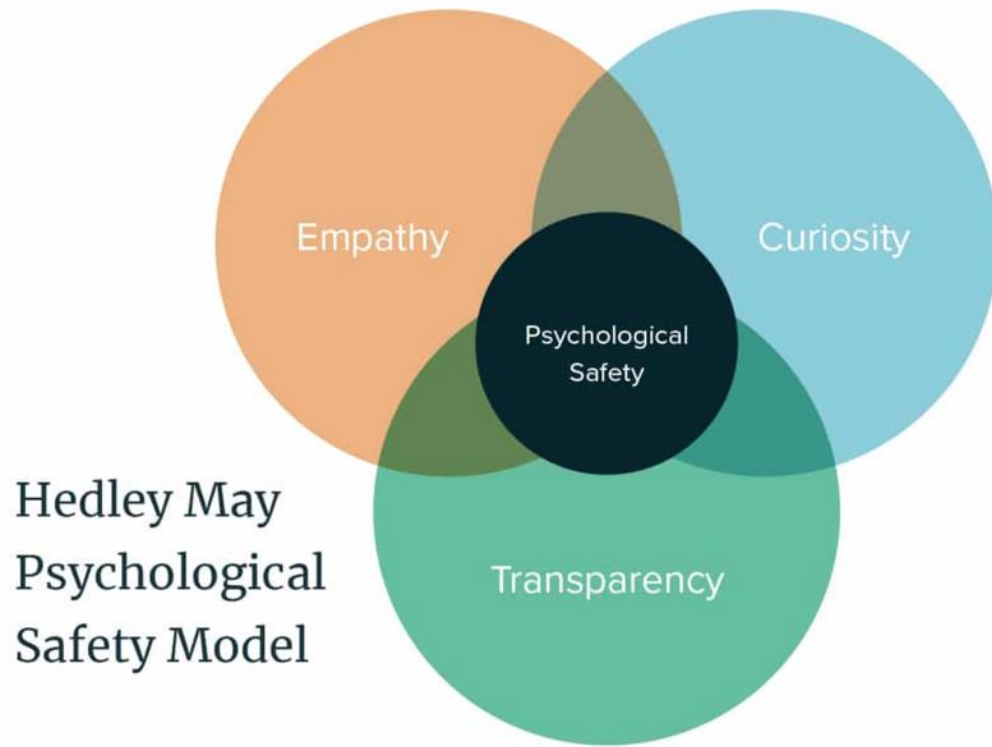
# A Culture of Continuous Improvement

- Embrace imperfection
- How can we be 1% better?
- Inspect and adapt
- Challenge everything
- Double Loop Learning

Reflect in retros and whenever how teams and company can work better



# A Culture of Psychological Safety





# A Culture of Psychological Safety

- Replace blame with curiosity
- Create the space for people to be themselves
- Encourage all voices to participate
- Create a sense of belonging
- Diversity breeds greater innovation

Safety improves collaboration and greater flow of ideas that help the whole company

*Psychological  
Safety*



“a belief that **one will not be punished or humiliated for speaking up** with ideas, questions, concerns, or mistakes, and that **the team is safe** for interpersonal risk-taking”

-Amy Edmondson

# So How Do You Measure The Agile Mindset?

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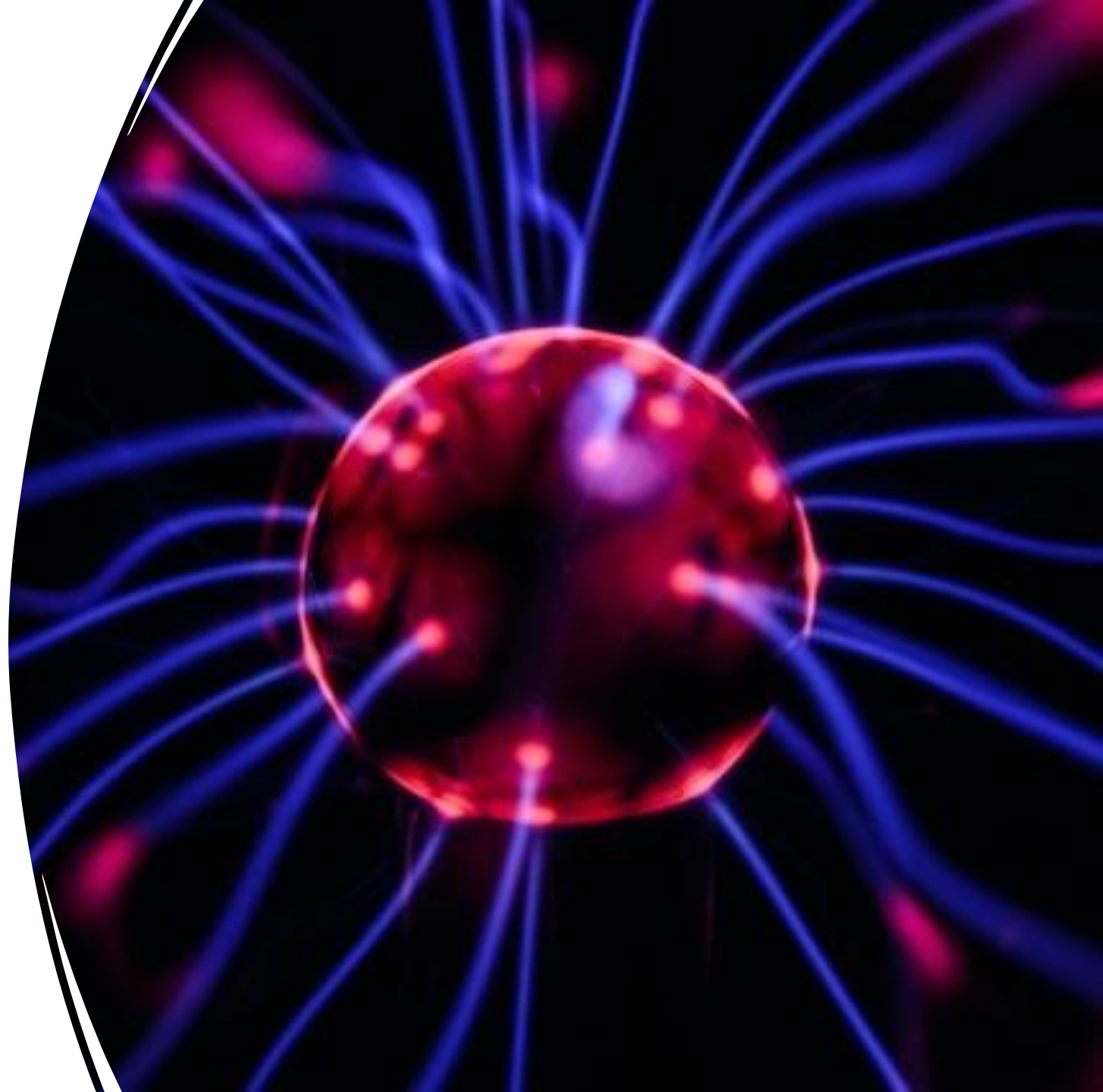
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Team  
Culture

Agile Process  
Basics

Product  
Management

Value  
Delivery

Durability and Purpose  
Collaboration and Independence  
Psychological Safety of Team  
Psychological Safety outside Team  
Mood and Satisfaction  
Learning and Growth Mindset

Know Your Customer  
Customer Engagement  
Internal Stakeholder Engagement  
Product Vision and Value Driven  
Prioritization  
Strategic Direction

Process Ownership  
Visibility and Visualization of Work  
Estimation and Flow  
Iterative Thinking and Feedback  
Constraints and Metrics  
Continuous Improvement and Experimentation

Deployment Speed and Frequency  
Deployment Quality and Recovery  
Testing and Quality Practices  
Work Product Environments  
Work Product Management  
Skill-sharing

# More Questions?

Measure the Mindset  
Early Adopter Access Request



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MeasureTheMindset.com (Assessment)

PracticalAgilistGuidebook.com (Related Book)

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