

Echte Agilität erfordert eine wertorientierte Unternehmenskultur

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Goals of Today

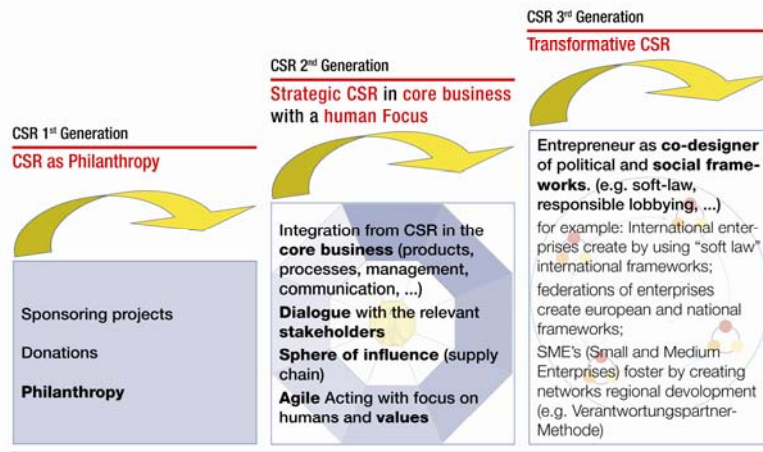
- The main question of the day:
„The role of software development in relation with sustainable benefits for organizations and stakeholders?“

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The Generation Model of CSR



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Definition of Sustainability

- "Sustainable development is development that meets the **needs of the present** without compromising the ability of **future generations** to meet their own needs."

The Brundtland Commission / 1983

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The Benefit in Focus

CSR Implementation Process

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Defining Agile

Agile is a value system, a culture, an attitude:

- Individuals and interactions
over processes and tools
- Working software
over comprehensive documentation
- Customer collaboration
over contract negotiation
- Responding to change
over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

Source: <http://agilemanifesto.org>

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Agile Principles

- Value system is based on the following principles:
 - Early and continuous delivery of valuable software
 - Welcome changing requirements
 - Deliver working software frequently
 - Business people and developers work together
 - Trust motivated individuals
 - Face-to-face conversation
 - Working software is the primary measure of progress
 - Promote sustainable development
 - Technical excellence and good design
 - Simplicity is essential
 - Self-organizing teams
 - Team reflection and adjustment

Business Value and Customer Dialogue

- Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.
- Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.
- Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.
- Business people and developers must work together daily throughout the project.

Responsibility for Enterprise and Society

- Build projects around motivated individuals.
Give them the environment and support they need, and trust them to get the job done.
- The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

Sustainable Innovation Process

- Working software is the primary measure of progress.
- Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.
- Continuous attention to technical excellence and good design enhances agility.

Sustainable Use of Resources

- Simplicity--the art of maximizing the amount of work not done--is essential.

additionally

- *Sparing use of natural resources*

Learning Organization and Enhancement

- The best architectures, requirements, and designs emerge from self-organizing teams.
- At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behavior accordingly.

Humans are the Core

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Summary

- Agile and CSR are both based on a value system that establishes a culture / an attitude
 - Software Development has to support a longterm-oriented, future-enabled value for the organization and the broader society
 - which is based on human leadership
- They build on each other for organizational development to create a benefit for the enterprise and the stakeholders

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Final Thoughts

- Agility is essential for implementing CSR
 - to deal with complexity
 - to create and realize sustainable solutions
 - to learn and improve

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Many Thanks!

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