

ØRESUND AGILE 2009

For the fourth year Softhouse is organizing southern Scandinavia's major event totally dedicated to Lean and Agile. This year with more international profiles than ever, including:

- Andy Hunt – Pragmatic Programmers
- Mary Poppendieck – Poppendieck LLC
- Rachel Davies – Agile Experience
- Jim Coplien – Gertrud & Cope
- Ole Jepsen – GoAgile
- Henrik Kniberg – Crisp

RADISSON SAS ROYAL COPENHAGEN MAY 12-14



PROGRAM – ØRESUND AGILE 2009 MAY 12–14

Tuesday May 12th

	Title	Speaker
08.30–09.00	Registration	
TRACK 1	AGILE ORGANIZATION AND MANAGEMENT	
09.00–17.00	Workshop 1: Designing a Lean Software Development Process	Mary Poppendieck, Tom Poppendieck, <i>Poppendieck L.L.C</i>
TRACK 2	PEOPLE AND LEADERSHIP	
09.00–12.30	Workshop 2: TEAM ALERT – Observe, Participate, Collaborate	People & Leadership group, <i>Softhouse</i>
13.30–17.00	Workshop 3: Agile Coaching	Rachel Davies, <i>Agile Experience Ltd.</i>

Wednesday May 13th

	Title	Speaker
08.30–09.00	Registration	
09.00–10.00	Scaling Agile	Rachel Davies, <i>Agile Experience Ltd.</i>
10.00–10.30	Agile Centers – boosting your organizational transformation	Anders Sixtensson, <i>Softhouse</i>
10.30–11.00	Coffee	
11.00–11.45	Re-thinking Scheduling	Mary Poppendieck, <i>Poppendieck L.L.C.</i>
11.45–12.15	Learning Together – The key to effective agile planning sessions, iterations and retrospectives	Tobias Fors, <i>Citerus</i>
12.15–13.15	Lunch	
13.15–14.00	Why Lean and Agile Contradict Each Other – and Why You Need the Both	Jim Coplien, <i>Gertrud & Cope</i>
14.00–14.45	“Trust me!” Promises and lies in agile projects	Henrik Kniberg, <i>Crisp AB</i>
14.45–15.15	Coffee	
15.15–16.00	Agile Project Leadership – Level II	Ole Jepsen, <i>GoAgile</i>
16.00–17.00	Panel	
17.00–19.00	Agile Bar	

Thursday May 14th

	Title	Speaker
08.30–09.00	Registration	
TRACK 1	AGILE ORGANIZATION AND MANAGEMENT	
09.00–17.00	Workshop 4: Patterns for Agile Project Management	Jim Coplien, Gertrud Bjørnvig, <i>Gertrud & Cope</i>
TRACK 2	PEOPLE AND LEADERSHIP	
09.00–17.00	Workshop 5: Pragmatic Thinking and Learning	Andrew Hunt, <i>The Pragmatic Programmers</i>
TRACK 3	AGILE PRACTICES	
09.00–12.30	Workshop 6: Agile Lightweight Project Management with Google Docs	Bent Jensen, Thomas Blomseth, <i>BestBrains</i>
13.30–17.00	Workshop 7: Capturing Requirements and Agile Planning – defining the system to be built	Bent Jensen, Mads Troels Hansen, <i>BestBrains</i>

WORKSHOPS

The workshops will be held on the 12th and the 14th. In order to help you find the most suitable workshops we have divided them into two tracks on the 12th and three tracks on the 14th.

TRACK 1 – AGILE ORGANIZATION AND MANAGEMENT

The focus of this track is to develop your organization or project to an Agile/Lean way of working. Main target groups are project leaders, program managers, CTOs, and others interested in management issues for projects and development organizations.

TRACK 2 – PEOPLE AND LEADERSHIP

This track is mainly about leadership issues, and has a strong focus on human aspects of software development. If you want to enhance your knowledge and skills in how to lead people, how to build teams, and how to learn and think better when developing software, this is the right track for you.

TRACK 3 – AGILE PRACTICES

This track is all about hands-on learning of some practical techniques in the Agile toolkit, namely how to handle project documentation with Google Docs, and how to capture Requirements. The target groups include everyone taking an active part in Development projects, including developers, Scrum Masters and Product Owners.



TRACK 1 – May 12th

WORKSHOP 1

DESIGNING A LEAN SOFTWARE DEVELOPMENT PROCESS

1-day workshop with Mary and Tom Poppendieck.

The widespread adoption of agile software development is a double-edged sword. On the one hand agile teams have reported impressive gains in productivity. On the other hand, these gains seem to plateau after a while, leaving a disquieting suspicion that something might be missing. This tutorial will cover that. It will help you evaluate your software development process to find the leverage points for sustained improvement.

First, considering software development as a system, you will see how to evaluate:

- ▶ Customer Demand
- ▶ End-to-End Flow
- ▶ Causes of Waste

Second, you will learn why agile technical practices are no longer optional, and third, you will discover a new way to look at flow through your process.

- ▶ **More information at**
<http://oresundagile.org/workshop-1>

TRACK 2 – May 12th

WORKSHOP 2

TEAM ALERT. OBSERVE, PARTICIPATE, COLLABORATE.

½-day workshop with the People & Leadership group from Softhouse.

Experience the thrill of real co-operation. Feel the intensity as you join forces in battle against a common enemy. A feeling of being part of something greater than yourself, a feeling of accomplishment, a feeling communicated through an experience you've never had before.

Be prepared to dig deep into your reserves of creativity and unleash your imagination. Teams will be pitted against each other, challenged to outwit and outmanoeuvre a relentless barrage of threats, knowing that only those who can adapt and take action will survive. No presenter, no PowerPoint and only your four team mates to rely on.

The course is based on experiential learning consisting of short intensive multi-task style exercises designed to simulate our demanding environment and lead us to new insights and understanding through observation and retrospect.

- ▶ **More information at**
<http://oresundagile.org/workshop-2>

WORKSHOP 3

AGILE COACHING

½-day workshop with Rachel Davies.

The surge in Agile adoption has created a demand for project managers and technical leaders who coach rather than direct their teams.

A sign of this trend is the ever-increasing number of people getting certified as Scrum Masters and agile leaders. Training courses that introduce agile practices are easy to find. But making the transition to a coaching role is not as simple as understanding what agile practices are.

In this session, we'll be exploring different coaching styles through practical exercises. The debrief of the simulation draws out tips and tricks that can help you coach your team.

- ▶ **More information at**
<http://oresundagile.org/workshop-3>



TRACK 1 – May 14th

WORKSHOP 4

PATTERNS FOR AGILE PROJECT MANAGEMENT

1-day workshop with Jim Coplien and Gertrud Bjørnvig.

This workshop introduces the source of organizational patterns in popular use today, and engages students in a mock organizational study to deepen their knowledge of those patterns. We then debrief these studies and investigate applicable patterns one by one. All in all, the course covers over 30 crucial organizational patterns. The day ends in practical, concrete conclusions for each student and an action plan to continue the process at home.

- ▶ Part I: Introduction to Organizational Patterns
 - The origins of published patterns, and the CRC card technique
 - The seven most important organizational patterns in depth
 - ▶ Part II: Mock Organizational Study
 - Students will create, analyze, and improve a hypothetical organization based on their own experience
 - ▶ Part III: Lessons from the Organizational Study
- ▶ **More information at**
<http://oresundagile.org/workshop-4>

TRACK 2 – May 14th

WORKSHOP 5

PRAGMATIC THINKING AND LEARNING

1-day workshop with Andy Hunt, Pragmatic Programmers

Software development happens in your head: Not in an editor, IDE, or design tool. It's time to take a pragmatic approach to thinking and learning, and start to refactor – and redesign – your brain.

You are used to working with software and hardware, but what about working with wetware – your own brain? Do you know the best ways to learn, or to think about solving problems? In this workshop we'll journey through bits of cognitive science, neuroscience, learning and behavioral theory.

We'll refactor your wetware – redesign and rewire your brain – to make you more effective at your job. Whether you're a programmer, manager, knowledge worker, techno-geek, or deep thinker, or if you just happen

to have a human brain you'd like to crank up, Pragmatic Thinking and Learning will help.

► **More information at**
<http://oresundagile.org/workshop-5>

TRACK 3 – May 14th

WORKSHOP 6

AGILE LIGHTWEIGHT PROJECT MANAGEMENT WITH GOOGLE DOCS

½-day workshop with Thomas Blomseth and Bent Jensen, BestBrains.

With Google Docs you have the opportunity to create your own flexible and lightweight project management tools which can provide everybody involved in a project with shared and easily accessible information and help create a united approach to a project.

This workshop will have its starting point in an Agile approach to projects and you will see how e.g. backlogs of work tasks, virtual boards for daily meetings and coordination between teams may be handled using Google Docs. We will, based on our own experience, show how project management in Google Docs makes it possible to create real-time collaboration between different geographical locations in relation to distributed or out-sourced software development. Also we will demonstrate BestBrains own framework for fetching data out of Google Docs and displaying it with high visibility on big screens.

► **More information at**
<http://oresundagile.org/workshop-6>

WORKSHOP 7

CAPTURING REQUIREMENTS AND AGILE PLANNING

Capturing Requirements and Agile Planning

½-day workshop with Mads Troels Hansen and Bent Jensen, BestBrains.

Developing software using standard agile processes does not per se ensure the optimal solution to customers problems, and products they love to use. To create those kinds of products we need to pair a deep understanding of the end-users of the product and their domain, with superior technical skills and creativity. In this workshop, we will focus on achieving customer understanding that is more than just superficial, and how a collaborative environment can become the foundation of success with agile methods.

In the workshop, we will give you a first-hand experience of techniques to generate a deep, emotional understanding of the users and the reality they operate in, by walking in their shoes.

► **More information at**
<http://oresundagile.org/workshop-7>



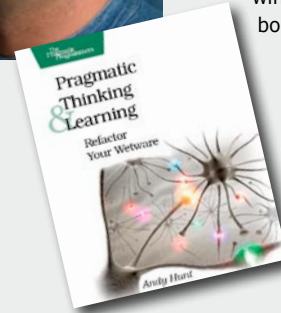
FEATURED SPEAKERS



ANDY HUNT

Author of Pragmatic Thinking & Learning

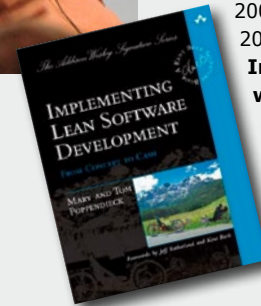
Andy Hunt is a programmer turned consultant, author and publisher. He has authored the best-selling book **The Pragmatic Programmer** and six others, is one of the 17 founders of the Agile Alliance, and co-founded the Pragmatic Bookshelf, publishing award-winning and critically acclaimed books for software developers.



MARY POPPENDIECK

Author of Implementing Lean Software Development

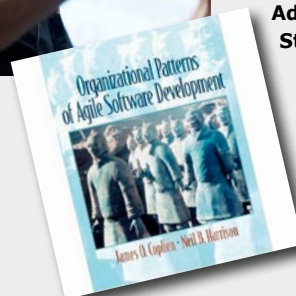
Mary Poppendieck has thirty years of experience from the IT industry. Based on her experiences from Product Development, she wrote the award-winning and international bestseller **Lean Software Development: An Agile Toolkit** in 2003 which was followed in 2006 by her latest book **Implementing Lean Software Development – from concept to cash.**



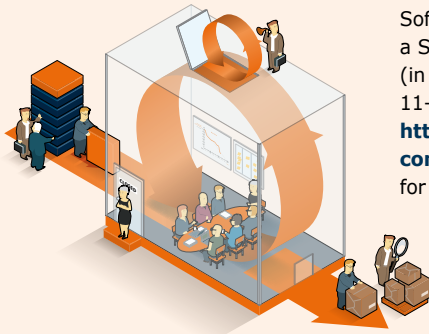
JIM COPLIEN

Author of Organizational Patterns of Agile Software Development

Jim Coplien is a well-known industry speaker and author of several books in Agile Development and OO programming, including the very popular titles **Organizational Patterns of Agile Software Development** and **Advanced C++ Programming Styles and Idioms.**

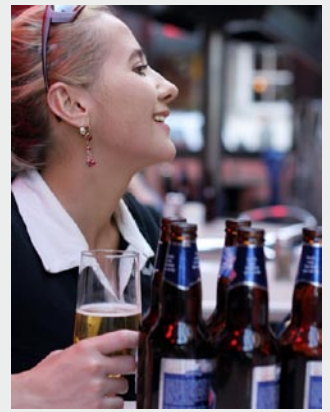
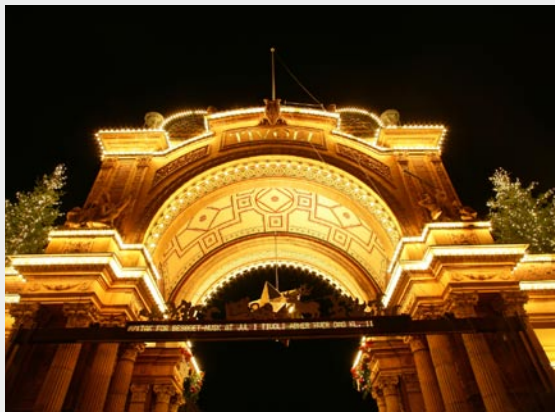


Scrum Master Certification in the Øresund Agile Week!



Softhouse Education will have a Scrum Master Certification (in English) in Copenhagen May 11-12. Please go to <http://softhouseeducation.com/kursprogram> for more information!

SOFTHOUSE CONSULTING
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SWEDEN



Copenhagen in May – more than just workshops and conferences.

PRICES

Registration	1-day Workshop	½-day Workshop	Conference day
Before April 1st	€ 560	€ 280	€ 380
Before April 20th	€ 620	€ 310	€ 450
After April 20th	€ 680	€ 340	€ 500



All fees are in Euro and excl. VAT.

The fees include access to the conference, documentation, lunch, coffee and reception in the evening of May 13th.

Please note that the number of seats will be limited on the workshops. Last year all workshops were fully booked several weeks in advance.

REGISTRATION AND PAYMENT

Registration can be made on the web at <http://oresundagile.org/registration>.

After you have registered you will get an invoice to the address you have specified. Please note that you are not guaranteed a seat at the conference until you have paid your invoice.

VENUE

This year's conference will be held at the **Radisson SAS Royal Hotel** in central Copenhagen. The Hotel is located in the heart of the Danish capital, across from the Central railway station (Hovedbanegården) and less than ten minutes from many of the city's main attractions, such as the Tivoli Gardens, Rådhuspladsen and Strøget.

Radisson SAS Royal Hotel

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