

Agile Culture

The "technical" process and "people behavior" partnership

Technical Process

Focus on removing the gray space and enhancing efficiency and productivity

Devote resources (i.e., SCRUM Teams) and institutional knowledge to improving the speed and effectiveness of delivering results

Focus on prevention rather than rework

Eliminate duplication and low value process steps

Invest in and Implement rigorous automated systems to identify and correct unnecessary work steps

Recognize effective Agile processes are only as good as how people have a discipline for routinely apply them

Implement understandable metrics for ongoing measuring of results

Embrace a commitment to continuous improvement (status quo is not in the vocabulary...)

People Behavior

Understands and seeks the ability to leverage technology to provide a proactive view of process effectiveness

Willing to be flexible and test new ideas geared to agility

Seeks opportunities to stay up to date on emerging trends in an Agile Culture

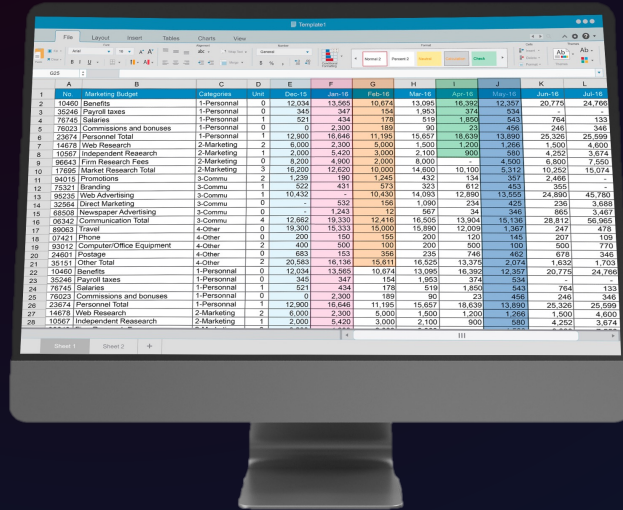
Leaders feel accountable for ensuring "Agility" and core behaviors are "just the way we accomplish our work and service our Customers and employees"

Participates in "Agile" team forums (i.e, SCRUMS)

Embraces a "prevention" vs. fixing mentality

Demonstrates an understanding of the key concepts of Agility and how that relates to my job

Continuously monitors and has the courage to report non-agile work practices



| | A | B | C | D | E | F | G | H | I | J | K | L |
|----|-------|---------------------------|-------------|---|--------|--------|--------|--------|--------|--------|--------|--------|
| 1 | 100 | Marketing Budget | 3-Commu | 1 | 12,034 | 13,560 | 10,674 | 13,095 | 18,392 | 12,352 | 20,775 | 24,760 |
| 2 | 10490 | Benefits | 1-Personnel | 0 | 345 | 347 | 154 | 1,953 | 374 | 204 | | |
| 3 | 10540 | Payroll Taxes | 1-Personnel | 0 | 345 | 347 | 154 | 1,953 | 374 | 204 | | |
| 4 | 76748 | Salaries | 1-Personnel | 1 | 501 | 434 | 178 | 519 | 1,854 | 643 | 764 | 133 |
| 5 | 12022 | Commissions and bonuses | 1-Personnel | 0 | 0 | 2,300 | 189 | 90 | 23 | 456 | 246 | 346 |
| 6 | 23674 | Personnel Total | 1-Personnel | 1 | 12,980 | 16,648 | 11,195 | 15,637 | 18,638 | 13,890 | 25,326 | 25,593 |
| 7 | 44078 | Web Research | 2-Marketing | 2 | 6,000 | 5,000 | 5,000 | 1,500 | 1,200 | 1,050 | 1,500 | 4,500 |
| 8 | 10567 | Independent Research | 2-Marketing | 1 | 2,000 | 4,200 | 3,000 | 2,100 | 900 | 480 | 4,252 | 3,674 |
| 9 | 89684 | Firm Research Fees | 2-Marketing | 0 | 3,000 | 4,800 | 2,000 | 8,800 | | 4,500 | 8,800 | 7,500 |
| 10 | 17699 | Market Research Total | 2-Marketing | 3 | 16,200 | 12,600 | 10,000 | 14,600 | 10,100 | 5,512 | 10,252 | 15,074 |
| 11 | 94010 | Promotions | 3-Commu | 2 | 1,250 | 180 | 1,243 | 457 | 134 | 307 | 2,466 | - |
| 12 | 75391 | Branding | 3-Commu | 1 | 622 | 431 | 673 | 323 | 610 | 453 | 566 | - |
| 13 | 96236 | Web Advertising | 3-Commu | 0 | 10,432 | 10,430 | 14,093 | 12,890 | 13,890 | 24,890 | 45,790 | - |
| 14 | 35564 | Direct Marketing | 3-Commu | 0 | - | 532 | 156 | 1,060 | 234 | 425 | 291 | 3,688 |
| 15 | 68508 | Newspaper Advertising | 3-Commu | 0 | - | 1,243 | 12 | 567 | 34 | 346 | 865 | 3,467 |
| 16 | 95342 | Communication Total | 3-Commu | 4 | 12,462 | 19,330 | 12,414 | 16,560 | 13,904 | 19,136 | 28,912 | 36,968 |
| 17 | 89063 | Travel | 4-Other | 0 | 19,300 | 15,333 | 15,000 | 15,890 | 12,000 | 1,367 | 247 | 478 |
| 18 | 01621 | Phone | 4-Other | 0 | 200 | 150 | 150 | 200 | 150 | 145 | 207 | 109 |
| 19 | 93012 | Computer/Office Equipment | 4-Other | 2 | 400 | 500 | 100 | 200 | 500 | 100 | 600 | 770 |
| 20 | 24601 | Supplies | 4-Other | 0 | 663 | 153 | 364 | 234 | 746 | 462 | 978 | 344 |
| 21 | 35191 | Other Total | 4-Other | 2 | 20,843 | 16,136 | 16,611 | 16,525 | 13,372 | 2,074 | 1,632 | 1,703 |
| 22 | 10460 | Benefits | 1-Personnel | 0 | 12,034 | 13,560 | 10,674 | 13,095 | 18,392 | 12,352 | 20,775 | 24,760 |
| 23 | 35246 | Payroll Taxes | 1-Personnel | 0 | 345 | 347 | 154 | 1,953 | 374 | 204 | | |
| 24 | 76748 | Salaries | 1-Personnel | 1 | 501 | 434 | 178 | 519 | 1,854 | 643 | 764 | 133 |
| 25 | 76923 | Commissions and bonuses | 1-Personnel | 0 | 0 | 2,300 | 189 | 90 | 23 | 456 | 246 | 346 |
| 26 | 23674 | Personnel Total | 1-Personnel | 1 | 12,980 | 16,648 | 11,195 | 15,637 | 18,638 | 13,890 | 25,326 | 25,593 |
| 27 | 14678 | Web Research | 2-Marketing | 2 | 6,000 | 5,000 | 5,000 | 1,500 | 1,200 | 1,050 | 1,500 | 4,500 |
| 28 | 10567 | Independent Research | 2-Marketing | 1 | 2,000 | 4,200 | 3,000 | 2,100 | 900 | 480 | 4,252 | 3,674 |

