

WHY THIS BOOK?

WHY THIS BOOK? ... 9 WORDS AND A FEW MORE!



“Helping to build a happier and more sustainable world.”

Max Webster (@MaxAWebster)

Max Webster¹ knows his mission. He knows why he has come to this world. He chose this mission in his heart and wrote it very clearly on his Twitter profile, without hesitation. Max wants to **help to build a happier and more sustainable world**.

Max is not the only one. His whole generation, the Millennials², is on this same mission. 9 out of 10 Millennials indicate in surveys that they feel responsible to make a difference in the world.³

Like Max and millions of Millennials all over the world, I believe we can improve each other’s lives. I also believe that, through a life of seeking to be better at managing projects and coaching others do so more easily, I have learned a lot of things that can help us improve each other’s lives... and I **want to share what I know with you**.

I was born in 1952. I am a Baby Boomer «by age», living in this world my generation created, a world that might not even be sustainable not too long from now. However, if not «by age», I am a Millennial in my heart and mind. What I have learned in my life of projects can contribute, **with your help**, to change this turbulent, very unfriendly place for the majority of Humankind, in order to make it a happier, self-sustaining world for our grandchildren, our children and ourselves.

Hence, I have the same ultimate goal in life as Max and millions of other Millennials «of all ages», and this is why I wrote and share this book with you.

This book’s main purpose is to show, to all of those who read it, a way to build this happier and more sustainable world together, starting today.

HOW WILL I DO THAT? ... 2 INGREDIENTS AND 1 DICTIONARY



“Life is all about the shoes we are willing to wear”

Claude Emond (@ClaudeEmond)

The «self-quote» on the outside cover of **RED!** alludes to the first ingredient that is needed to initiate our journey to a better life together: at work, with our families, with our friends, in our communities or in the world at large. The introduction of the book is about that **1st ingredient: small significant changes in how we choose to live**.

¹ Max Webster, CEO of Niko Niko, <http://www.nikoniko.co/>

² Generation Y, roughly those born between 1976-1982 and 1994-2000, depending on who you read

³ Ryan Jenkins, «**The GenEdge: Leverage millennials with a next generation mindset**» (<http://ryan-jenkins.com/ebook/ebook-The%20GenEdge.pdf>)



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I will explain in this introduction how changing a few little things in the way we approach our life, express ourselves and interact with others, can make a big difference.

I will talk about:

- doing things differently from what has been done in the past by my own generation as a whole and those before us
- living by values and behaviors that are different from those that have created the current conditions we endure, including disastrous climate changes

So I'll start this book by telling you stories:

- a story about the meaning of wearing red shoes in a room full of people wearing all the same black shoes
- a story about Albert Einstein, Noam Chomsky and Jacob Barnett
- a story about Max, you, me and WE

The rest of the book will then cover the **2nd ingredient: defining and adopting an Agile mindset to nurture a better future for all.**

This “Agile mindset” is a special way of approaching our individual and collective journey through the many diverse projects that compose our lives. I believe that **adopting this mindset is the key to how we can effectively lead change together and co-create this happier sustainable place we all crave for.**

I am going to talk to you about this Agile Mindset and demonstrate that it shares the same values as those of the Millennial Mindset, that **the Agile Mindset is the Millennial Mindset.**

But I'll do more than talking about values. Values per se, although being the principal source of all behaviors, are not sufficient to make our dream for a happier, more sustainable world, come through. **We need to agree on what to do and on how to do it.** We have to align:

- our values (why),
- our life principles, priorities and actions (what),
- as well as our approaches/best practices/methods/techniques (how to),

to be able to make the most of existing resources and build together this better future.

I will thus share with you all that I have learned in my lifetime of trials and errors, as well as all that I have found about what is a true Agile mindset and how to make it work.

I will present you 4 values, 4 best practices and 10 action principles or key success factors that will make your collective adoption of an Agile mindset deliver happier and more sustainable outcomes for all concerned.

Finally, I'll do so using **1 dictionary.**

Why this dictionary?

Nowadays, there are so many discussions and communications about Agile, the Agile mindset, the Agile Manifesto, agile values, agile principles, agile best practices, agile methodologies, agile philosophy, etc. All those words and expressions are used by so many people who do not give them the same meaning. Values, principles and methods are all mixed up together in blog posts, articles, conferences and other types of communications. Various mindsets are presented indiscriminately, using and confusing all those terms and expressions, excluding or including them at will. While



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many agree that being agile is crucial to our current and future wellbeing, **we are not clear about what we are agreeing on**. We do not know anymore what values are, what techniques are, what principles are, what methodologies are, what mindsets and philosophies are. **The why, what and how of Agile are all mixed up!** People keep arguing that Agile is not a methodology but a philosophy, a mindset...and vice versa. But really, many misunderstandings are caused by the different meanings given to these words, so these arguments find no collective resolution.

One big objective of this book is to try to clean up this mess. Each word that I believe is important for sharing what I have to say, and that I feel can be subject to different interpretations, will have the meaning I give to it defined dictionary-like before I use it. So, in the end, you might agree or not with the “mindset” (this is one of the words to be defined in the book) and other solutions I am proposing for a happier, more sustainable world. At least, you will know exactly what you disagree or agree about, and you will know exactly what you will have to do and change, if you agree with what I say.

WHAT WILL BE FOUND AND WHAT IS NOT TO BE FOUND IN THIS BOOK

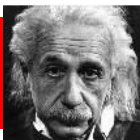
As stated in its inside cover, **this eBook is an introduction to the Agile mindset I propose to nurture a better future for all**.

It is a **special 1/2th “serial” edition**, published by sections, the eBook to be completed around Nov 15, 2014. It is for sharing with you as well as for learning from you, through your resulting reactions, comments, suggestions, agreements and disagreements, as I write and release one section of the book after another, beginning with this preface.

This eBook covers MY life of trials and errors towards a better understanding of what works and what does not work, when delivering changes in the form of projects.... and it is not that easy to summarize a life of pondering and put that in a relatively short book, my first book ever. So, the content is far from perfect and I expect a lot of comments on it, both good and bad, not only praises and appreciative awe. **You are my co-editors**.

My life is not over yet, nor are my trials and errors. However, I am doing and feeling pretty good with this life of mine, thanks to the Agile mindset that I have developed and that I share with my clients, students, friends, collaborators and family. Through this eBook, I believe I can share with you something very useful, something that will save you many years of hardship and let you reach, faster than me, a place where you feel very good about yourself, your journey and what you can achieve individually and collectively through adopting and living by YOUR own Agile mindset.

Future editions of the eBook are likely to include complete rewrites of some sections, improving on what I know and on what we all know now, thanks to your inputs and to our collective journey together. I am looking forward to your inputs with a lot of enthusiasm.



“Everything should be made as simple as possible, but not simpler”

Albert Einstein

It is not an easy book to write, as I try to condense and simplify a lot of concepts and know-how acquired over 35+ years as a “successful” project management professional.

The word “success” is another word for which everyone has his own definition, isn’t it? So I will have to propose one definition that we all agree on, isn’t it? I do not believe that is easy to do. Do you? ☺



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I am sure, likewise, that you will not find this book to be an easy, relaxing read:

- **it won't be politically correct. This is not me! It will make you angry at me for saying a few things too directly, provocatively and tactlessly sometimes**, as I might just do in the following points, even though I do not aim at hurting anybody's feelings. **I believe all of us have positive intentions and that we all do our best to have a good life**. I assure you that what I will be saying is about just me presenting my point of view, based on my own experiences, not about me judging your actions. **Who are we anyway to judge the life, the choices, the behaviors and the actions of others?** So if I make you angry, I will be sad and sorry about that, for it is not my intention. My intention is to share what I believe to be valuable knowledge that, I hope, will help you and all of us contribute to a better our lives.
- **it will trigger some re-questioning of many of the things you have learned through "official" respected sources, and taken for granted so far**, about leadership, change management, project management, team management, planning and working with others, etc.
- **it will challenge some prevailing "traditional" beliefs that have been integrated into your life to fit nicely with "institutionalized" thinking**, the thinking that produced the world we currently live in, with all its technological wonders, but also with all its inequalities, hardships, suffering, violence, loneliness and systematic destruction of the resources vital to our survival and collective happiness
- **it will attack your current agile beliefs and practices**, for those who are already living "religiously" by the Agile Manifesto, the 12 "official" agile principles, the "dictates" of SCRUM and maybe some resultant "agile-by-recipe" undertakings
- **it will force you to think for yourself and to find your own agile ways to deal with your particular life and circumstances**, because, although this eBook will give you useful general guidance on how to be agile and more successful through projects, **this is not the recipe book you might be looking for** (this book does not exist... you are on your own and stuck with taking responsibility and ownership for what you are doing. Isn't that thrilling, wonderful and much better? ☺)

Just stick with me and you will get rewarded with a new agile view at the world, at projects and at teamwork, a view that fits your values and beliefs, a view that will permit you to:

- stop being and feeling alone
- find your own agile contextual solutions, instead of using proposed recipes that will never work fully and won't maximize your benefits
- be more successful at dealing with continuous change and at managing projects
- rapidly better your life and that of others

That being said, you will find in this **special 1/2th edition** a presentation of:
(based on my own unique experiences and personal ponderings, nothing more)

- what I have learned in my life of projects
- what is happening now around us in our turbulent times of continuous, accelerating changes
- 8 ingredients that must be present to successfully navigate together in this sea of changes
- why an agile mindset is important right now for a better present and future for all
- what are the current foundations of "traditional" agile project management, starting with the Agile Manifesto
- what is a mindset



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- what “agile mindsets” are currently presented, “proclaimed” and talked about and why most of them are incomplete
- the relationship between mindsets, your visionary WHY and your beliefs
- what are my personal beliefs, how they are linked to being more agile and how they contribute to more successful projects and higher benefits for all concerned
- a proposed Agile mindset that should get all of us where we need to go: its 4 values, 4 practices and 10 principles (the entire part 2 of the eBook)
- some conclusions and suggestions for next steps (what shall we do from now on?)

Those next steps will include what is not to be found in this book, namely detailed how-to material to implement **your own** Agile mindset, live it fully and use all of its elements to lead with others the collective projects that each of us will choose to better their life and the lives of others.

Some of this detailed how-to material will be presented by me in my blog posts (www.claudeemond.com), coming books, conferences, webinars, workshops, etc.

A lot of it this material will also emerge from what we will be sharing with each other and co-create together in the coming months and years, on our collective journey towards greater individual and collective agility...while each of us works at **helping to build a happier and more sustainable world**.



Claude Emond
Montréal, Sept 3rd, 2014

