The Three Principles for Applying Agile Practices

• Tailor the approach to the circumstance.
• Protect islands of innovation.
• Invest aggressively in enterprise agility.

The Thirteen Practices for an Agile Corporate Culture

• Iterative experimentation (fail fast)
• Embrace change
• Acceleration
• Empathy
• Responsible procrastination
• Distributed authority
• Let those who do the work estimate the effort
• Collaboration
• Commit to outcomes, not outputs
• Transparency
• Bust silos
• Data-informed innovation
• Monitor adjacent and low-end markets