# the agile iceberg there are some cultural aspects below the process...



# **Strengths**

Strength is not survival of the fittest, but focusing on talents. So first I would identify theseand then cultivate them into habits, e.g. by continuous learning and training to develop them further. To bring optimal results in the agile process, you should add missing strengths for a task by the ones of your team members.

For more insight on this topic, I would recommend Gallup's StrengthFinder.



### **Communication**

If 90% of an iceberg is below the water level, 90% of what is invisible in the agile world is communication.

It is extremely important to communicate in a proper way, especially for international or multi-cultural teams. Some general rules may help you:

- think before you communicate
- communication should be as brief as possible (but not less)
- repeat what you understand from others
- consider a phone call rather than an email thread - a picture may give more information than 1000 words
- write down notes and actions who? when? and distribute

(I display these during a meeting so everyone can watch and intervene)



# **Motivation**

What really drives you? This question should be answered after some meditation. I suggest to find a deep reason beyond income and influence. It should be strong enough to overcome drawbacks and allow you to follow processes even if you don't see a benefit in it.

Ideally your reward is intrinsic, leading to a flow experience (see the research of Mihaly Csikszentmihálvi)



sex, race, or cultural aspects) and openness for other's approaches to act (enabling us to learn from another). Both help to improve the working environment and to be gracious with different job performance (but not to be misused to excuse unprofessional behavior).



## Responsibility

Do what you promise and promise (only) what you do. In order to do so, you would need to cultivate some habits making you effective (responsibility therefore has a root in self-management and here I recommend Stephen Corvey's 7 Habits of highly effective people).

