What time is it?

Why, Agile Principle O'Clock, of course!

Agile is a principle-driven approach to solving unique problems.

Why principles? Principles scale; principles focus on the intent, not the execution, freeing up mental capacity for the experimentation and iteration that's required if you want to find the solution to your current problem.

Methodologies, on the other hand, imply that following them = success and variance = failure. That world view just doesn't stand up in reality and isn't supported by the evidence.

Agile's principles, described here, support the four underlying agile values:

- Individuals and interactions (over processes and tools)
- Working stuff (over comprehensive documentation)
- Customer collaboration (over contract negotiation)
- Responding to change (over following a plan)

By leveraging the values and principles of Agile, teams (even non-software teams) can discover what works for them and double-down on that stuff, discarding anything that doesn't.

12 — At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behavior accordingly.

11 — The best architectures, requirements, and designs emerge from self-organizing teams.

10 — Simplicity - the art of maximizing the amount of work not done - is essential.

9 — Continuous attention to technical excellence and good design enhances agility.

8 — Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

7 — Usable stuff is the primary measure of progress.

6 — The most efficient and effective method of conveying information to and within a team is face-to-face conversation.

5 — Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

4 — Business people and "developers" must work together daily throughout the project.

3 — Deliver value frequently, from a couple of weeks to a couple of months, with a preference for the shorter timescale.

2 — Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

1 — Our highest priority is to satisfy the customer, through early and continuous delivery of value

Agile Principle O'Clock