

# The **HUMAN SIDE** of **AGILE**

GIL BROZA

*How to Help Your Team Deliver*



Supplementary resource for the book *The Human Side of Agile*. More at [www.TheHumanSideOfAgile.com](http://www.TheHumanSideOfAgile.com)

## Defuse Resistance – Quick Reference

### Help others be open to ideas coming from you

- Accept others for who they are
- Be congruent
- Ask respectfully for what you want, and show why you care about it
- Demonstrate vulnerability
- Lead by example – and follow by example

### Prevent push-back with your mode of delivery

- Establish and maintain rapport
- Take the time to engage in real conversation, and lead it one agreement at a time
- Ask, don't tell
- "I have an idea"
- Ask permission to suggest
- Choose your words carefully
- Frame your message positively

### Design the content of your message

- Don't read minds; ask questions instead
- Examine your underlying beliefs
- Address their WIIFM ("What's In It For Me?")
- Remove objections proactively
- Explain yourself (use "because")

Visit us at: [www.TheHumanSideOfAgile.com](http://www.TheHumanSideOfAgile.com) and [www.3PVantage.com](http://www.3PVantage.com)

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