



FOR IMMEDIATE RELEASE

Contact: Cliff Berg 703-408-0944

Agile 2 Official Launch!

October 19, 2020 (Fairfax, VA) – **Announcing the official launch of Agile 2 today! Agile 2 was created by a consortium of 16 Agile practitioners, who together determined a goal of defining a set of ideas that are a better fit for what Agile needs to be today. The Agile 2 team is excited to further the Agile movement and bring a better alignment between Agile and the problems it was meant to solve!**

In 2001, the original Agile Manifesto was created by The Agile Alliance, a group of software practitioners, which outlined key values and principles for software teams. The Agile 2 team is a group of experienced professionals from the fields of Lean product design, professional coaching, organization change, leadership, business, human resources, program management, engineering, DevOps and legacy Agile. The new guidelines that were curated by the Agile 2 team will give today’s Agilists a fresh start and a better foundation for how to apply Agile methods and realize the full benefits of an Agile adoption. Many of these concepts over time have seen challenges, resulting in an emerging need for adaptation and more in-depth considerations. It is definitely worth noting that Agile 2 is not explicitly confined to just software.

Cliff Berg, a founding member of the Agile 2 effort states, “There has been a groundswell of feeling among those using Agile - particularly on the technical and leadership sides - that while Agile had some good ideas, something was not quite right, that it had replaced one set of problems with another. Through an in-depth retrospective, and examination of prior retrospectives, such as the ten year retro done by the British Computer Society, we feel that Agile 2 brings back the balance



that the original Agile Manifesto intended, while adding some depth and explanation that was missing from the original Manifesto.”

Explore Agile 2 in detail at agile2.net.

##