

2014 Agile Development Content Calendar

CONTENT IDEA / KERNEL	WORKING TITLE	FORMAT	REPURPOSE FORMAT	SUBJECT MATTER EXPERT	AUDIENCE	Status	DISTRIBUTION	RELEASE DATE
Interactive game on Website to determine company readiness for Agile	<i>Take the Agile Stress Test</i>	Interactive Game	Knowledge Note, Tip Sheet	Robinson	Technical managers	done - 2/8	website	2/8/2014
Agile adoption is a precursor to any Big Data Analytics project. By visualizing the correlation you will be able to steer your organization towards rethinking classical approaches.	<i>Agility: A Precursor to Big Data Analytics Projects</i>	Position Paper	Video, Slideware, Bylined article	McCarty	CIO, CTO	done	Big Data Magazine May Issue	3/15/2014
A Comparison of Agile versus Iterative Development	<i>To Iterate or Be Agile? The Pros and Cons.</i>	Tip Sheet	Infographic, Slideware	Robinson, McCarty	Quick hit sales sheet perfect for initial conversation with mid-level technical management	With technical group to come up with technical considerations	Marketing Automation System	3/28/2014
Prescriptive Advice on Getting Ready For Agile	<i>Five Things Every Organization Should Do Before Implementing Agile Development</i>	White Paper	Video, Infographic, Slideware	Smith	CIO, IT Director	Interview with SME in process	Gated content on Web, marketing automaton nurture campaign	4/4/2014
Show how Agile can be used for other disciplines beyond IT, including marketing, product development and even restaurant concept development	<i>Agile is Everywhere</i>	Infographic:	White Paper, Blog posts	Vallejo	Non IT product managers	In research phase now	Distribution to purchased email lists	4/14/2014
Useful how-to for teams already engaged in Agile and looking for improvement. Interactive format allows robust Q and A	<i>How to Make your Sprint Retrospectives More Impactful and Insightful</i>	Webinar	Blog, Archive, Slideware	Robinson	Scrummasters, Product Owners	Scheduled for 4/20 at 2:00 pm EST. Working with SME on Script	Invitation and direct mail	4/20/2014
Leverage success from bank for similar companies - 2p/4c flyer	<i>Case study " Financial Portal Benefits from Scrum"</i>	Case Study	Blog, Online calculator	Robinson	Banking executives	Outline due 5/10	Web, sales sheet	5/25/2014
The core agile team is composed of 7+ people who must cooperate for project to be successful. Roles of scrummaster, product owner, developers and QA are examined.	<i>Presenting the Ideal Agile Team Members - Roles and Responsibilities</i>	Digital Playbook	Video, Infographic	Patel, Robinson	CIOs. IT Directors charged with implementing Agile for the first time	Research in process	Email Blast	6/15/2014

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To counter notion that Agile can be done on the cheap offshore.	<i>Why Offshoring Agile Development Often Doesn't Work</i>	Op/ed, Bylined Article	Blog, Online calculator	Jones, Sandler, Patel	CIO magazine readers	Pitch complete. SME interview in process	September issue of CIO magazine	7/1/2014
Checklist for those who are considering adopting Agile. Will be derived from "Critical Considerations" white paper	<i>Is Your Organization Agile Ready?</i>	Tip Sheet	Webinar, Video	Patel, Robinson	CIO, IT Director	Will begin development following completion of Critical Considerations white paper	Email, Newsletter sponsorship	8/10/2014
Change management and team dynamics often doom Agile projects	<i>Developer Team Conflict - Avoid it, Embrace it, Get Over it.</i>	White Paper	Series of Memes, Blogs,	Robinson	Scrummasters, IT Directors	Would be great to have at Agile development conference late September	Gated web content, Banner ad	9/10/2014
Showcase a daily sprint meeting, shedding light on roles and responsibilities	<i>How to Hold an Effective Daily Sprint</i>	Video	Tip Sheet, Webinar	Perrins	scrum masters, product owners, developers	development Q3	YouTube, web content	10/1/2014
Leverage success from hospitality client for similar companies - 2p/4c flyer	<i>Case study: Agile coaching for a Hospitality Leader</i>	Case Study	Video, Press Release	Shue	B2B	development Q4	email, web content	10/15/2014
Agile adoption requires lots of hand holding to succeed. Industry guru shares best practices	Webinar: <i>Best Practices in Agile Coaching</i>	Webinar	Slideware, Playbook, Tip Sheet	McCarty, Robinson	Agile coaches, IT Directors	Need to book speaker by end of Q2	Email	11/15/2014
This is a follow up to "Developer Team" conflict white paper - this leverages our strength in Agile Coaching.	<i>Scenario-based Sprint (this really needs further discussion as to whether it is possible to boil down different scenarios and still meet a broad audience)</i>	Infographic	Tip Sheet, White Paper	Patel, Robinson	General	on hold pending decision on viability	White paper/Blog	12/1/2014
Survey our clients and come up with snackable content that predicts major trends for 2015	<i>End of Year Trends in Agile Round-up</i>	Research paper	Slideware, News Release, Bylined article	Shue	General	development Q4	pitch to publications, news release	12/20/2014