




O que aprendi ao expandir meu papel de Agile Coach além dos times

Wesley Zapellini

Agile Coach e Consultor  plataformatec
consulting and software engineering

speakerdeck.com/wesleytz

linkedin.com/in/wesleytz 

[@wesleyzapellini](https://twitter.com/wesleyzapellini) 

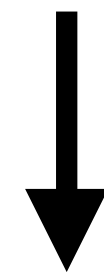


Atuando como Agile Coach em contexto de consultoria



Atuando como Agile Coach em contexto de consultoria

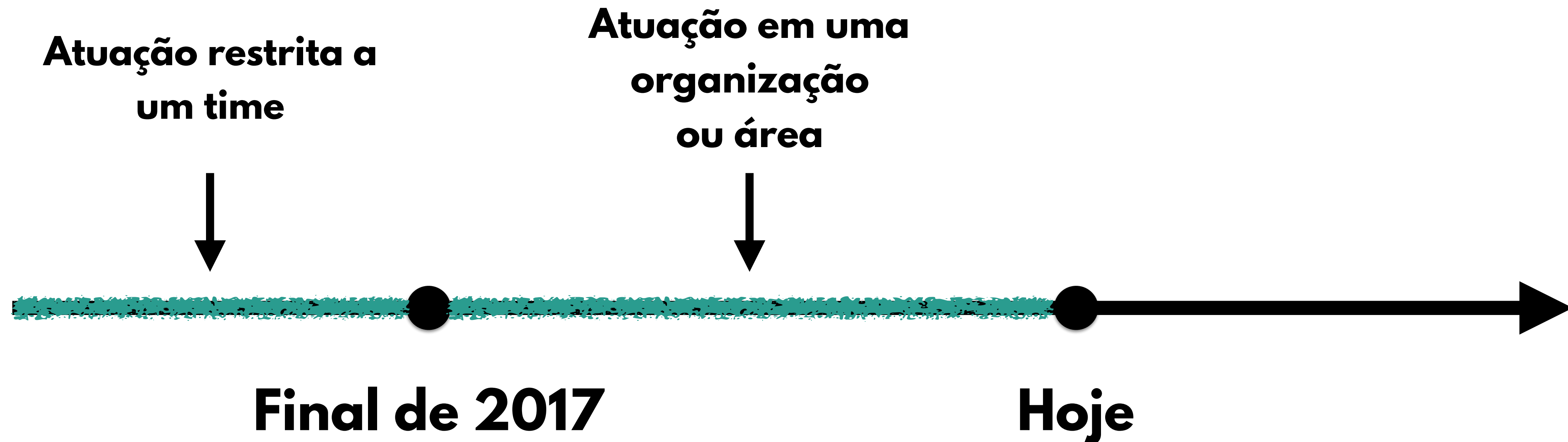
Atuação restrita a
um time



Final de 2017

Hoje

Atuando como Agile Coach em contexto de consultoria



Atuando como Agile Coach em contexto de consultoria



1. Tenha um plano



**Onde estamos e
onde queremos
chegar?**

Ajudada a

manter o foco

Ajudada a setar

expectativas

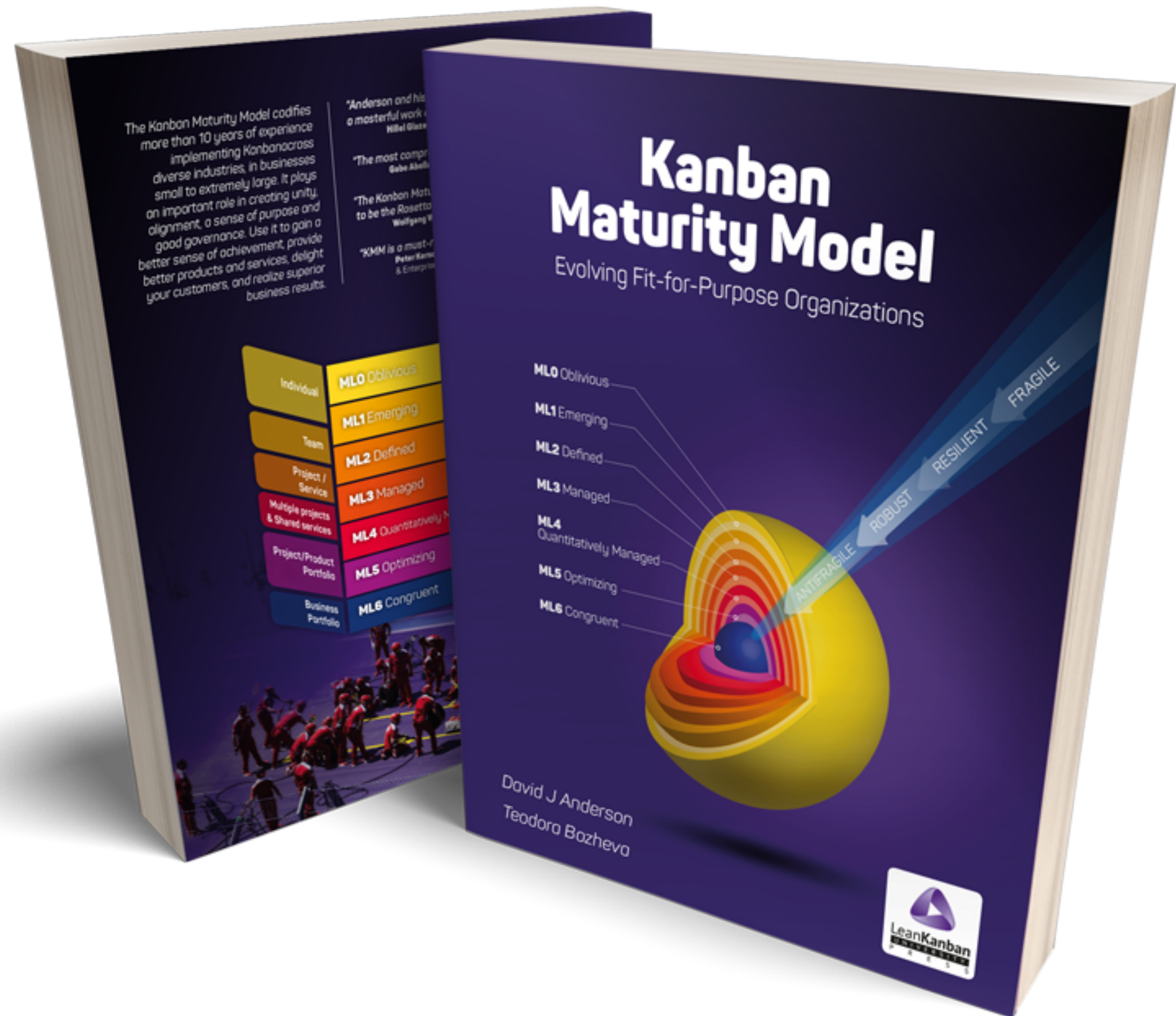
2. Comece simples e evolua gradativamente



Tudo tem

seu tempo

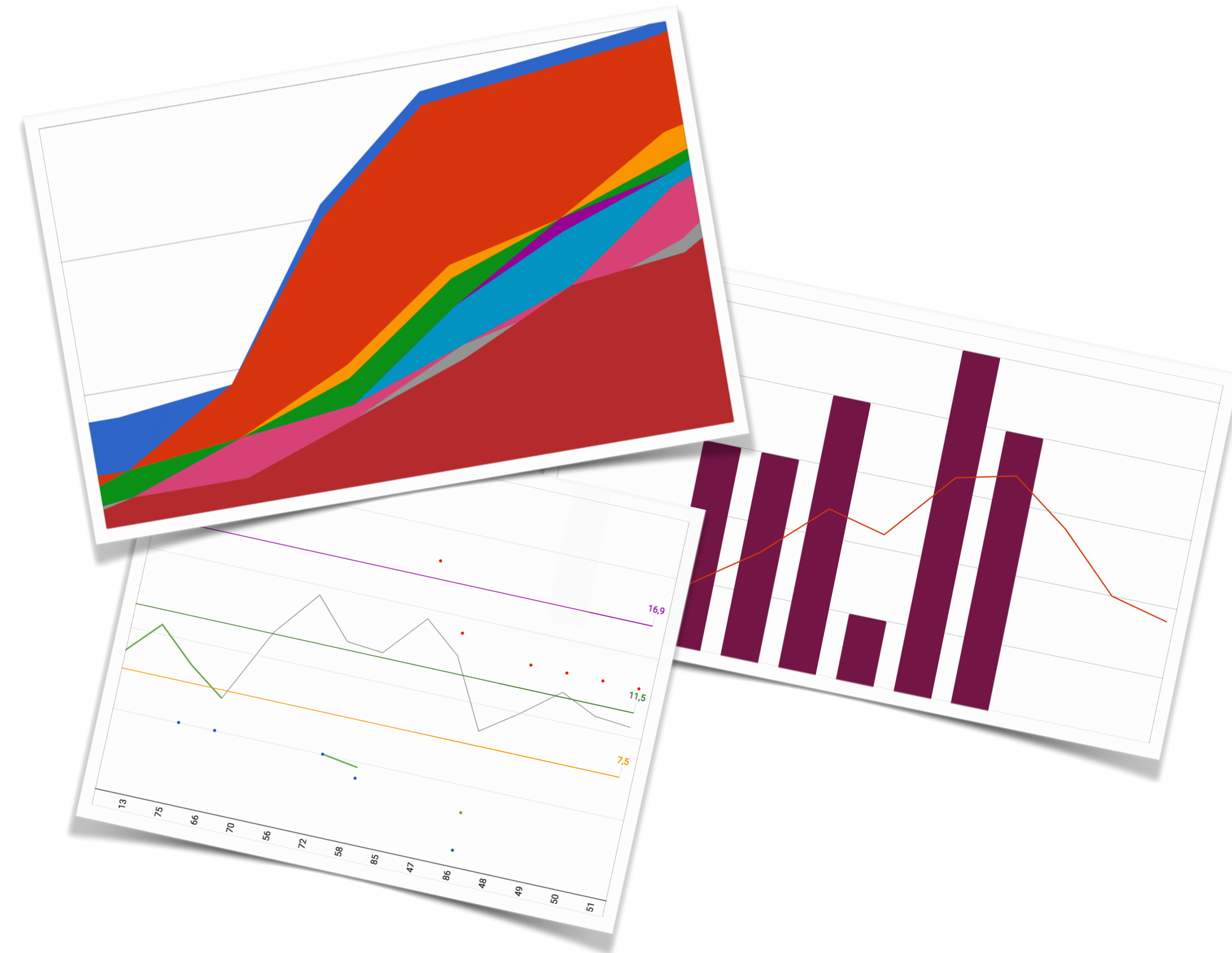
**KMM tem
sido boa
referência**



Sempre que possível comece com papel



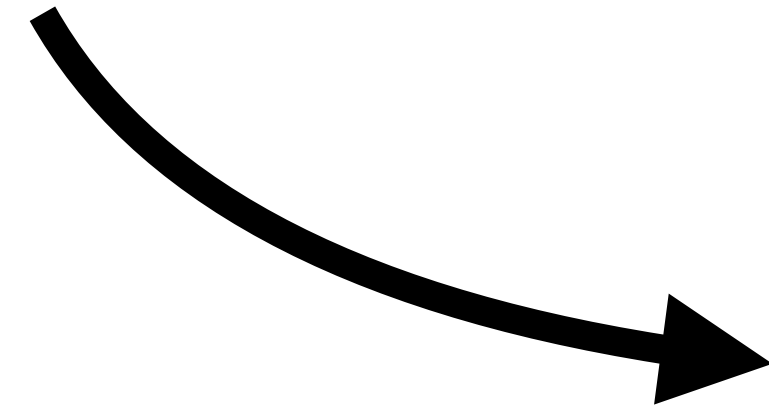
Até mesmo as métricas



A white, long-haired dog is captured mid-jump in a grassy field, reaching up to catch a green and blue braided toy. The dog is wearing a black collar. The background shows a clear blue sky and a line of trees in the distance. A red pole is visible on the left side of the frame.

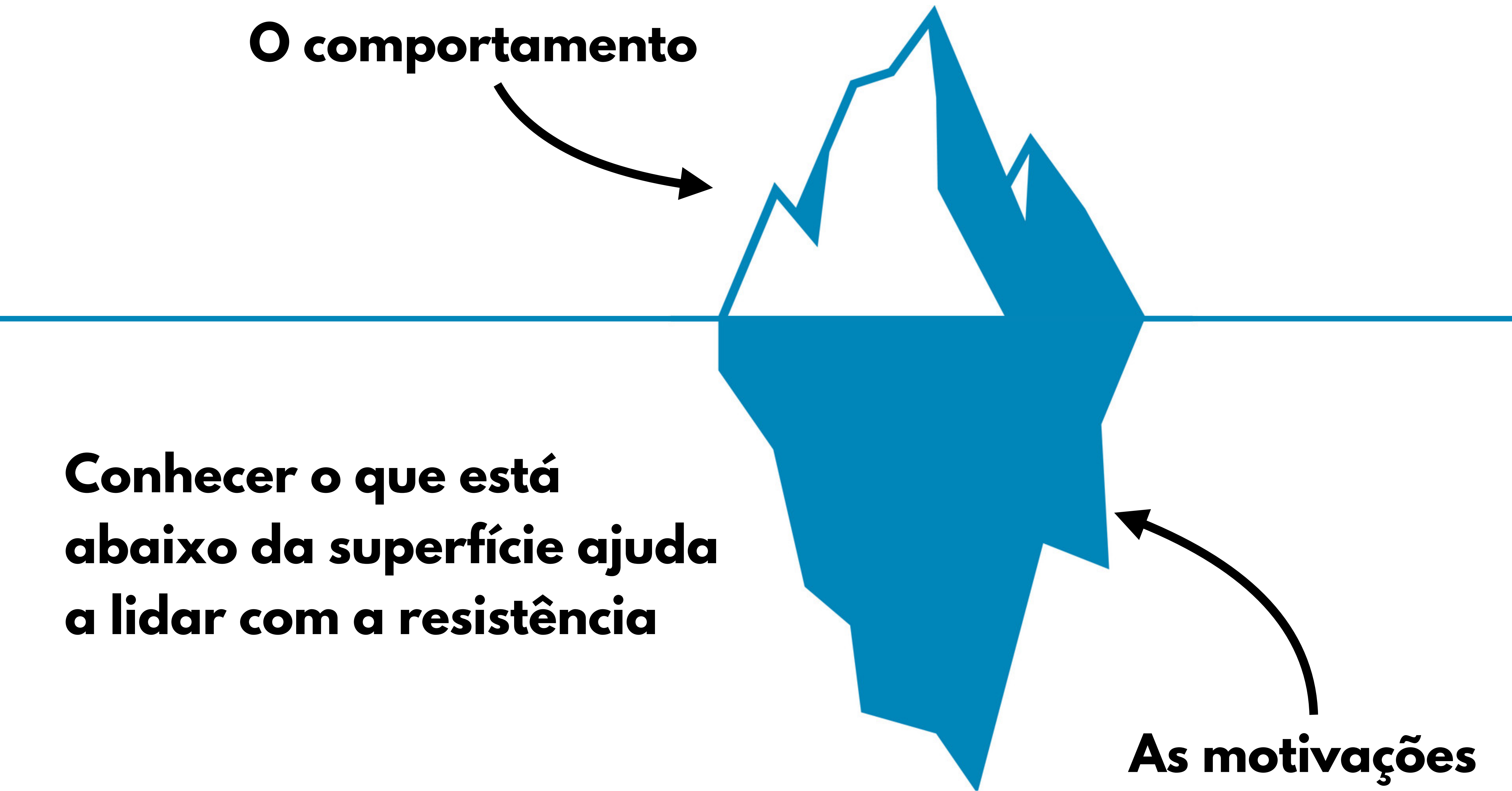
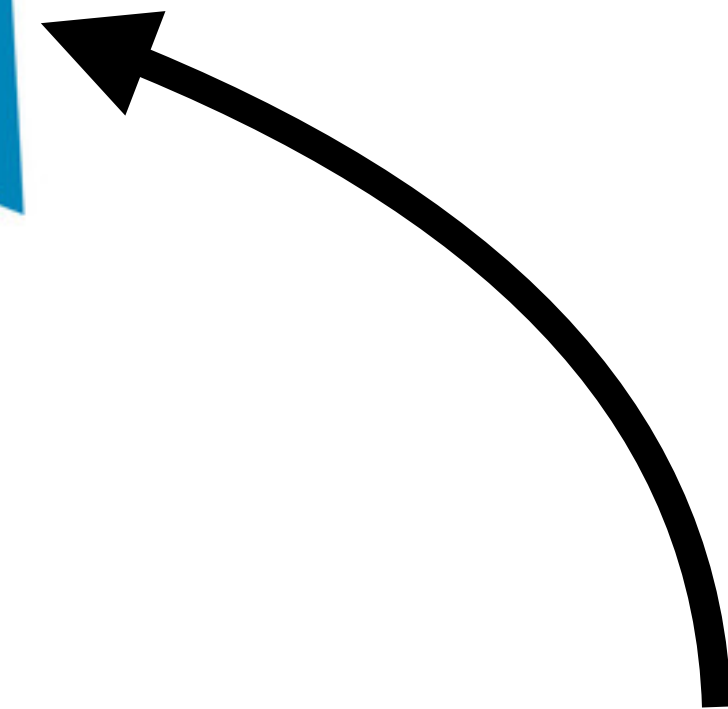
**3. Melhorias
puxadas geram
menos resistência**

O comportamento



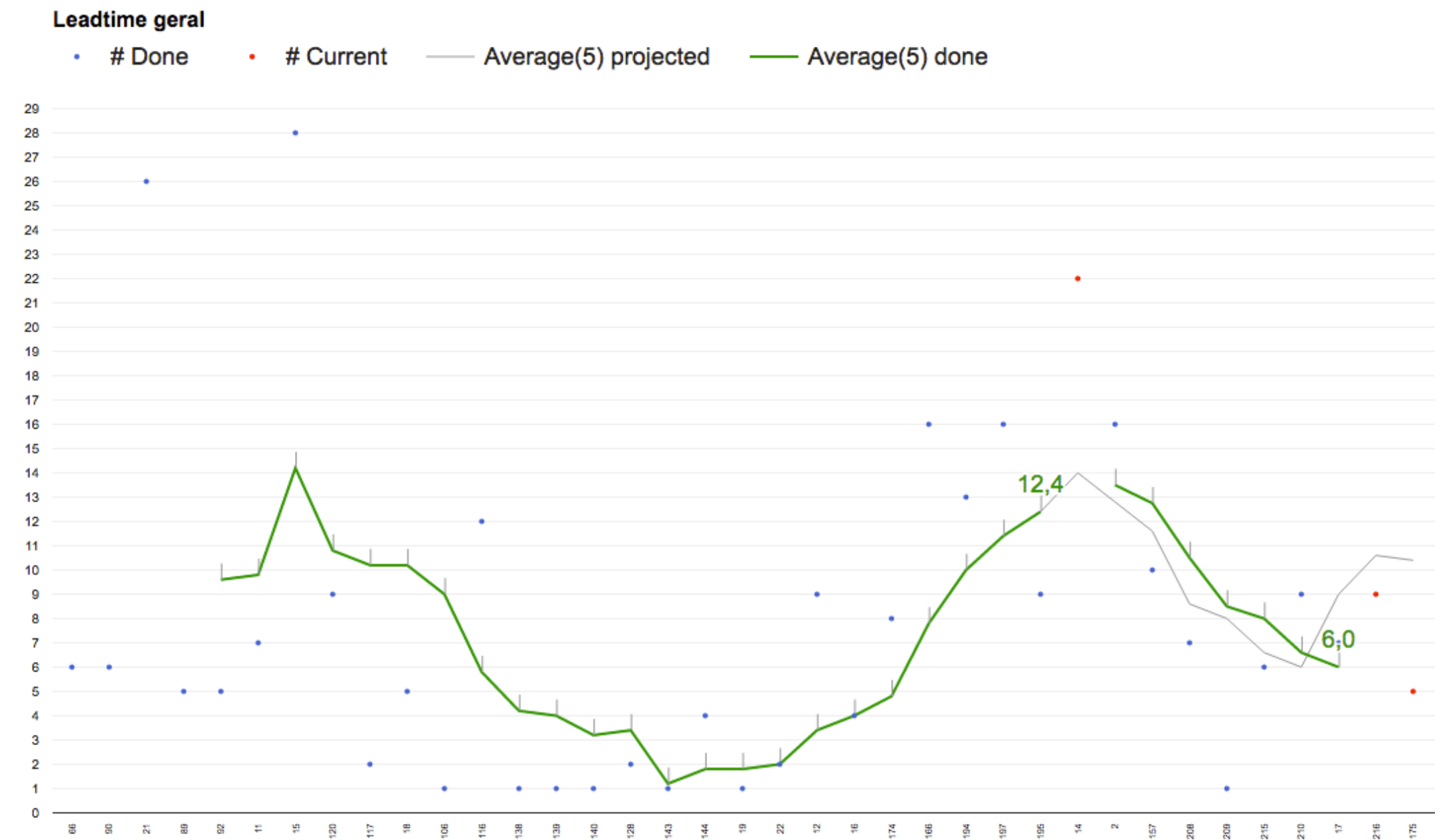
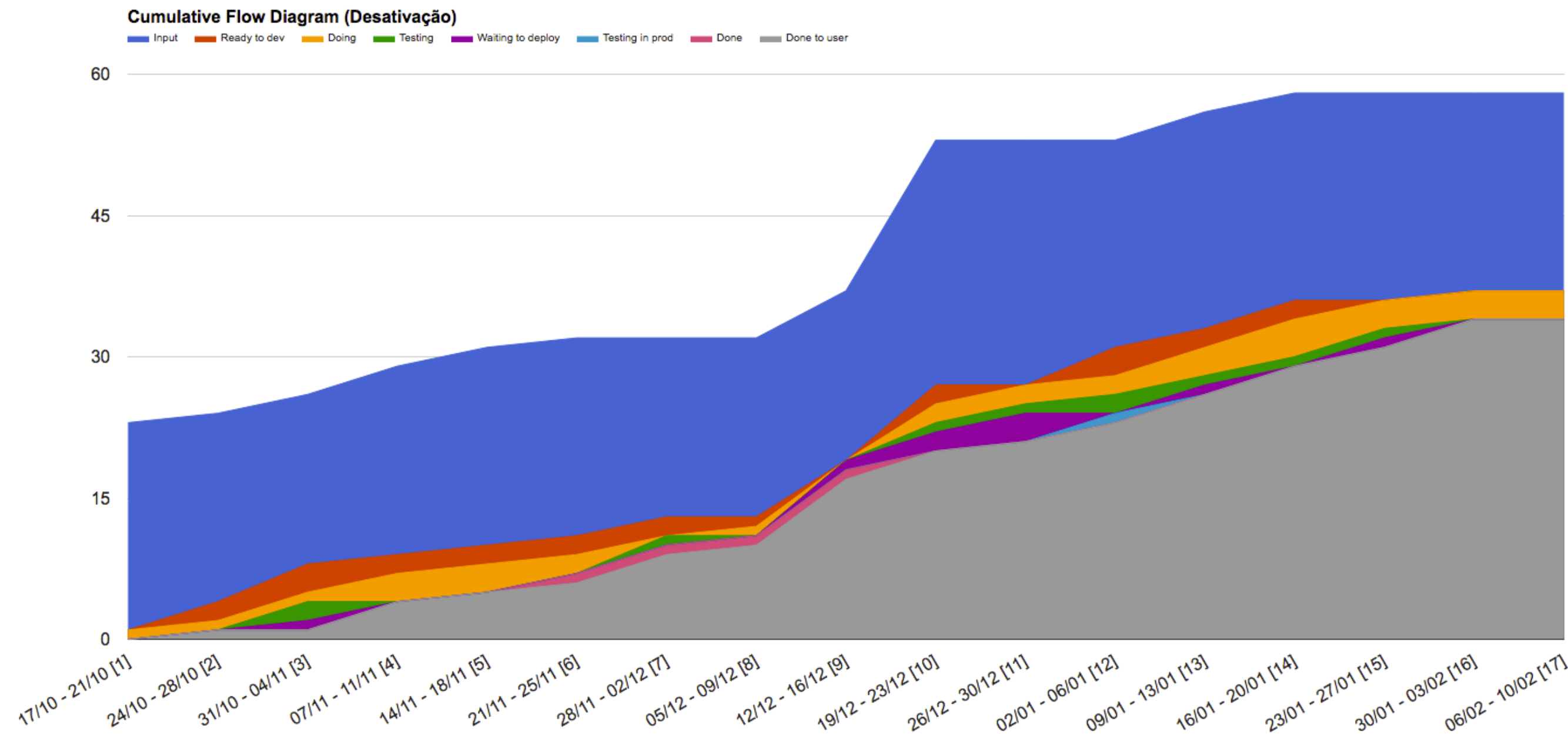
**Conhecer o que está
abaixo da superfície ajuda
a lidar com a resistência**

As motivações

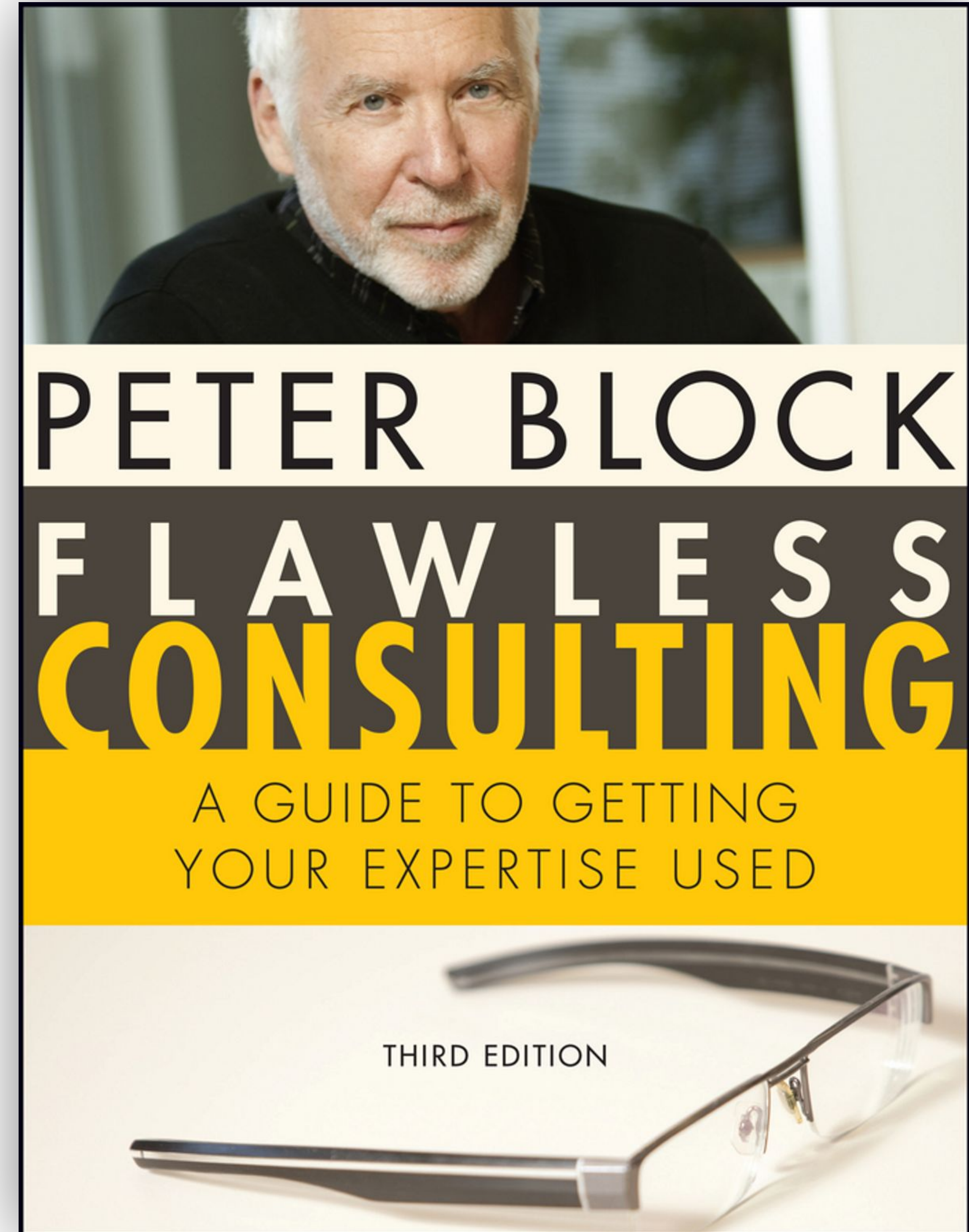


**Entenda com o
time onde ele
quer chegar**

Quais dores interferem nos objetivos?



Lidando com resistência



4. Técnicas de venda consultiva são úteis para Agile Coaches



Para vender a

ideia

**Como ferramenta
para a execução**

•NEIL RACKHAM•

SPIN SITUATION • PROBLEM • IMPLICATION • NEED • PAYOFF SELLING

THE BEST-VALIDATED SALES
METHOD AVAILABLE TODAY.
DEVELOPED FROM RESEARCH
STUDIES OF 35,000 SALES
CALLS. USED BY THE TOP
SALES FORCES ACROSS
— THE WORLD. —

A photograph of three children sliding down a water slide. The slide is made of blue plastic and has a blue inflatable archway at the top. A man in a blue t-shirt stands behind the archway. The children are sitting on inflatable tubes: a red and white tube on the left, a purple and white tube in the middle, and a red tube on the right. The child on the right is laughing and holding a yellow cup. The background shows a grassy yard, a chain-link fence, and trees.

5. Multiplique-se

**Treinar as pessoas
economiza
energia**

Ter

“representantes”

nos times

economiza energia

**Desapegue e
delegue**





**Escalável e
duradouro**

**Exatamente como
você queria**

A young child with dark hair and a bright smile is wearing a vibrant red hooded sweatshirt. The child is looking towards the camera. The background features a textured, light-colored wall, possibly made of mud or plaster, with a distinct shadow cast across it. The overall scene is brightly lit, suggesting an outdoor setting.

**6. Seja
autêntico**

**Se mostrar
vulnerável é um
ato de coragem
(e de liderança)**

7. Não vai dar pra resolver tudo, e está tudo bem.

**Importante é o
resultado, não
o roteiro**

Obrigado!

speakerdeck.com/wesleytz

linkedin.com/in/wesleytz 

[@wesleyzapellini](https://twitter.com/wesleyzapellini) 