



# Rainforest Alliance.

Saving the Rainforest one line of code at a time.

Kelly Albrecht | Last Call Media

**Agile Coaching.**

# What is agility?

- Agility is adapting to change
- Requires awareness
- Anyone who's had to change their plans for some reason has experienced agility



# Agility is good

It is not the most intellectual of the species that survives;  
it is not the strongest that survives; but the species that  
survives is the one that is able to adapt to and to adjust  
best to the changing environment in which it finds itself...

-CHARLES DARWIN IN "ORIGIN OF SPECIES."



# How are iterations agile?

Iterations are agile because they aim to provide an optimized awareness into a larger effort. Awareness enables agility.





**Big Design Up-front, Big Planning in general.**



**You never get  
a second chance  
to make a first  
impression.**

# Big design up-front, big planning in general

- Increased risk in “larger releases”
- More effort invested, and wasted if wrong
- More changes, more “bugs”
- Increased costs







**What can go wrong if we don't plan?**



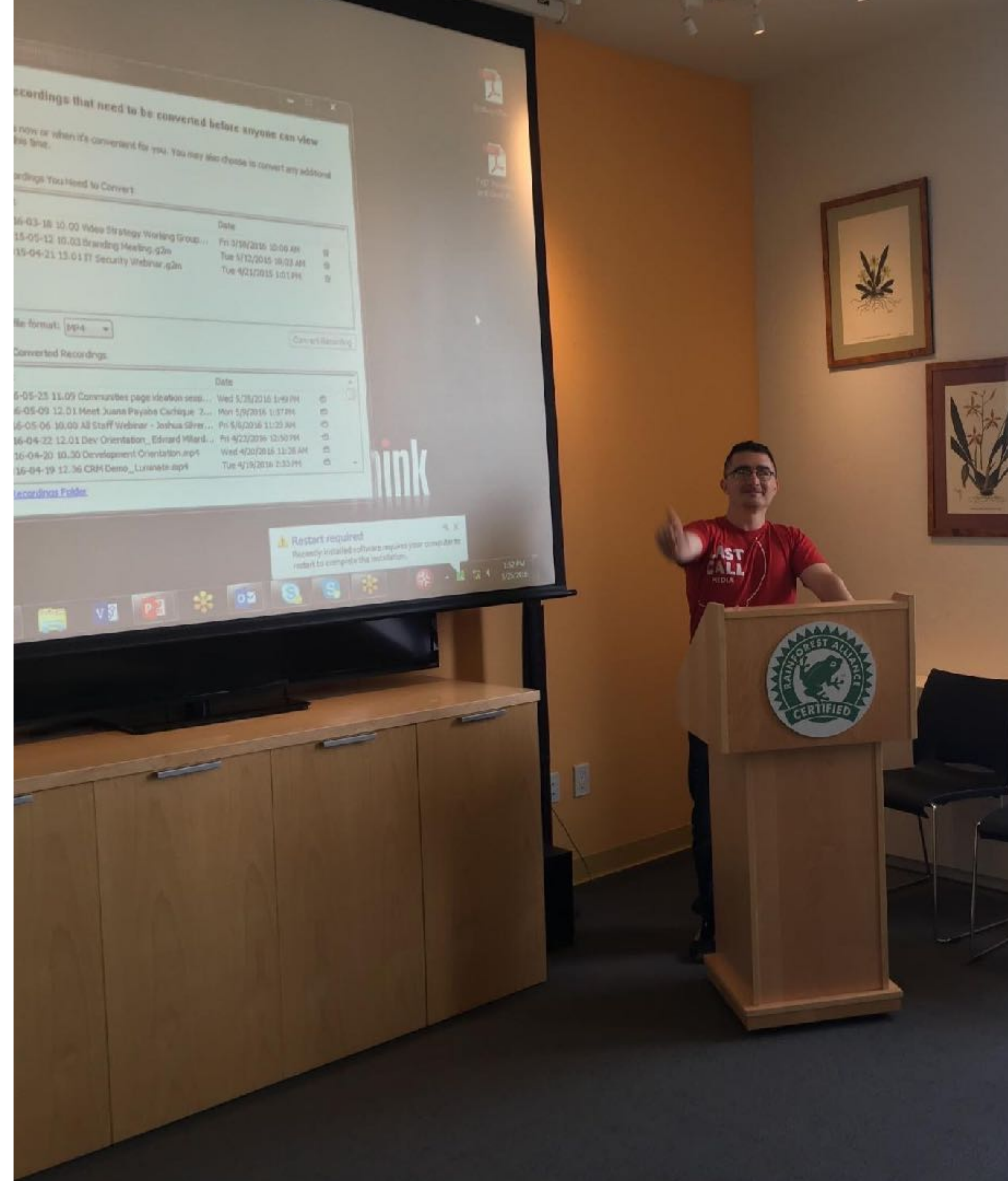
# What can go wrong if we don't plan?

- False positive on Fail Fast due to a “less than” iteration
- Partially developed design is risky to show too early
- Design Debt



**Plan much?**







**Agile doesn't tell us not  
to have a plan, but  
to always be planning.**

# Agile Planning

Pre-sprint grooming

Sprint Planning

Re-Forecasting

Mid-Sprint Releases





Product Backlog

Product Backlog Item 1	Product Backlog Item 2	Product Backlog Item 3	Product Backlog Item 4
Product Backlog Item 5	Product Backlog Item 6	Product Backlog Item 7	Product Backlog Item 8
Product Backlog Item 9	Product Backlog Item 10	Product Backlog Item 11	Product Backlog Item 12
Product Backlog Item 13	Product Backlog Item 14	Product Backlog Item 15	Product Backlog Item 16
Product Backlog Item 17	Product Backlog Item 18	Product Backlog Item 19	Product Backlog Item 20
Product Backlog Item 21	Product Backlog Item 22	Product Backlog Item 23	Product Backlog Item 24
Product Backlog Item 25	Product Backlog Item 26	Product Backlog Item 27	Product Backlog Item 28
Product Backlog Item 29	Product Backlog Item 30	Product Backlog Item 31	Product Backlog Item 32
Product Backlog Item 33	Product Backlog Item 34	Product Backlog Item 35	Product Backlog Item 36
Product Backlog Item 37	Product Backlog Item 38	Product Backlog Item 39	Product Backlog Item 40

To Do

To Do Item 1	To Do Item 2	To Do Item 3	To Do Item 4	To Do Item 5	To Do Item 6	To Do Item 7	To Do Item 8	To Do Item 9
To Do Item 10	To Do Item 11	To Do Item 12	To Do Item 13	To Do Item 14	To Do Item 15	To Do Item 16	To Do Item 17	To Do Item 18
To Do Item 19	To Do Item 20	To Do Item 21	To Do Item 22	To Do Item 23	To Do Item 24	To Do Item 25	To Do Item 26	To Do Item 27
To Do Item 28	To Do Item 29	To Do Item 30	To Do Item 31	To Do Item 32	To Do Item 33	To Do Item 34	To Do Item 35	To Do Item 36
To Do Item 37	To Do Item 38	To Do Item 39	To Do Item 40	To Do Item 41	To Do Item 42	To Do Item 43	To Do Item 44	To Do Item 45

Doing

Doing Item 1	Doing Item 2	Doing Item 3	Doing Item 4
Doing Item 5	Doing Item 6	Doing Item 7	Doing Item 8
Doing Item 9	Doing Item 10	Doing Item 11	Doing Item 12
Doing Item 13	Doing Item 14	Doing Item 15	Doing Item 16
Doing Item 17	Doing Item 18	Doing Item 19	Doing Item 20

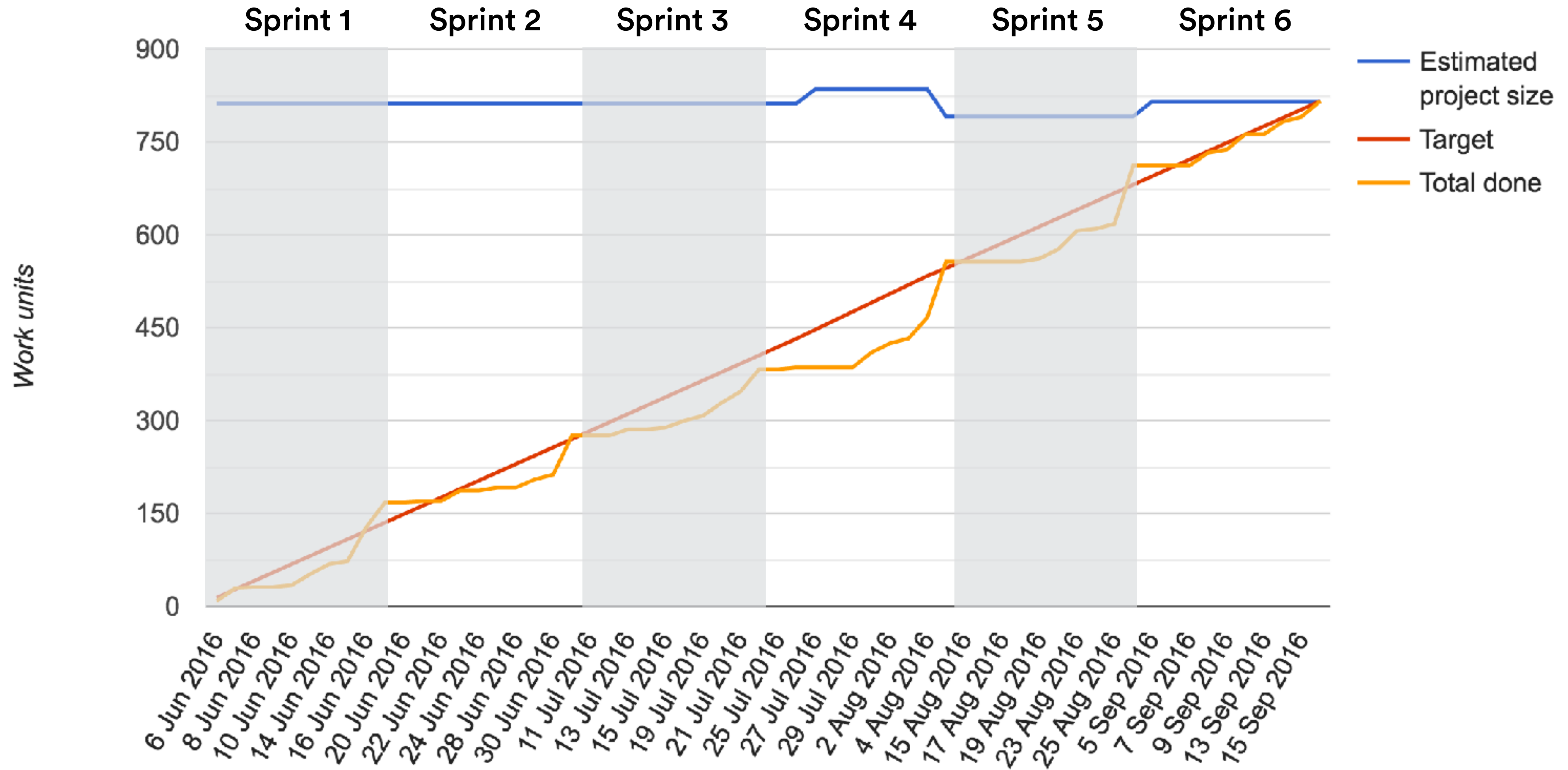
Done

Done Item 1
Done Item 2
Done Item 3
Done Item 4
Done Item 5

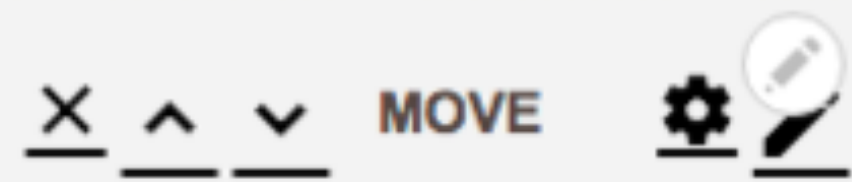
Review

Review Item 1	Review Item 2	Review Item 3
Review Item 4	Review Item 5	Review Item 6
Review Item 7	Review Item 8	Review Item 9
Review Item 10	Review Item 11	Review Item 12

## Project Build Up Chart

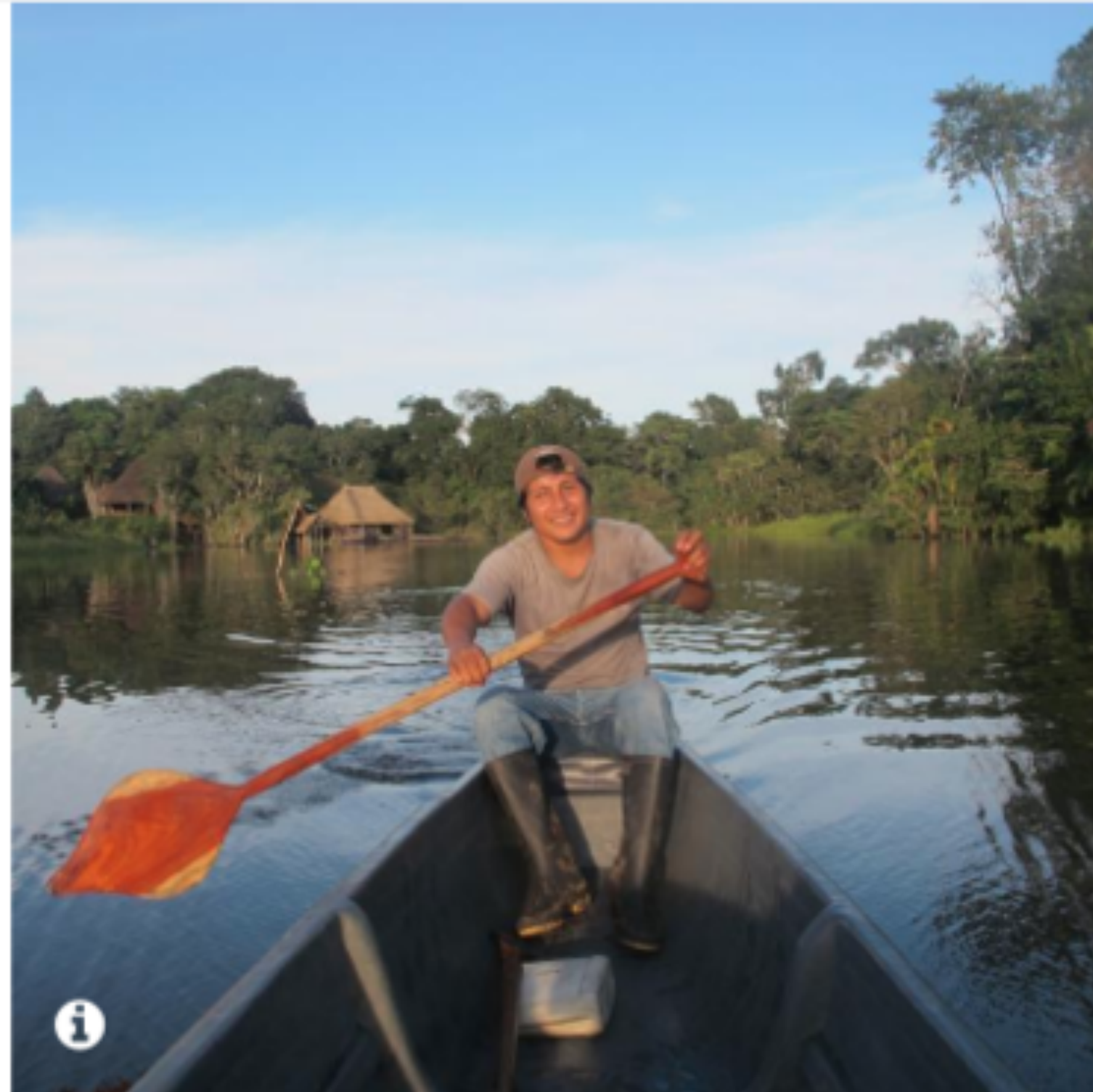






## Communities

homes for centuries, recognizing  
d medicine. The cycle of poverty  
s and imperils the vast scientific  
ities. Strong forests and vibrant





A Proving Ground for

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Agroforestry: Cash Crop



Content +	Issues Teaser +	Issues Teaser: What's At ... +	Latest Research +	Other Issues
Regions +	Our Leadership: Board Of Direc... +	Our Leadership: Senior Managem... +	Region Teaser +	Taxonomy Rel
		Who's Online +		

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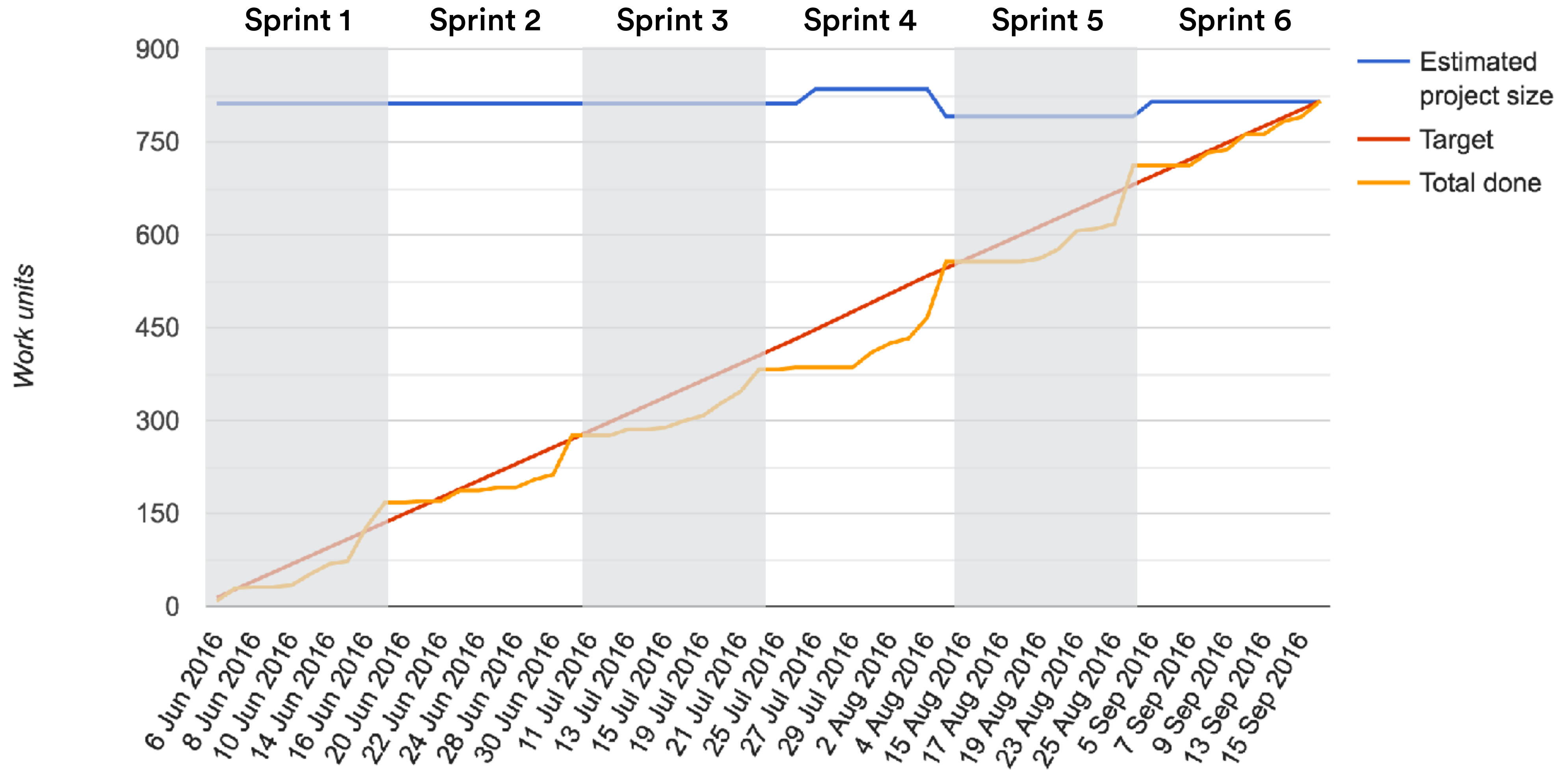
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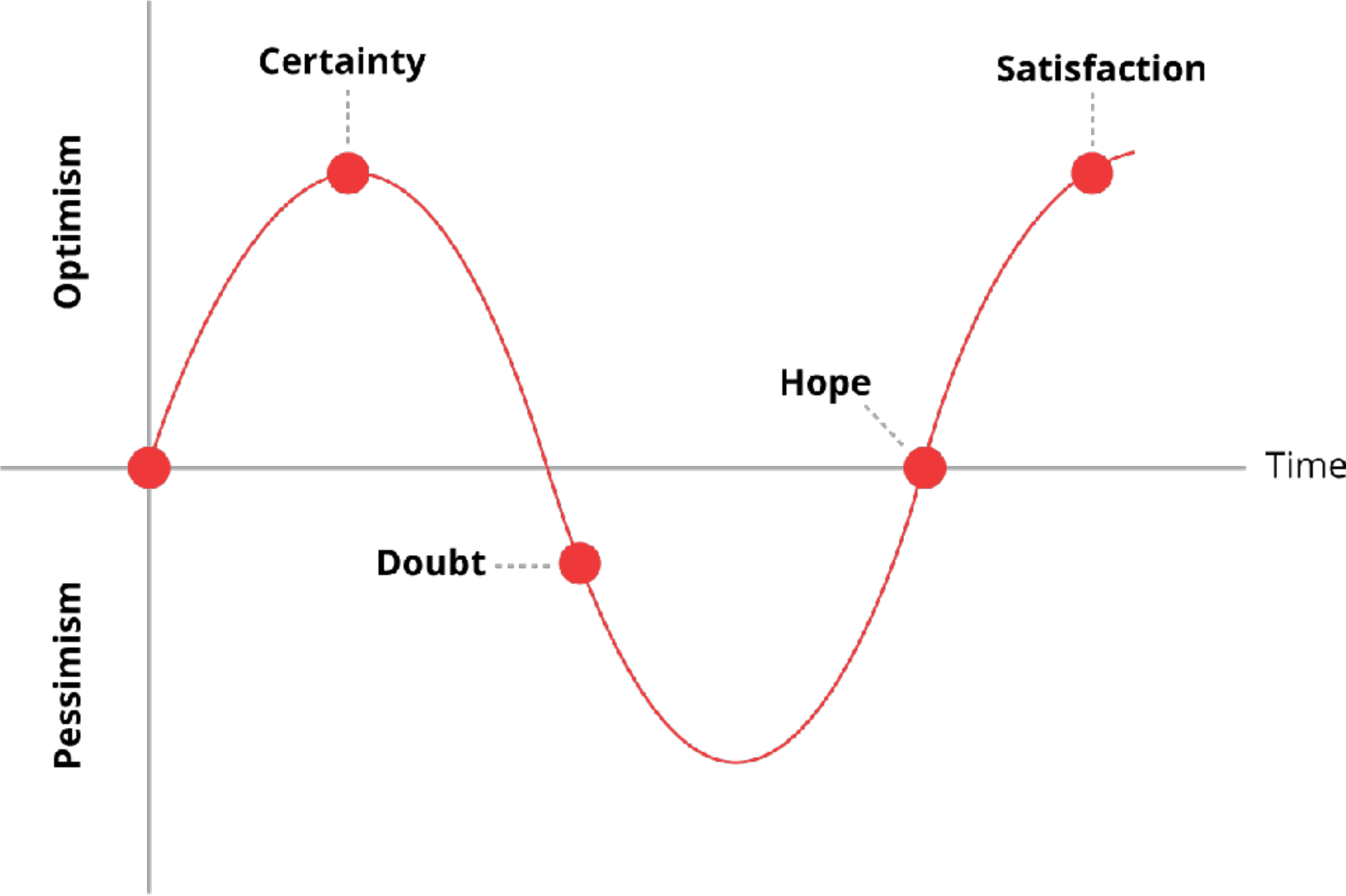
[Lists \(Views\)](#) 11

## Project Build Up Chart



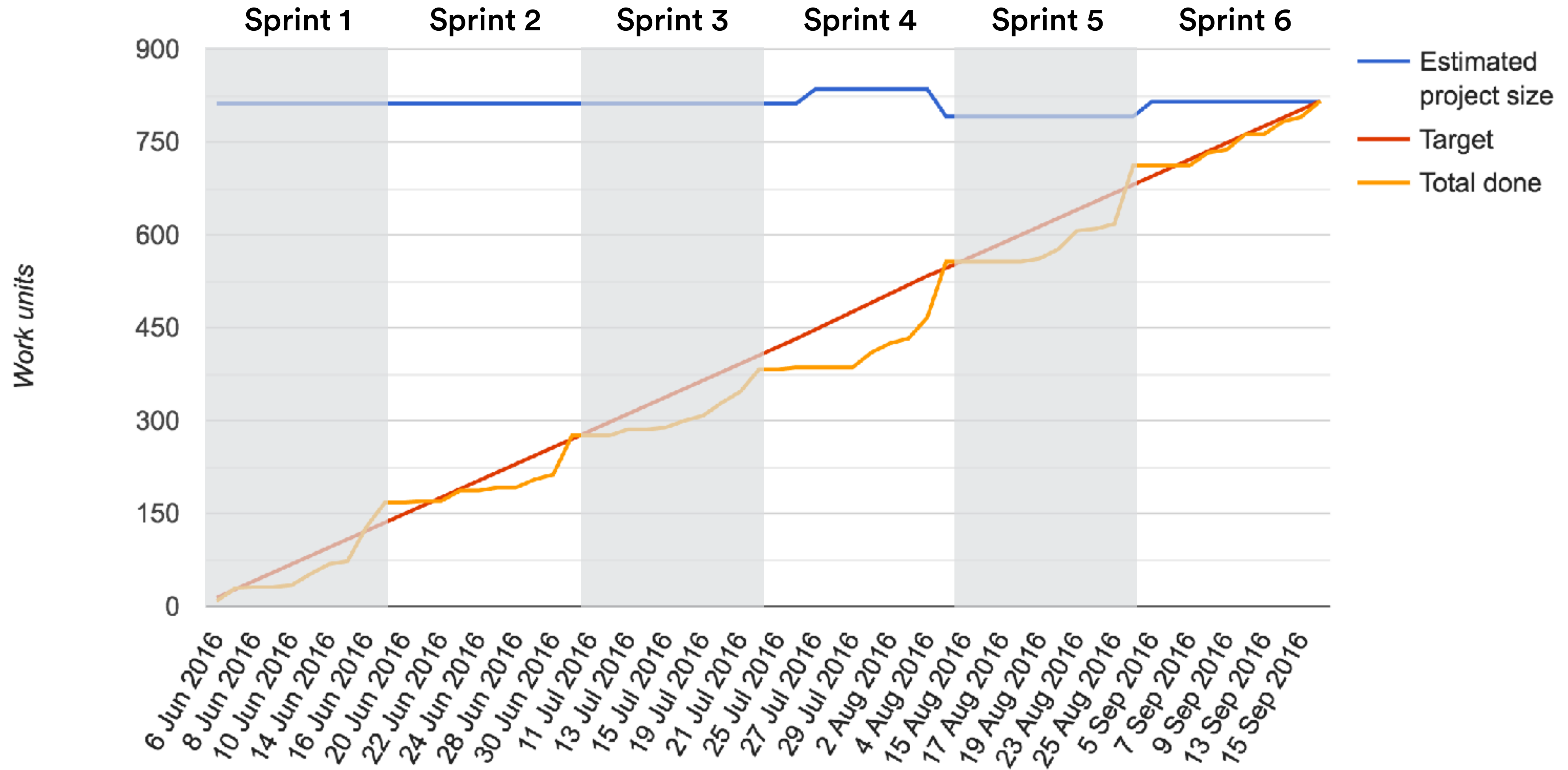


# Emotional Cycle

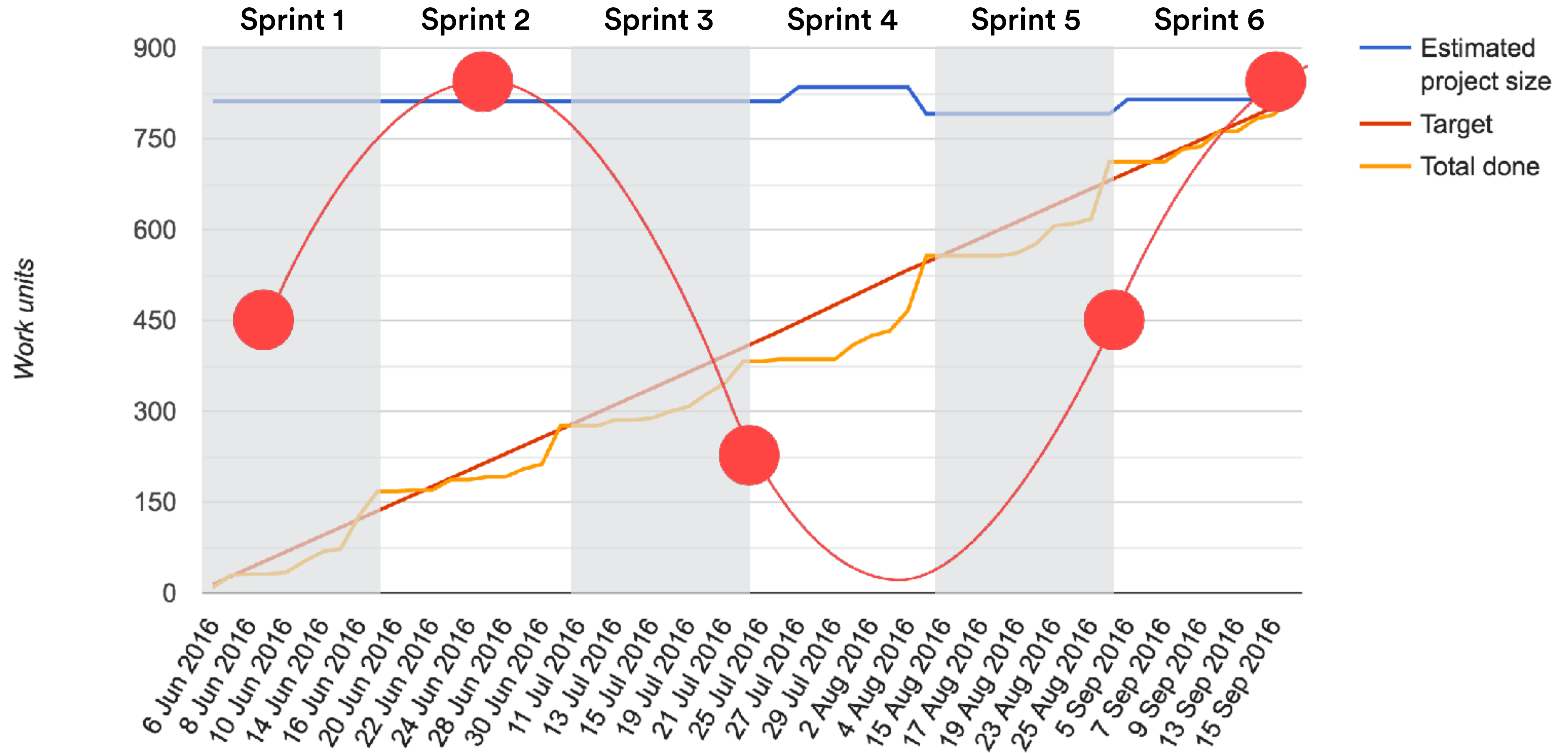




## Project Build Up Chart



## Project Build Up Chart



# Challenges

Design Specs vs Stories

Pixel Pushing vs Iteration

Who pays Tech debt

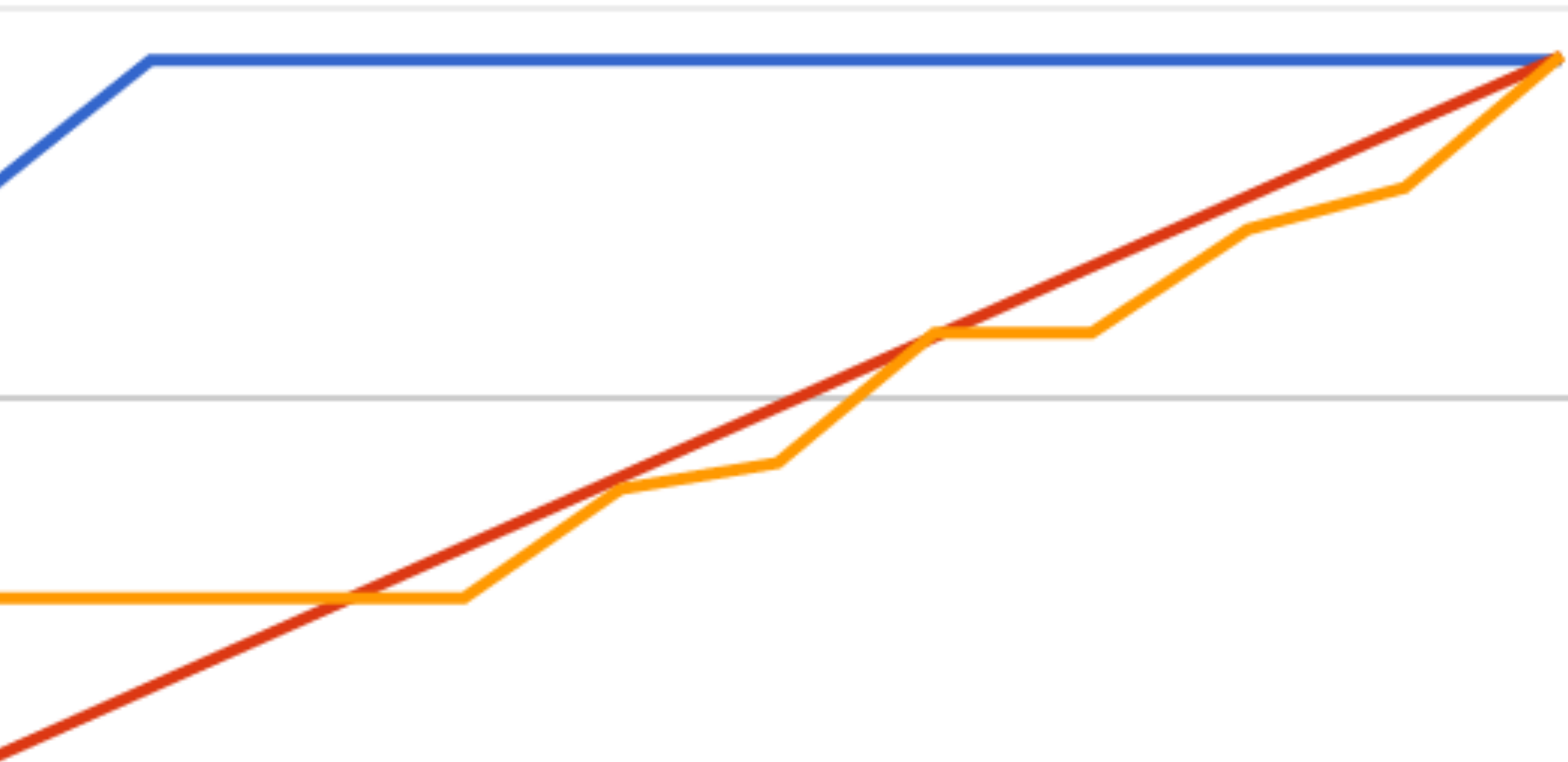
Expectation Meltdown

Agile ways

Scrum Values

**Reality will  
always win, but  
are you really  
on its team?**

# Sprint 6



Accepted Goal:

Prepare for launch

6 Mid Sprint mini-release

True iteration every few days

To **increase awareness**, and thereby project agility, during this final sprint, all Accepted Backlog Items were **released and reviewed, as completed**, during the course of this Sprint.

End of final sprint:

**0 Criticals**

**3 Moderate**

The final review had only  
3 support questions.



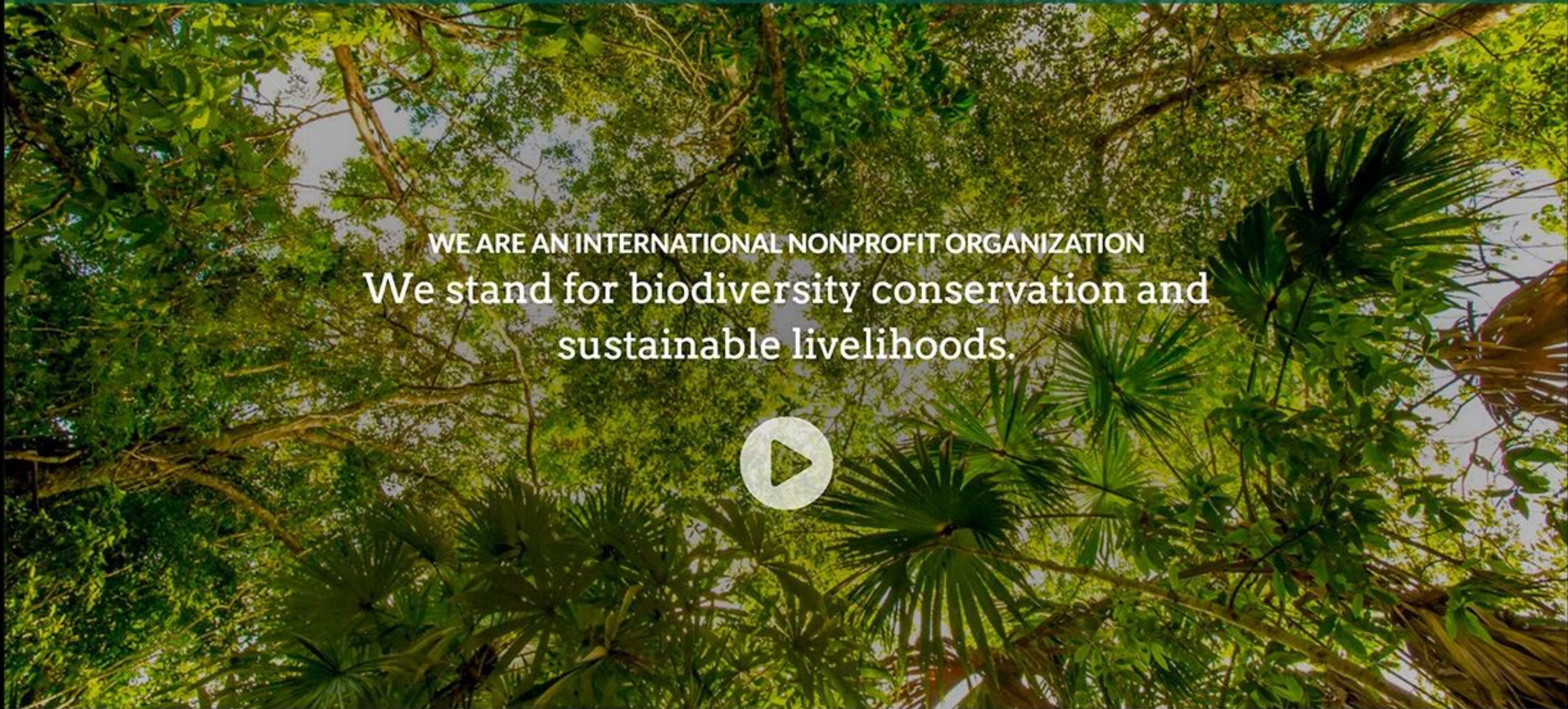
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WE ARE AN INTERNATIONAL NONPROFIT ORGANIZATION  
We stand for biodiversity conservation and  
sustainable livelihoods.



WHAT'S AT STAKE?

MacBook





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SPECIES PROFILE

# Green Sea Turtle

*Chelonia mydas*

Last Updated on September 15, 2012

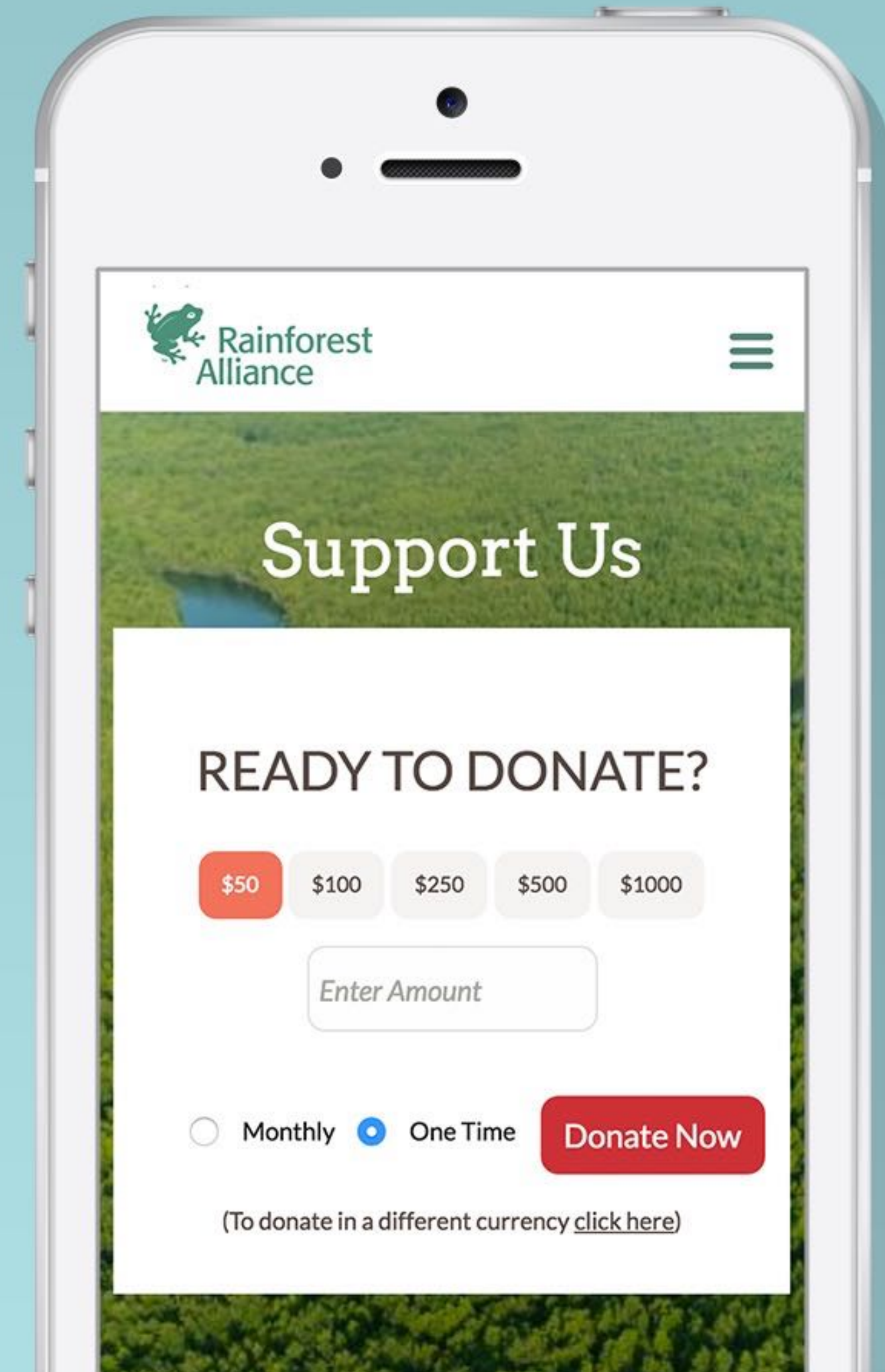
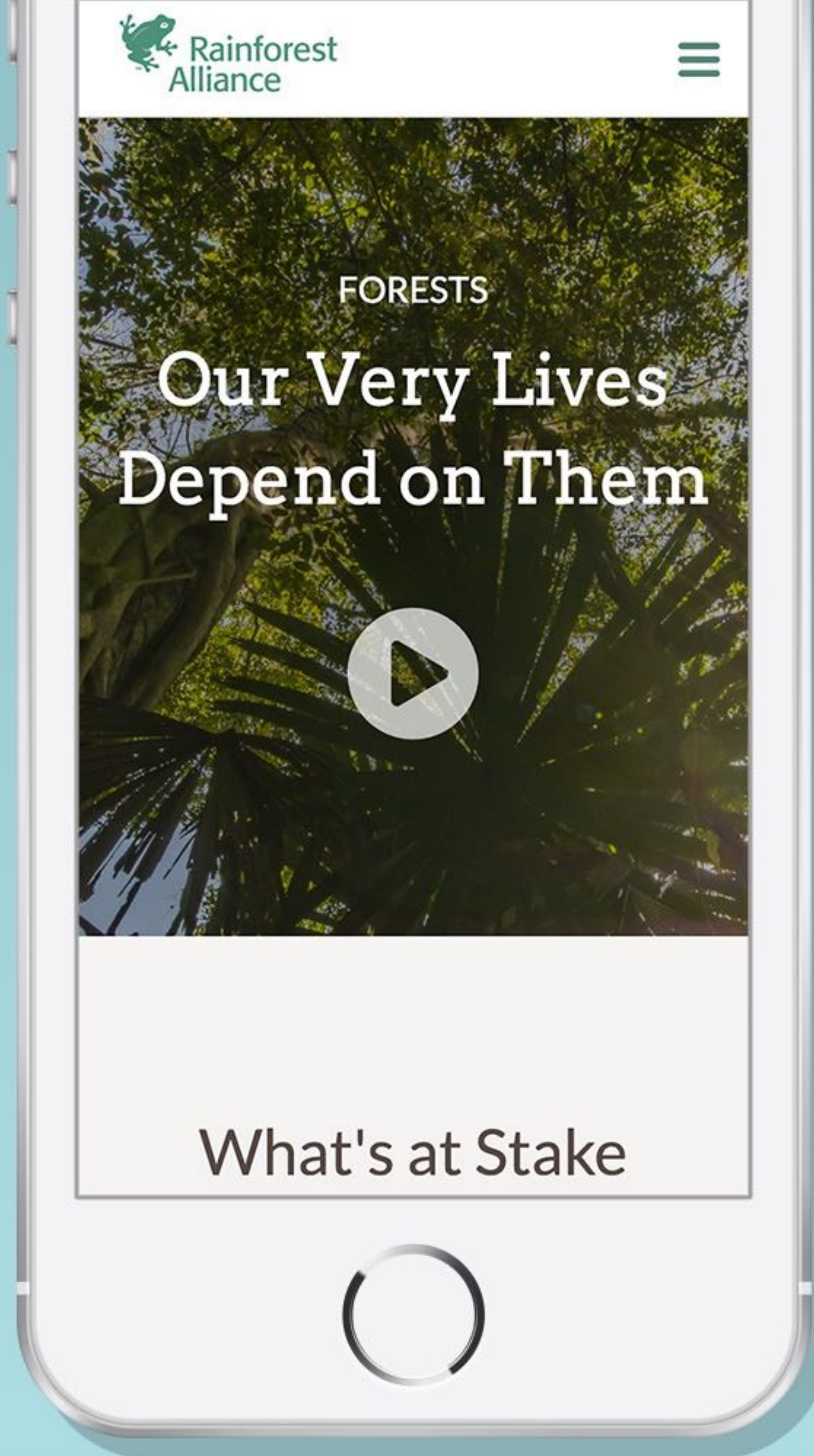
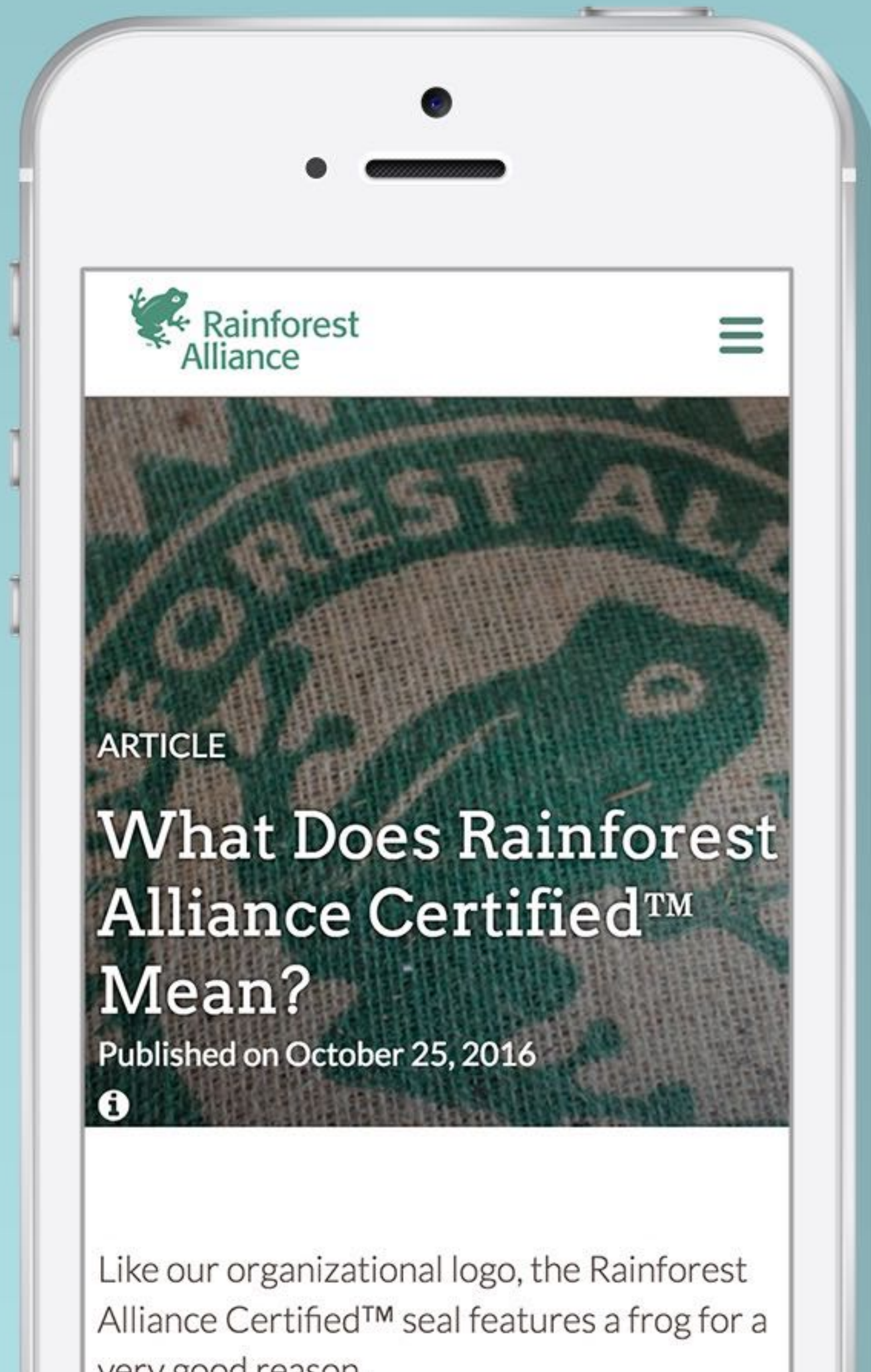


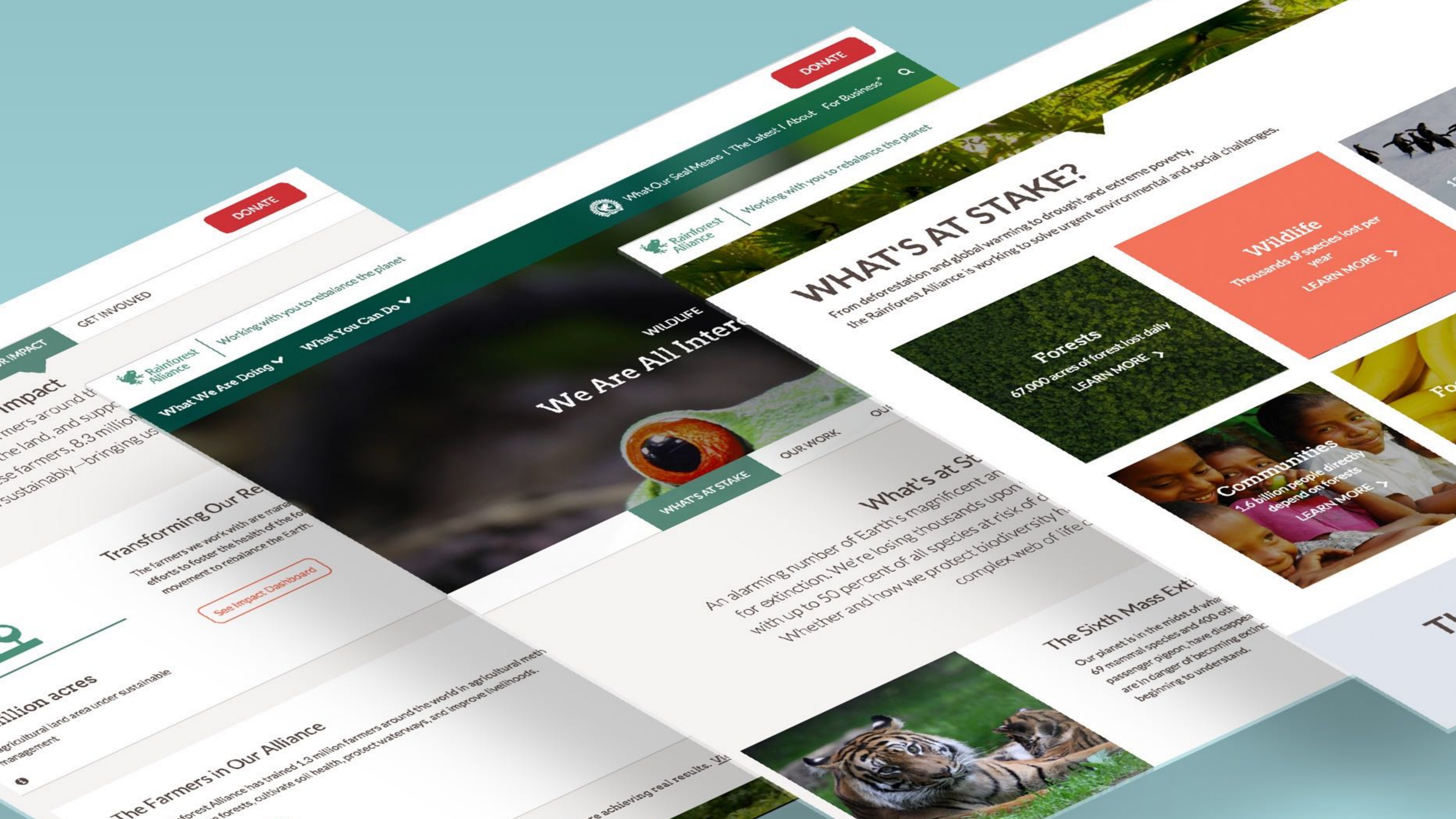
SHARE



## Anatomy:

Green sea turtles have a gray, green, black and brown shell that covers both their dorsal and ventral sides. Individual turtles can reach 3 feet (1 m) in length and can weigh over 400 pounds (136 kg). Unlike their terrestrial counterparts, these marine turtles can reach speeds of up to 35





# Impact

farmers around the world, and support the land, and support small-scale farmers, 8.3 million farmers sustainably—bringing us

million acres of agricultural land area under sustainable management

The Farmers in Our Alliance  
Rainforest Alliance has trained 1.3 million farmers around the world in agricultural methods that protect forests, cultivate soil health, protect waterways, and improve livelihoods.

Working with you to rebalance the planet

Transforming Our Relationships  
The farmers we work with are making efforts to foster the health of the forest and movement to rebalance the Earth.

See Impact Dashboard

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WILDLIFE  
We Are All Interested in Wildlife



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OUR WORK

What's at Stake  
An alarming number of Earth's magnificent animals are at risk for extinction. We're losing thousands upon thousands with up to 50 percent of all species at risk of disappearing. Whether and how we protect biodiversity hinges on the complex web of life on Earth.



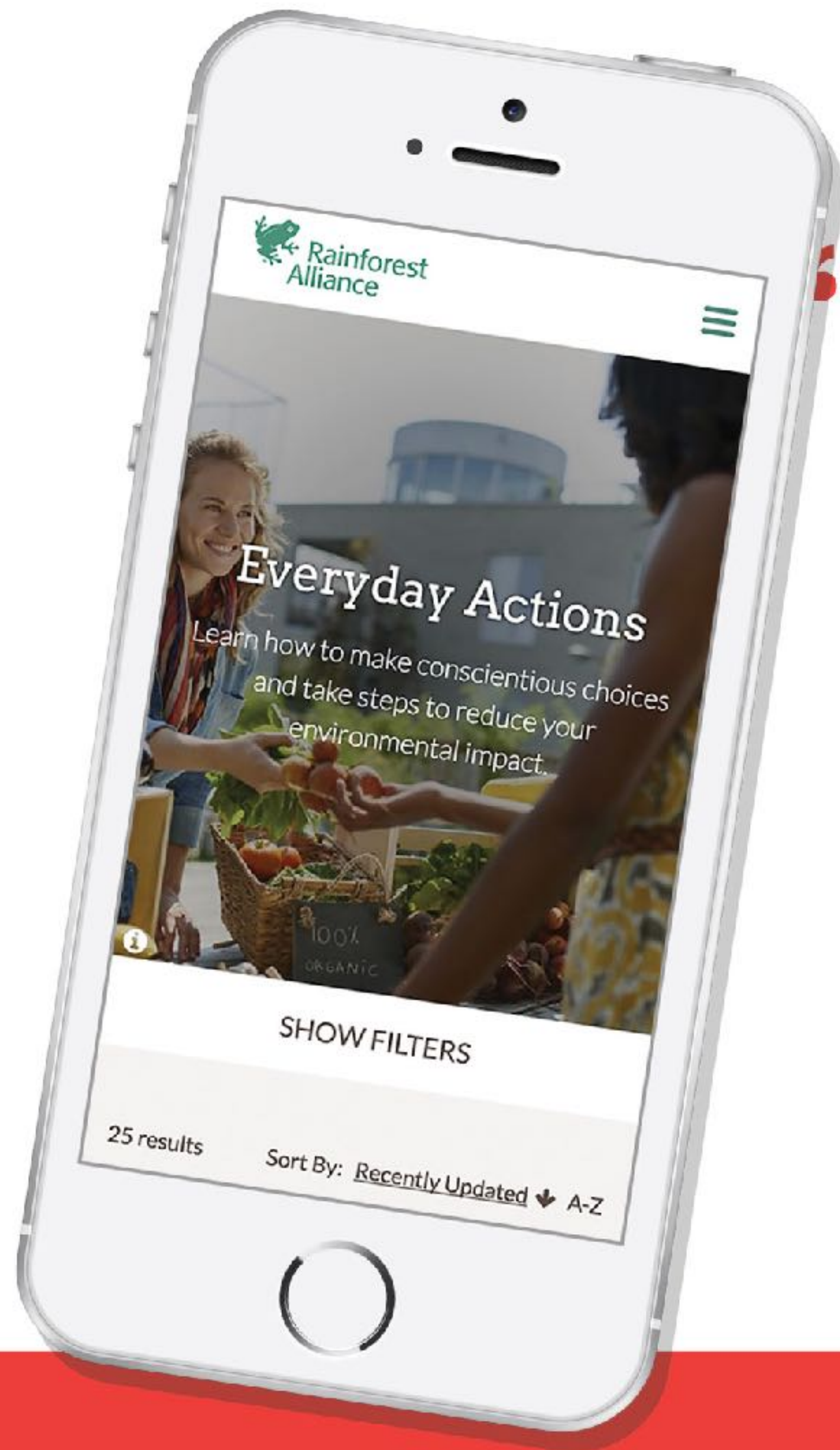
WHAT'S AT STAKE?  
From deforestation and global warming to drought and extreme poverty, the Rainforest Alliance is working to solve urgent environmental and social challenges.

Forests  
67,000 acres of forest lost daily

Wildlife  
Thousands of species lost per year

Communities  
1.6 billion people directly depend on forests

The Sixth Mass Extinction  
Our planet is in the midst of what scientists call the sixth mass extinction. 69 mammal species and 400 other species, including the passenger pigeon, have disappeared. Many more are in danger of becoming extinct. We're beginning to understand why.



“People are going bananas about the site here! So awesome!”

**Melissa Normann**  
SENIOR WEB MANAGER  
Rainforest Alliance

[rainforest-alliance.org](http://rainforest-alliance.org)



Thank you.