



Let me introduce myself. My name is Bob Galen and I'm an agile methods coach and practitioner in the Raleigh, NC area. I've been operating as RGalen Consulting Group, LLC since 2001.

Over the years, my focus has changed from broad SDLC consulting towards mostly agile methods transformations. I recently spent 2007 thru 2008 at ChannelAdvisor, a local eCommerce company, serving as the Director, Product Development and Agile Coach.

During 2009 I coached the Teradata CRM applications group in their transformation from largely Waterfall & CMMi methods towards Scrum & XP practices.

From 2009 thru 2012, I was the Director of R&D and Agile Coach for iContact, a SaaS provider of SMB eMail marketing products. And finally, I just completed a stint as an Agile Coach at Deutsche Bank Global Technologies.

Prior to those assignments, I spent two years working as an Agile Trainer & Coach providing training and coaching to individuals and teams nationwide. Much of that was performed in my partnership with [ASPE Technology](#), a nationally recognized SDLC and agile training firm.

In total, I've been using Scrum, Extreme Programming practices, Lean, and Kanban since 2000, so more than 12 years. While agility is very much about direct project experience, I am also:

- A Certified Scrum Master (2004 w/Ken Schwaber)
- A Certified Scrum Master Practicing (since 2007)
- A Certified Scrum Product Owner (w/Ken Schwaber & Mike Cohn – since 2007)
- A Certified Scrum Coach (since 2012, *one of less than 50 in the world*)



What's unique about me is my practical knowledge and breadth of experience. I'm not just a pointy-headed consultant without any real-world chops. As you can see above, I often practice what I preach in the trenches and I bring these lessons to every team I train or coach.

I've also worked in small, large (Enterprise-level), and widely distributed teams. I've successfully delivered software with Waterfall, RUP, and Agile methods. I've led software development as well as software testing teams and have a strong project management background. It's this breadth and depth of experience that makes me unique in approaching agile adoption in varied contexts and successfully connecting to your teams, your organization and the "real world".

[Essentially I serve as your agile transformation guide](#)



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I'm also active in the local and national agile communities. I've been fortunate to present at the International Agile Conferences, from 2007 – 2012, sharing lessons learned on a broader stage. For the 2009 and 2010 Agile Conferences, I served as assistant and stage producer respectively for the Agile Testing Stage.

As a recognized agile expert, I've given talks and workshops nationally and internationally on agile methods; having delivered keynotes at StarWest 2010, EuroStar 2010, Agile Development Practices 2011, and Agile Development Practices 2013 in Berlin. I've also published two popular agile books:

- In 2009, [*Scrum Product Ownership—Delivering Value from the Inside Out*](#)
- In 2012, [*Agile Reflections—Musings Toward Becoming “Seriously Agile” in Software Development*](#)

Beyond myself, I've established partnerships with several hand-picked and seasoned agile trainers & coaches that align with my own agile skills and agile philosophies. This allows RGCG to provide better coverage and flexibility in meeting your needs, while remaining relatively small and true to our roots as a leading boutique agile coaching firm

Right now we're actively looking for a few local & national coaching opportunities. I have a burning passion for agile development and am looking for teams to collaborate with us in their agile adoption and transformation efforts.

We have the capability of *training* your organization on the following:

- Introduction to Agile Practices with a focus on Scrum, Extreme Programming (XP), and Lean Software Development
 - ½ day Overview for your overall teams; and a ½ day Executive / Management Overview)
- Managing Agile Requirements with User Stories (½ and full day class)
- Estimating, Planning & Tracking Agile Projects (½ and full day class)
- Transitioning *Traditional* Test Teams towards Agile Testing (½ , 1, and 2 day classes)
- Transitioning *Traditional* Project Management towards Agile Project Management (½, 1 and 2 day classes)
- Scrum Master / Agile Leadership Jump-start (½ and full day classes)
- Becoming a “Great” Scrum Product Owner (½ and full day classes)
 - Based on my book [*Scrum Product Ownership*](#)
- Finally, we provide an in-depth Agile Methods Bootcamp (4-5 day class that can be bundled with a jump-start)

All training is targeted towards starting your agile pilot project or your next project initiative. These aren't academic exercises. We'll explore leading agile skills, techniques and approaches, but then we'll map them to your organizational and project context for immediate real world use!



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We also provide *coaching* in the following areas:

- Performing agile adoption readiness assessments & helping you plan your adoption strategy
- Selecting & tailoring the right methods for you – focusing on Scrum + XP practices + Lean principles
- Introducing agility into your organization—either globally or within small ‘pilot’ teams
- Helping to jump-start your first few agile iterations
- Establishing an effective Product Release Plan & Backlog to drive your teams’ development work
- Helping develop solid agile coaches – Scrum Masters by working with them individually and in groups, coaching ‘good’ agile leadership behavior
- Running effective Iteration Retrospectives – leading towards accelerated team improvement

Ultimately, we’re looking to establish win-win partnerships with clients to accelerate their agile adoption. You’ll find a final differentiator in our capabilities—it’s our pragmatic passion for agility and in seeing our *clients stand and deliver on its promises*.

For more information about Bob Galen and RGalen Consulting, please reference:

- www.rgalen.com
- www.linkedin.com/in/bobgalen/
- <http://www.scrumalliance.org/profiles/5611-bob-galen>
- <http://www.amazon.com/Robert-Galen/e/B00287V534/>
- www.meta-cast.com

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Coaching Engagement Approaches

There are three primary models we use to engage agile teams in guiding them forward towards generating Agile Business Value—

1. Agile Project Jump-Start

First is the Agile Project Jump-Start. The jump-start begins with some training—typically 1-3 days with a focus on practical agility and backlog preparation. We want to get started on real project work as soon as possible—so your teams quickly experience working as an agile team.

Once we get you going, we'll do follow-up training & coaching within the first iteration or two to fine-tune and advance your agile evolution. The point here is to give you actionable 'chunks' of agile skills while you're actually doing it.

2. Agile Assessment

We can also come into your potential or existing agile teams and assess your readiness for agile adoption, helping you prepare for a successful kick-off.

Or, if you're already operating as an agile organization and want another set of eyes to assess your strengths and suggest some improvements, we can help you fine-tune things to get to the next level in your agile journey.

3. Coaching at the "Iteration Endpoints"

"Iteration Endpoints" coaching endeavors to engage the RGCG coach with ongoing iterative client project teams on a part-time, pull based, and cost effective manner. Consultants will engage/coach teams on—

1. Assisting client Product Owner and team with Sprint Planning Preparation – Product Backlog review and guidance for constructing a sufficiently detailed Backlog
2. Assisting with Sprint Planning Meeting facilitation with your chosen Scrum Master (or Project Manager)
3. Periodic, 1-2x per week connection to ongoing Sprint Stand-up meetings for "connection" to team dynamics and progress
4. Periodic, 1x per week chat with Scrum Master for progress reporting and performance coaching
5. Attending Sprint Reviews and helping facilitate & attend the Sprint Retrospective
6. Then repeat...

The need for this coaching varies as the organizational adoption and each specific team matures. It's standard practice for us to lessen the engagement over time—weaning ourselves from the team and then returning for periodic / quarterly checkpoints or assessments. We endeavor to do this as quickly as possible, as our primary goal is to create independent agile organizations that are healthy, self-directing and wonderfully adaptive.