



Twenty Years of Agile Coaching and Leadership

What does Agile really mean—when is it usable and when isn't it? The world is changing faster, and everything is becoming more complex. The market is changing. New players and services are emerging. Yesterday's needs are not relevant tomorrow.

In the late 1990s and early 2000s, I conducted XP and Scrum trainings. High demand soon led me to Agile coaching of teams and leaders—top to bottom—in the organizations.

Medtech, banking, telecom, media, retail, government, unions, and other industry sectors with similarities and differences—two decades of inspirational experiences. For a full list of my assignments, see next page.

More info:

— <https://agilecoach.staffannoteberg.com>

AGILE TRAINING: Although I have conducted hundreds of trainings and lectured at major conferences around the world, I don't have the silver bullet. My best advice is that effective training is tailored after challenge, experience, and culture in your organization. There are no shortcuts. I listen carefully to you and tailor the training.

AGILE COACHING: An external Agile coach contributes with broad experience from many organizations and industry sectors. Every organization is unique, and no method is suitable everywhere. The coach must have a large repertoire of ways of working, pedagogy, and evolutionary change. Your organization needs help with your special challenges.

AUTHOR: Half a million readers around the world have purchased copies of my books on Pomodoro and Monotasking. They are translated into many languages and can be found in any bookstore on the web.

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My Clients 1992—2020

2020—	Agile Coach at H&M	2010	Agile Coach at IDG
2020	Agile Coach at Assa Abloy	2010	Agile Coach at Siemens
2020	Author of Monotasking book	2009—2010	IT Developer at SF Bio
2019—2020	Agile Coach at Atlas Copco	2009	Agile Coach at Astra Zeneca
2019—2020	Agile Coach at Unionen	2009	Author of Pomodoro book
2019	Agile Coach at Bombardier	2005—2008	Agile Player-Coach at St. Jude Medical
2017—2019	Agile Coach at Swedbank	2004—2005	IT Developer at SVT
2016—2017	Agile Coach at Telia Company	2004	IT Developer at UEFA
2014—2015	Agile Player-Coach at Scania	2002—2004	IT Developer at Nacka kommun
2014	Agile Coach at If	2000—2002	Agile Coach at Ericsson
2013	Agile Coach at Electrolux	1999—2002	Founder at Crisp
2013	Agile Coach at eBay	2001	IT Developer at Polismyndigheten
2013	IT Developer at Accelrys	2000	IT Developer at Ad Intelligence
2012	Agile Coach at Transportstyrelsen	2000	IT Developer at Arbetsförmedlingen
2012	Agile Coach at SPP	1998—1999	IT Developer at Ericsson
2011—2012	IT Developer at Contur	1996—1998	IT Developer at Skatteverket
2011	System Reviewer at SJ	1996	System Reviewer at Global One
2011	Agile Coach at Vendemore	1995	IT Developer at Saab
2010—2011	Agile Coach at Net Insight	1993—1994	IT Developer at Ericsson
		1992	IT Developer at Technology Partners

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