

# The Agile Objection Cheat Sheet

## There's no need for change

Objection	Suggested Response
We're already Agile / We don't need Agile	So you are already enjoying all the benefits of fast and regular high-quality releases that delight customers with great staff morale and collaboration?
We've never needed Agile before	There's a time for everything and today's world moves so fast that many people are finding they need to consider every advantage they can.
Are you saying we're failures?	I'm saying we could be much more successful. I'm seeing huge potential with this approach.

## Agile doesn't work

Objection	Suggested Response
Agile is too simplistic	The most powerful approaches are those with simple principles driving flexibility adaptable for the complexities of every situation.
Agile is too complicated	There are lots of tools and techniques that can be used in many configurations but all underpinned by simple and powerful principles that are quick to learn.
Agile is unrealistic	What's unrealistic is expecting to keep working in the same old ways but to get better results. Agile lets us regularly test our assumptions so we can become more and more realistic.
Agile is too controversial or too hard	Anything new and unfamiliar can seem controversial at first, but if we explain it in simple terms and people get to try it then attitudes will change.
Agile is too expensive	When you think of the costs we have in delays, poor quality, missed opportunities... those costs are huge and justify investing in a new approach.
Agile guarantees nothing	It's true that we won't know exactly what we'll build when we start, but we can guarantee rapid results that everyone can see and try and then decide if it is in our best interests to continue.

## Agile is the wrong change

Objection	Suggested Response
Nobody else uses Agile	It's surprising how rapidly it has gone mainstream and how few organisations are not using it. And even if we were the first, someone has to go first, right?
We need X instead of Agile	We need results. I'm confident Agile can deliver them. But either way it won't take long to find out. So why wouldn't we try it first?
It's the wrong time for Agile	There's rarely a perfect time for change. That tells us that the important thing is to get started in a small way, then take manageable steps.
Agile has no rules or controls	It's true that Agile controls look and feel different. But there's nothing stronger than the transparency, scrutiny and peer-pressure that Agile brings.
Agile is too small (or big) a change	As with any change we'll take it in steps. The size of the steps and the speed we go is under our control.

## Agile won't work here

Objection	Suggested Response
Agile just isn't 'us' / We're too special for Agile	What better way to enhance our culture and traditions than adopting modern practices that keep us current and relevant and ensure we're here for a long time?
We tried Agile - didn't work	That was then, this is now. The circumstances are different and given the constraints/approach at the time, it's not surprising it didn't work.
Nobody will back Agile	People won't back something they don't know. So we need to try it first. When results come, people follow.
We're incapable of becoming Agile	We have some great people and I'm confident they'll surprise us when they are given the right opportunity and support. If we signal our support from the top, they'll make the effort to success.