

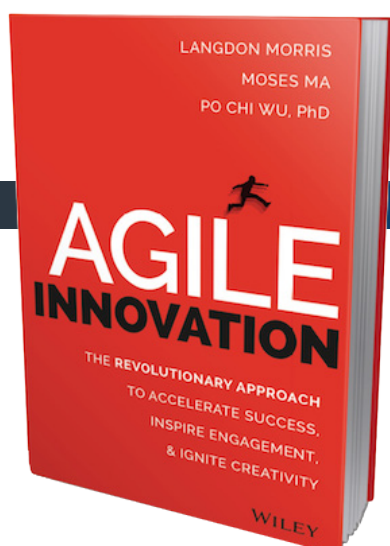
# The 12 Agile Principles

## Adapted for Innovation

- 1 Delight the customer through rapid delivery of a minimal key feature set
- 2 Welcome changing requirements by building in a rapid pivot innovation model
- 3 Deliver value continuously that address progressively deeper tacit customer needs
- 4 Agile Innovation is a team sport, implemented on a daily basis
- 5 Build projects around incented and empowered innovators
- 6 Convey information face-to-face using a co-facilitation process
- 7 Working innovations are the primary measure of progress
- 8 Maintain a consistent cadence of progress by adopting a proven methodology
- 9 Aim to simultaneously master customer insight and technical excellence
- 10 Simplicity is essential
- 11 Unleash your ideation by unlocking your team's core creativity
- 12 Teams should hold innospectives to continuously learn and improve

*These twelve principles were adapted from the core values of the Agile Manifesto, that guide the practice of Agile development. These guiding principles can help teams determine what practices are appropriate, generate new practices when they are necessary, evaluate new practices that arise, and implement practices in an agile manner.*

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