

# Agile Academy for Government

## 2-Day Course for Design and Development

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Embarking upon a digital transformation journey in government can be daunting but our two-day bootcamp led by industry experts will equip your team with fluency in user centered design and agile software development practices -- empowering them as product owners with full command of the skills needed to lead a world-class digital services product team.

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### DAY ONE: User Centered Design (UCD)

The first day will cover the basics of design thinking and user centered design -- to put the user first in all that the team does in order to deliver product that is valuable and useful.

- Intro into Design Thinking and User Centered Design
  - Understanding Users
  - User Research and Empathy Mapping
  - Persona Creation and Journey Mapping
  - Ideation, Synthesis, and User Stories
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### DAY TWO: Product Ownership and Agile

The second day will cover the roles within the product team, focusing on the product owner, suggested agile frameworks for development, ceremonies, and how to manage performance.

- Breaking the Cycle of Waterfall Projects with Agile
- Product Team Composition, Key Roles, and Balance
- Managing the Product Backlog and Roadmapping
- Minimum Viable Product (MVP)
- The Sprint Cycle and Sprint/PI Planning
- Examining Agile Ceremonies and How to Lead Them
- Integrating with DevOps and CI/CD
- Managing Team and Contract Performance



## Agile Academy

*delivered by:*

580 Strategies

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(415) 915-4679  
@580Strategies

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### Cost:

- \$18,000 for 2-day Course
- Class size: 8-20 students
- Travel not included

### Delivery:

- On-site classroom preferred
  - Off-site location available at additional cost
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### WORKING WITH US

Native-owned Small Business  
Clearance Level: Top Secret  
EIN: 82-1348679  
DUNS: 080679759

NAICS: 611430

GSA Order: ADM4800.2H

## Michael McDaniel

was born and raised in Centreville, Mississippi. After beginning his design career in California, he now lives in Austin, Texas where he co-founded Lostin to focus on design & strategy for space. Prior to Lostin, Michael was an Expert Associate Partner with McKinsey & Company. He joined McKinsey after working at the White House for President Obama as part of the U.S. Digital Service. Before heading to Washington, Michael invented a new of shelter and founded Reaction – a startup that revolutionized products around one of humanity's most basic needs: shelter. Michael also invented and created a new transportation system for Austin, Texas, called The Wire. Prior to founding Reaction, Michael worked at frog design as a Principal Designer. There he led diverse teams to solve complex experiential, interaction, transportation, & branding problems across a variety of industries. His broad skill set and thoughtful approach to design has led to very unique solutions for clients including MTV, Comcast, AT&T, American Airlines, Best Buy, HP, Sprint, and Disney.



His work on design teams for M. D. Anderson Cancer Center in Houston, Texas, has been recognized by several professional design organizations, including the Society of Environmental Graphic Designers (SEGD). His redesign of the entire Interstate Highway System won top honors from the Cooper Union back in 2006. Michael's design work has been featured in major design publications such as Fast Company, Print, Critique, Communication Arts, How, and Step Inside Design. His work has been published in several design books including Design Secrets: Layouts by Rodney Moore; Minimum Dwelling by Eduard Broto; and Get Backed by Evan Baehr and Evan Loomis.

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## Rusty D. Pickens

is the Founder of 580 Strategies, former Senior Advisor for Digital Platforms at the U.S. Department of State, and former Acting Director for New Media Technologies at the White House, where he led teams who operated cloud platforms for the Obama Administration to increase public engagement, improve user experience, enhance staff productivity, and heighten security posture. During this time, Rusty created new systems for and built new teams to lead Whitehouse.gov, the White House email outreach services, the Presidential correspondence system, the We The People petitions system, the White House Appointment Center, and the U.S. Embassy contact management systems.



Rusty's two decades of leadership experience aligning organizational vision with technology strategy across top federal agencies and start-up environments included the Federal Salesforce Community of Excellence, the U.S. Small Business Administration, the 2009 Presidential Inaugural Committee, Obama for America 2008, and the Chickasaw Nation of Oklahoma. He currently advises clients on unlocking the potential of cloud computing and agile software delivery to vastly improve their digital presence and citizen experience.