

The key to rewarding results is all in your head.



An agile approach supports more than software development. It's also great for our brains.

Successful adoption of technology investments requires working with our natural capacity to learn. Too much change at once triggers the brain's fight-or-flight response. That's why waiting to launch a "finished" product can overwhelm the people you want to engage.

Position your business and users for the best possible outcomes: introduce updates gradually, lean on early adopters, and take steps now to avoid surprises later.

"I knew the tool we built was intuitive when the manager who just saw it an hour ago in UAT is now training the next person."

– Business Analyst, Manufacturing Company