

When insight, experience, & impact are essential.

IN A RAPIDLY CHANGING WORLD WITH AN EVER-GROWING ARRAY OF CHOICES, FINDING THE PERFECT SPEAKER TO TAKE THE STAGE AND DELIVER A TRULY UNFORGETTABLE EXPERIENCE FOR YOUR AUDIENCE HAS BECOME MORE CHALLENGING THAN EVER.

Inspiring. Entertaining. Humorous. Engaging. Unforgettable. These are just a few of the words often used to describe Alex Sloley. With over two decades of experience captivating audiences across 25 countries, Alex has earned his reputation as a leading speaker. His knack for tailoring each presentation to resonate deeply with every audience ensures his messages are not only heard but remembered — and acted upon.

When you book Alex for your next conference or event, you're investing in an experience that leaves a lasting impact well beyond his time on stage.

Alex's expertise lies in the realm of agile, product, and strategy. He doesn't just talk about it — he lives it, blogs about it, and writes books on the topic. Yet his approach goes far beyond traditional advice. Alex delivers proven, practical strategies for transforming organizations, driving meaningful and measurable results.





What happens on stage is just the beginning of the story.

THERE ARE MANY SPEAKERS WHO CAN DELIVER A POLISHED, WELL-REHEARSED KEYNOTE. BUT ONLY A SELECT FEW CAN FULLY IMMERSE THEMSELVES IN A BRAND AND GENUINELY ADD MEANINGFUL VALUE.

When you book Alex Sloley for your conference, you're signing up for more than just a keynote — you're investing in an exceptional, tailored experience. Alex takes the time to deeply understand your needs and brand, customizing his approach, stories, and messages to align with the specific needs and opportunities of your organization.

He is skilled at weaving in impactful strategies and delivering lessons that resonate across all levels of an organization. Alex can also lead interactive workshops, facilitate team exercises, and host Q&A sessions or panel discussions. For the full Alex Sloley experience, he's an outstanding choice as an MC as well!

Alex's commitment doesn't end when he steps off the stage. He engages with your delegates after his presentation and provides follow-up resources to reinforce key takeaways. The result? A presentation that continues to spark conversations and inspire action for weeks, months, and even years after your event.

Partnering with Alex ensures a transformative experience that goes far beyond his time on stage, delivering a powerful and enduring return on investment.

A wealth of content. A passion for connection.

STRIKING THE PERFECT BALANCE BETWEEN
ENTERTAINMENT, HUMOR, AND MEANINGFUL TAKEAWAYS
IS ALEX'S SIGNATURE STYLE. YOUR AUDIENCE WILL
LAUGH — BUT THEY'LL LEARN EVEN MORE.

Audiences may forget facts and data, but they'll always remember how a speaker made them feel. Alex Sloley has a unique ability to captivate his audience with a seamless blend of solid insights, well-researched data, and practical strategies that can be implemented immediately. In short, he entertains while delivering actionable value.

Recognized as one of the funniest speakers at agile conferences, Alex uses humor to complement — not overshadow — his powerful messages. He excels at bringing complex research, trends, and insights to life through relatable, authentic, and often hilarious personal anecdotes.

Alex draws from a diverse range of experience to ensure his presentations are highly tailored to your organization. Your audience will leave inspired like never before, equipped with new perspectives and a readiness to take action.

With a mix of humor, heartfelt personal stories, and maximum entertainment value, Alex creates lasting impact. He'll shift mindsets, spark change, and ensure your event is remembered long after the applause fades.



"He is charismatic without being attention seeking, dominant without being overbearing, and funny without being a comic."

Cheyne Wagner
Senior Director of Engineering @ NICE





4.7 average speaker rating

Author of book "The Agile Community"

"Alex is an engaging and dynamic coach, bringing people into the conversation and having them participate."

Steve Wilson

Director of Product @ Macquarie Group





10 IS THE MAGIC NUMBER

Why are Agile teams supposed to be small? How big are they supposed to be? Most agilists tend to agree that a team of ten people works well.

But what is it about the number 10 that makes it the "magic" number?

Since the start of human evolution, people have formed groups to be more effective. Whether it was the hunt for a mammoth or going to war, working in teams ensured a greater chance of success.

There have been references from Dunbar's paper to the Scrum Guide to military formations about the ideal number of people in a team.

We'll discuss the historical, scientific and cultural reasons why 10 seems to be the magic number for forming effective teams.

Does the number of team members really matter? Is 10 really the magic number? You will get an answer that will help you to create effective teams with the right amount of people.

Learning Outcomes

Create effective teams with the right amount of people.

AGILE CHEER - BRING IT ON!

"You better bring it!
Oh, it's already been broughten!"

The purpose of cheerleading is to support and encourage their team to achieve peak performance - they give the team the extra oomph to carry them over the goal line! The cheerleaders not only support and celebrate the wins, they also encourage the team when they need to push through their trials and tribulations. Cheerleaders build the hype of the team fans by creating infectious energy - just imagine your stakeholders hyped up because of your awesome team!

In this session we will take lessons from professional cheerleading and apply them in an agile team context.

We will cover the 3 pillars of agile cheerleading – dance, chants, and emotions and explore the fundamentals and benefits of an agile cheer so that you can super-charge your teams.

BE! AGILE! BE! BE AGILE!

Learning Outcomes

Participants will:

- practice bringing it by cheering
- summarize the benefits of cheer for team performance
- reate your own agile cheer that you can share with your team
- reflect on those moments when your team would benefit from an awesome agile cheer
- relebrate your team





ATHENA - AGILE COACHING ETHICS FRAMEWORK

"PRINCIPLES AREN'T PRINCIPLES WHEN YOU PICK AND CHOOSE WHEN YOU'RE GONNA FOLLOW THEM." – CHIDI ANAGONYE, THE GOOD PLACE

Have you ever been in a gnarly situation where you really struggled to make a decision? Should I go left or should I go right? Should I go over or should I go under?? Should I stay or should I go??? How the heck do you navigate these messed up situations?! And at the end of it, how do you know whether what you chose to do was 'right'?

Big dilemmas can get us pretty worked up, and when the emotions roll in, we often let our instincts take over, while our brains forget to think. That's where ethics steps in. Ethics is the difference between what you have a right to do and what the right thing is. Ethics ain't easy, but having a framework to look at complex situations supports us enables us to put the emotions to one side, and consider things more objectively. In this session we will face some big dilemmas, explore the idea of making decisions with 'good' reasons, and discuss how to guide and coach others to develop their ethical reasoning.

Learning Outcomes

Participants will learn how to:

- distinguish between ethics and morals
- understand the principles and value of ethics
- apply ethical reasoning when making difficult coaching decisions
- analyze agile coaching ethical challenges
- anticipate potential consequences of ethical decisions

THE AGILE COMMUNITY

Around the world there is a global network of people who, with little fanfare and deep dedication, incubate ideas that change our world.

They are the 'agilists' — those who adhere to the Agile Manifesto published in 2001. They meet in small and big rooms, around tables and on stages. They help each other to make good ideas great.

If you want to be part of the agile community, this session will open the door to this global movement. With candour and generosity, the speaker invites you to join and shows you how. He reveals why you'll love it. And he illuminates the path he took to becoming a leader in the global agile community.

You can join the agile community, too. If you are willing, you are welcome.

In this session, you'll discover how to:

- benefit from being part of the agile community
- plan and win a speaking gig
- lead an in-house agile community of practice
- be seen as a leader within your corporation and your community

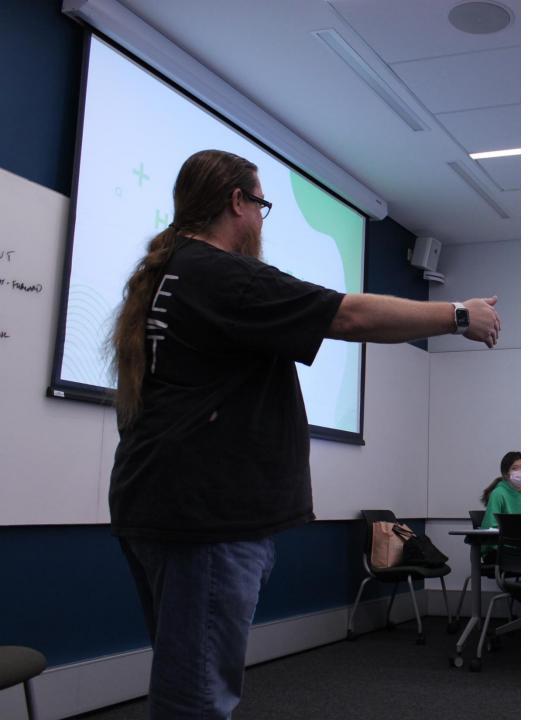
When agilists get together, they change the world. You can be part of that change.

Learning Outcomes

Participants will learn how to:

- representation and effort and still be a great member of the community
- plan a Lean Coffee event
- organize a local a conference or "unconference"
- run "tracks" at national or global conferences
- develop communities across corporations





AGILE DANCE - NOBODY PUTS BABY IN THE CORNER!

Dance is a universal component of all human societies, impacting the arts, culture, language, religion, entertainment, and even mating rituals. Self-care is fast becoming an important topic at Agile conferences, particularly given the COVID years we've all had. The mental wellness of individuals, and people together on teams, plays an important role in enabling high-performing organizations. With the move to virtual teams, having a team 'dance' can bring a sense of 'togetherness' even as we are all physically distant. In this workshop, together we will learn the fundamentals of dance and how to create an engaging team formation activity (for both the physical and virtual world). We will then explore the emerging philosophy of Dance Therapy and how dance can help build and support a culture of self, and team-care.

Learning Outcomes

Participants will learn:

- the fundamentals of dance
- how to create a dance in the virtual world
- the benefits of dance for individual wellbeing and that of highperforming teams

THE BEST AGILE METRICS - EVERYTHING ELSE SUCKS!!!

Look, you need metrics for your agile organization, #amiright? In the immortal words of Peter Drucker,

"If you can't measure it, you can't improve it."

So, you need to measure things, and measure them well. And you need to measure the right things too!

Metrics on employee happiness, theoretical value, and throughput of work are just plain silly. I will reveal the metrics that you need. That mean something. And that get results.

Join us as we discover THE BEST AGILE METRICS!

Learning Outcomes

Participants will learn how to:

identify metrics anti-patterns
summarize discovery of metrics that matter
use "Definition of Value" to enable teams to identify what should be measured
select relevant metrics that map to value in a "Definition of Measurement"
determine what work has value, or not, using the "Suckinator"
design collaborative activities that produce relevant metrics for them





BREAKOUT ROOM COACHING – EASY, FAST, AND EFFECTIVE

Have you ever wondered what you are supposed to do with small teams doing activities in your trainings or workshops? "They look like they're doing okay..." you think to yourself, and "they're fine! I should just leave them alone and wander around." And then you wander around virtual breakout rooms or tables in a large room not really saying much as a coach or trainer. After all, how much can you really coach a table when you only have like 2 minutes available per table during a 10-minute activity?

Yes, you can still coach and teach in those moments where you only have a minute or two! Using a simple process, you can learn 3 easy steps that enable you to coach rapidly across many breakout rooms in just a few minutes. Join us as we explore "Breakout Room Coaching" - the easy, fast, and effective way to coach small groups!

Learning Outcomes

Participants will learn how to:

Recall the 3-step process for rapid coaching in small groups.

Summarize the benefits of breakout room coaching.

Use guideposting to explicitly identify the path of the coaching.

Select an appropriate coaching response to create change.

Reflect on the positive effects of encouraging and affirmative coaching.

Create a rapid teaching or coaching moment in breakout rooms with a tight timebox.



COACHING UP TO THE C-SUITE

According to the 2023 State of Agile Report the #3 cause of agile failure is "Inadequate management support and/or sponsorship" at 38%. To compound the matter, the #1 cause of prevention of further agile adoption is "Leadership not understanding and putting roadblocks up, either knowingly or unknowingly" at 36%.

Clearly the executives and C-suite are a key part of a successful agile transformation. As an agile coach or transformation agent it is imperative that you work with the C-suite so that your org can successfully adopt agile.

Learn about the different types of C-suite executives through the use of personas. We will cover 6 persona types in detail.

Learning Outcomes

The value of Agile Coaching Retreats and how agile coaching teams can solve hard agile problems together. How attendance and participation at conferences can lead to distribution of ideas and information. The concept of coaching at the executive level and how it is different. The 6 common executive persona types and associated information, including:

- Traits
- Tells
- How to relate to them
- Tools, games, and resources that can be applied
- An extensive resource list of tools that can be used

CREATE YOUR OWN BUSINESS AGILITY CANVAS

The Business Model Canvas and the A3 Report are classic examples of using visualization tools to help you/a team/an org analyze and plan. However, you might find that available canvases don't really suit your needs. Would you really use the traditional Business Model Canvas for a legacy product in a large enterprise?

Come learn about classic examples of canvases and what they are trying to achieve. Learn about a simple framework that enables you to build a custom canvas that is suited to your needs. And walk away with a custom canvas, because you are going to build your own canvas in this workshop!

- Overview classic canvases
- Learn what a canvas is trying to achieve
- Discover a custom canvas generation framework





DAMMIT JIM, I'M AN AGILE COACH, NOT A DOCTOR!

Just what exactly does an Agile Coach do? Coaches may vary in their response to this question. I would like to think that most Agile Coaches, with some variation, would be fairly consistent in how we perceive our role. However, some companies or orgs or people probably interpret the role of the Agile Coach in ways that coaches never intended.

Let's explore some of the things that Agile Coaches have been asked to do! Are these antipatterns? Doing what needs to be done? This session will delve into the topic of the role of the Agile Coach and highlight potential challenges and possible solutions.

- Attendees will learn about Agile Coach role antipatterns.
- Attendees will review typical antipatterns and how they can be addressed.

THE END IS NIGH! SIGNS OF TRANSFORMATION APOCALYPSE

How can an Agile Coach figure out when an Agile "Transformation" is going wrong? Are there signs that they might see, heed, and take action upon? Of course, there are!

Hindsight is 20/20, but in the moment, these warning signs can be hard to see. Let's explore some of the more common, and frightening, warning signs that your Agile "Transformation" might be exhibiting. We will discuss transformation provider types, frameworks, keywords, and other anti-patterns that might be signs that THE END IS NIGH.

This session will review common themes and help familiarize you with the warning signs. Armed with this new knowledge, you will be able to plan as appropriate, to help navigate your organization through potential impending doom.

- Attendees will learn that Agile Transformations have some consistent warning sign themes.
- Attendees will learn to identify common warning signs.
- Attendees will learn what happens after warning signs are escalated.



EXTRAORDINARY RETROSPECTIVES

Are your retros boring, non-productive, and a waste of time? Come learn about 2 case studies of extraordinary retrospectives.

Retrospectives are the heart of the feedback loop that exists within an agile framework that fosters self-improvement.

Retrospectives lose value due to 2 reasons - they get boring or they have no value in terms of actionable items.

The first case will describe a team's experience organized at the Australian War Memorial in Canberra, Australia. A custom tour was developed that focused on "mateship".

The second case will describe a team's experience at the National Portrait Gallery in Canberra, Australia. A prototype team training based on Visual Thinking Strategies, VTS, usually reserved for 11-12 year old school children.

I will describe how you can partner with a variety of resources, including government programs, that will enable you to do the same thing.

Learning Outcomes

Learn why retrospectives lose their value. Two case studies will show how out-of-the-ordinary retros can have value. Attendees will walk away with concrete examples of how a transformation agent can integrate with local resources to provide an exceptional retrospective.





THE FINE ART OF ZERO F**** GIVEN

A fundamental and critical skill for any agile coach or leader is the pursuit of the fine art of "Zero F***s Given" ZFG. In contrast to how ZFG is often described on the interwebs, ZFG does not mean "I don't care"! ZFG is a mindset that embraces a myriad of concepts: fear, empathy, objectivity, neutrality, bias, drama, emotional intelligence, and more! Understanding the philosophy of ZFG will empower you to embrace this powerful skill so that you can become a more effective agile coach and leader.

Learning Outcomes

Participants will learn how to:

- respond to power by speaking truth
- recognize when fear may affect their agile leadership
- clarify their biases to other people
- determine if they occupy a role in the drama triangle
- integrate emotional intelligence EQ into their coaching stance
- create a neutral and objective space

HONESTY ODYSSEY – UNCOVER, UNDERSTAND, AND UNLOCK

As an agile leader should you always be transparent all the time? Or are there instances when you might be more cautious with transparency? Join us as we learn how to #uncover, #understand, and #unlock transparency. This interactive workshop invites you to learn the transparency stance and how that is determined by organizational transparencyworthiness. Transparency is contextual, and is a synergy of visibility, trust, secrecy, and safety. What level of transparency does your org have, and how can you unlock the next level?

- **Uncover** the beauty of the **transparency stance** and how it is used.
- **Understand** the level of **transparencyworthiness** in your organization.
- **Unlock** the potential of elevated **transparency** and get to the next level.





INSIGHT COACHING - NONVERBAL COMMUNICATION IN COACHING

The craft of Agile Coaching fundamentally requires deep, insightful, meaningful communication. In everyday execution, this typically involves a coach and the coachees having a conversation, or dialog. However, there are other ways that an Agile Coach and their coachees can connect – nonverbal communication.

Explore the different aspects of nonverbal communication in the domain of the Agile Coach! This workshop overviews nonverbal communication in Agile Coaching and provides a starting point for developing this critical skill.

- Attendees will learn about nonverbal communication.
- Attendees will overview a variety of nonverbal coaching techniques.
- Attendees will practice several practical techniques that can immediately applied in their workplace.



THE KANBAN PRACTICES - ONE RING TO RULE THEM ALL

Join us in *Middle Earth* where wizards and knights battle the forces of evil using the power of the Six Great Rings of the Kanban Practices! Discover the power and the curses of the Great Rings. And then learn about the One Ring, the practice that rules them all, and that every victorious Kanban team must master.

A Ring for the AKCs in their towers of ivory,
A Ring for the AKTs in the halls of hotels,
A Ring for the KMPs working with their teams,
Two Rings for the Service Managers doomed to cry,
One for the Kanban coach under the sky,
In the Land of Evolution where Improvements lie.
One Ring to rule them all, One Ring to find them,
One Ring to bring them all and in the lightness bind them
In the Land of Evolution where Improvements lie.

Learning Outcomes

Participants will learn how to...

Recall the 6 Kanban practices.

Summarize the limits of each practice.

Provide advice on the Kanban practices.

Select the Kanban practices that are most relevant to their team.

Reflect on the value of each practice.

Plan for evolving & improving their team.

LIBERATING STRUCTURES

The communication tools of Liberating Structures will teach you how to facilitate the discussions your org needs. I am going to demonstrate how to use these techniques in the workshop. And all the attendees are going to be fully immersed and ready to wield their new knowledge the very next day at work.

Come learn how to help your team(s), org(s), and company(ies)!!!

Learning Outcomes

Attendees will be introduced to Liberating Structures as a set of protocols for communication and collaboration. The purpose and intent of the protocols will be discussed and described. Attendees will actually participate in a variety of Liberating Structure exercises, enabling the techniques to be applied immediately. To summarize the session a set of online resources will be provided to the attendees so they can research further at their leisure.





THE PRODUCT OWNER AND SCRUM MASTER BRAIN TRANSPLANT!

Imagine you are a Mad Agile Scientist and have a diabolical experiment to conduct - what would happen if you exchanged the brains of a Product Owner and Scrum Master? Mwuhahahaha!!! How would the body of a Product Owner with the brain of a Scrum Master act? And vice versa?

Perhaps the Scrum Master would now treat the team like a backlog? This Scrum Master would be focused on value and maintaining a coaching backlog of team and person improvements. This Scrum Master is refining the team, crafting a group that delivers value.

And perhaps the Product Owner might treat the backlog like a team? Rather than backlog refining, they coach the backlog. They would be focused on nurturing, protecting, and empowering the backlog. The backlog might transform from an irritation into a labor of love.

Although this experiment sounds terrible, this change of perspective might be what you need to reanimate your dead team or backlog.

Join the fun and come learn what horrifying results await!

- Product Owners will learn that they should love their backlogs. This shift in attitude and how they view their work can transform their tedious backlog maintenance into a labor of love. For example, a PO may change the meeting title from "Backlog Refining" to "Backlog Coaching".
- Scrum Masters will learn that it's OK to push the team to grow. This change in perspective will empower the Scrum Master to focus on value and encouraging the best they can get from their team. For example, a Scrum Master may deploy backlogs targeted to improving skills of team members.
- All attendees will be introduced to the concept that traditional role paradigms can be shifted.

AGILE RISK - INNOVATION IN RISK REDUCTION

Risk reduction was one the original intents of teams and organizations adopting Agile ways of working. As Agile has slowly been expanding in our business and personal lives, this intent has slowly been withering away. Risk is not a very sexy topic. Or is it? Let's get back to our risk roots! Come join us as we discover how risk reduction can be awesome again! We will overview 7 practical ways that risk can be reduced, perhaps in new and creative ways. Can risk reduction be creative and innovative? Let's find out together...

Learning Outcomes

Clarify the benefits of *Risk Visualization* of work types, classes of service, and value

Provide guidance on how risk can be managed in a Risk Portfolio

Create a **Risk Canvas** so teams can analyze and mitigate risk





THE VALUE STORY - DO YOUR STORIES HAVE VALUE?

What's in a story? Perhaps more applicable to agilists today, what's in a user story?

Let's get real about user stories and what they are trying to achieve. Perhaps the user story is not the story format we should be using!

Let's examine the user story format that we all know and love today. We will dive a little deeper into how a story and personas can create synergy. We will discuss how a user story can be presented on a ticket and how stories can be supplemented with information like acceptance criteria.

Of course something so widely used will have anti-patterns. Let's look at a few and have a few laughs as well.

Let's go even further and talk about user story alternatives, I will propose two. But wait! Are there even other user story alternatives? I will introduce two more.

Finally, let's sum up the purpose of the user story and conclude with the central idea that's really important - your story can be anything you want it to be!

- Propose 2 alternative user story formats that may be of more value.
- The key takeaway and final message that you can use any format you want.

THE PRODUCT COACHING GROWTH WHEEL

Reflect, Explore, Develop

Are you passionate about *product*? And *coaching*? The *Product Coach* role is gaining steam as a crucial capability that can help organizations figure out how to create valuable *product* for their customers. The **Product Coaching Growth Wheel** is a tool that you can use to:

Reflect on where you are in your **Product Coach** journey.

Explore the product coaching competencies.

Develop a plan for where you want to go next with your product coaching skills.

Come learn about the *product coaching* competency areas and create a map for your future *product coaching* learning and development!

Learning Outcomes

Reflect on your personal *product coaching* skill assessment.

Use the **Product Coaching Growth Wheel** as a development tool for you and your organization.

dentify your personal *product coaching* strengths and weaknesses.



SCRUM & KANBAN - THE ODD COUPLE

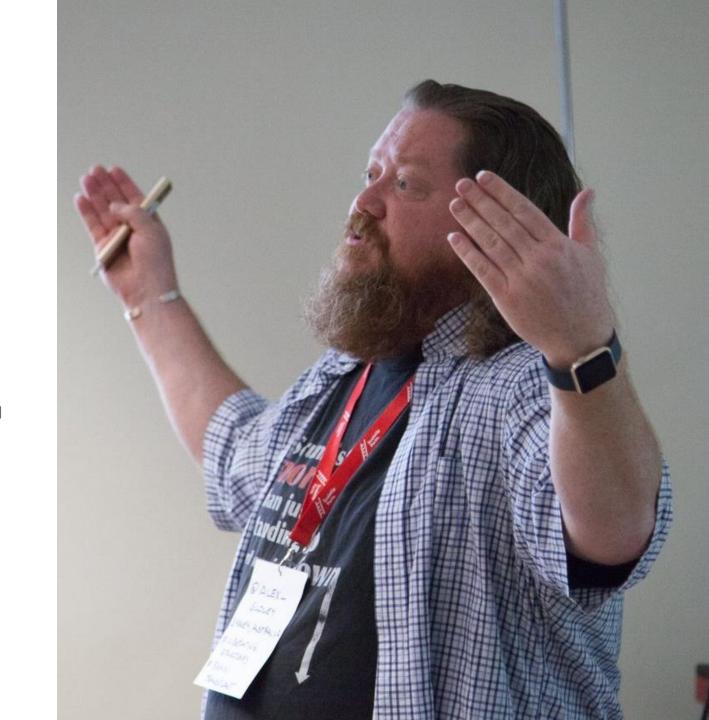
Can Scrum and Kanban coexist in harmony on an agile team? Or are they like oil and water?

Join us as we explore the 6 practices of Kanban and how they can complement any Scrum team.

Learning Outcomes

Participants will learn how to:

- differentiate the visualization of a Scrum board and a Kanban board
- **summarize** multiple ways to limit work in process
- implement flow management on a daily basis
- identify explicit policies for effective dependency management
- **determine** lead time metrics to establish delivery feedback loops
- **create** relevant team action items that enable improvement and evolution





THE COACHING STANCE

Join me as we explore the coaching stance! Our visual journey will overview Teaching, Facilitating, Mentoring, and Coaching – and a bounty of visual tools and canvases that will help you navigate your own journey through "The Coaching Stance"!





ENGAGE ME FOR SPEAKING

Why I Speak

I am serious about the #AgileCommunity, that's why I wrote the book! I truly enjoy blending my personal life and my professional life. Me and my wife Sally travel the world speaking at agile events and mashing that up with global exploration and leisure travel. We will speak at your events, visit the local museums, explore regional history, feast on your delicious foods, and connect with your people and agile community.

What you Get

I won't just speak for an hour and then disappear. I will:

- Sign books, participate in panels, do photoshoots, give interviews, engage in podcasts, publicize and market your conference
- → Be an engaged participant in sessions and workshops of other speakers
- Give emergency sessions if a speaker drops out
- Be a coach in a coaching clinic
- Attend social events
- Connect with your community

This is fun for me, I want to do these things!



What I Ask for

These are my basic needs for speaking at your event:

- A free ticket to your conference. I want to enjoy the sessions, meet people, and just have a good time.
- A hotel room at the conference, or nearby, for the night before, the nights during, and the night after the conference. I don't need a fancy 5-star resort or a suite, but a king-size bed and double-occupancy for my wife would be nice.
- If you have a speaker dinner, please include me and my wife Sally.
- Economy airfare for return flights from Sydney, Australia. I don't expect fancy business class. However, it would be nice if you paid for inflight meals, seat assignment, and luggage allowance. Also, direct flights are preferred, but a stop or 2 is OK.
- If you elect to have Sally Sloley speak also, pretty much the only big difference is you buy airfare for 2 people. But you get 2 speakers!

How to Start

Check out my videos and <u>speaking history</u>, they give a nice overview of my experience and general vibe. Then explore my popular talks and see if anything strikes your fancy. All of those sessions are described with info to help you select a session and to book me for an event. And then <u>contact me</u>, either thru this website or <u>LinkedIn</u>. I look forward to hearing from you!

YOUTUBE CHANNEL

Enjoy a playlist of my publicly available <u>conference</u> <u>presentations!</u> And you can find my <u>sizzle reel</u> there too, for a quick sampling of my presentations.

