

**esther derby**  
associates, inc.

*Esther Derby is one of the rare breed of consultants who blends the technical issues and the managerial issues with the people issues. She is well known for her work in helping teams grow to new levels of productivity.*

*Management coaching, Scrum implementation, retrospectives, and project assessments are four of Esther's key practices that serve as effective tools to start team transformation. Recognized as one of the world's leaders in retrospective facilitation, she often receives requests to work with struggling software teams. Esther also coaches technical people who are making the transition to management and is a Certified ScrumMaster.*

"I started my career as a programmer, and I wrote code for many years. I started leading projects in the 1980s, and incorporated many of the elements we now call "Agile." I became involved in the Agile Community after reading one of the early Scrum books. My last job as an employee was as an internal project management consultant for a Fortune 100 company. Since 1997, I've been offering consulting, coaching and training to a wide range of clients through my company, Esther Derby Associates." says Esther.

## Challenges

As an author of over one hundred articles, the co-author on two books, and a consultant who is constantly on the go, Esther is constantly juggling various priorities. A typical day may include consulting, working with a client to help improve their ability to deliver software, coaching a manager to be more effective, and writing or editing an article.

With a mix of priorities on a daily basis, and a busy travel schedule, the details of running a marketing campaign became a strain. Managing contact lists and the administrative task of registering students took time away from her core competency – transforming teams to maximize their productivity. Esther began to search for an organization that would be able to handle both marketing her courses and managing registration and customer service for these classes.

## Agile University Makes the Process Seamless

The mission of Agile University is to instill Agile principles, share knowledge of Agile practices and advance the adoption of Agile approaches. Agile University offers comprehensive services that enable trainers to focus on what they do best – deliver compelling content that fundamentally changes organizations and individuals.

After hearing about Agile University through colleagues, Esther turned to the largest online source for Agile training for the marketing and registration of one of her public courses, "The Secrets of Agile Teamwork," a course co-taught with Diana Larsen.

"The first course I offered through Agile University sold out very quickly. I think the participants appreciated the online registration capability. And I was able to keep a personal touch by emailing each person who registered," explains Esther.

Esther also notes that Agile University helps her reach new people.



## Challenges

- Manually processing credit card registrations was time consuming and tedious
- Difficult to reach people who didn't already know about the course Esther Derby offered

## Solution

- Agile University offers courses through their website, pro-actively markets courses to potential attendees, and offers one-click registration process.

## Results

- First class sold-out as a result of Agile University marketing efforts and easy registration for attendees.

# A Place to Learn, Certify and Teach

“Agile University has helped me reach people who are interested in the workshops I offer, and reduced the amount of time I had to spend getting the word out.” she says.

Esther has found that the fee charged by Agile University to fully manage marketing and the registration process very reasonable, especially given what other services might charge.

“The biggest benefit of using Agile University is that it has freed me up to focus on other things,” Esther explains.



### Other Benefits of Agile University

Esther sees clear benefits for both her and her students by using Agile University. With one-click online registration, students can easily register for classes at their convenience. Agile University also enables Esther to login at anytime and view a real-time list of class registrants. This allows her to gauge interest in a given topic and monitor the number of registrants.

“All in all, I’m very pleased with Agile University. I love having them handle marketing and class registration for my courses and I really like having easy access to the current registration list. Having Agile University handle these types of details for me has streamlined the entire process and has dramatically simplified the time it takes for me to get ready for these classes. I’ve already recommended Agile University to other trainers and I’ll look to add new courses in the future,” says Esther.

### About Agile University

The mission of Agile University is to instill Agile principles, share knowledge of Agile practices and advance the adoption of Agile approaches. Through this collaborative effort, we manifest the power of people working together to perfect the art of software development. View the Agile University course schedule at [www.agileuniversity.org](http://www.agileuniversity.org) to find the best courses for yourself or your team.

“The first class I offered through Agile University sold out in record time. The biggest benefit of using Agile University is that it has freed me up to focus on other things.”

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Esther Derby Associates