

# Custom Training to Build High-Performing Agile Teams

HELP TEAMS DEVELOP SKILLS TO:  
REDUCE TIME TO VALUE - IMPROVE QUALITY - INCREASE COLLABORATION



# Why the Right Agile Training is Important

Organizations today need to see fast results. It's important to choose training that helps teams improve their agile skills quickly, while implementing long-term change.

At Mountain Goat Software, we know that helping teams succeed isn't about **doing** agile, it's about **being agile**.

That's why we:

- **Design training programs as unique as your organization** - We start with your success in mind, and make sure training is adapted to your needs and relevant to skills employees need day-to-day.
- **Help teams and departments build a common understanding of Scrum or agile** - When teams and stakeholders are consistent in their practices and communication, you ensure everyone is working with and not against each other.

- **Equip employees with the confidence to work differently** - Our trainers and materials help teams develop new approaches to get better results.

With Mountain Goat Software, you'll get engaging training that empowers employees to do their best work.

Continue reading to see how we can help you and your teams succeed with agile.



Mike Cohn, Founder and CEO  
Mountain Goat Software

# Solving Agile Problems



*"Our teams struggle with user stories"*

*Write, split, and deliver user stories—faster*

*"It's a challenge to predict what we can deliver, and when"*

*Create accurate estimates and plan complex projects*

*"Our teams are siloed or working inconsistently"*

*Develop a common agile approach across all teams*

*"We've had training before but aren't seeing results"*

*Help teams build long-term agile habits*

**250%**  
High-performing Scrum teams can increase quality by 250%<sup>3</sup>

When organizations struggle with agile...

**37%**  
suffer delays because of siloed teams<sup>1</sup>

**30%**  
are affected by teams using agile inconsistently<sup>2</sup>

<sup>1</sup> The Impact of Agile Quantified, Broadcom Software, 2022  
<sup>2</sup> The 17th State of Agile Report, 2023  
<sup>3</sup> The 17th State of Agile Report, 2023

# Helping Companies Overcome Common Agile Challenges

## SOFTWARE & CLOUD SOLUTIONS

A global technology leader in software services had a division that had fallen into “Scrum-er-fall”.

### Challenges:

- Struggling to estimate work and deliver consistently
- A strained relationship between product owners and engineering
- Leaders outside the team didn’t understand agile

### Solution: Working on a Scrum Team

This two-day course reinforced what it means to work as an effective Scrum team. It level-set skills, making it easier to improve collaboration and execute faster as a team.

## FINTECH

A fintech firm wanted to level-set the skills of their product and engineering teams, focusing on the roles of Scrum Master and product owner.

### Challenges:

- No unified approach to agile
- Engineering and product teams needed a reliable agile framework to work more efficiently

### Solution: Certified ScrumMaster® and Certified Scrum Product Owner® classes

These two-day certification classes helped Scrum Masters and product owners understand the Scrum framework, and develop role-specific skills to improve productivity and collaboration across their teams.

## CYBERSECURITY

A cybersecurity provider specializing in cloud-delivered endpoint protection needed teams to be confident—and consistent—when writing user stories.

### Challenges:

- Inconsistent approaches when writing user stories
- Remote teams made it challenging to train everyone together

### Solution: Multiple Better User Stories courses delivered live, online

Two trainers ran concurrent courses to remote teams across different time zones. This allowed teams to train together to meet the client’s critical timeline. And by using Mike Cohn’s teaching materials, all participants had a consistent understanding of the best ways to write, split, and work with user stories.

We’ve helped these teams go from good to great:



# Mike Cohn's Agile Training Journey



1992 - Started Mountain Goat Software, providing outsourced development

1994 - Mike runs his first Scrum project. Its success leads to a successful IPO for the company

**MCKESSON**

1999 - VP of Software Development for McKesson, a Fortune 10 healthcare company



2000 - CTO for a genetic analysis company — using Scrum to lead to the company's IPO

2001 - Co-founded the Agile Alliance

2002 - VP of Software Development and CTO for two private companies — successfully introducing Scrum



2003 - Co-founded the Scrum Alliance



2003 - Mike begins full-time coaching, training, and consulting on agile at Mountain Goat Software

2003 - Co-taught the first-ever Certified ScrumMaster course with Ken Schwaber

2005-2009 - Authors 3 books: Agile Estimating and Planning, Succeeding With Agile, and User Stories Applied

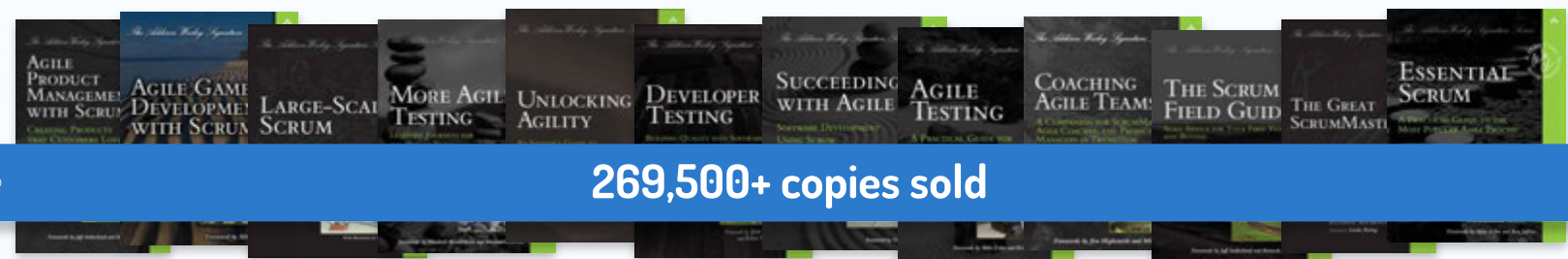
2006 - Developed and taught the first-ever Certified Scrum Product Owner course

2008 - Mike Cohn Signature Series for Addison-Wesley launches, which includes 16 of the most popular books on agile

2017 - Mike develops the best-selling Better User Stories course, with more than 7,000 licenses sold



215,600+ copies sold



269,500+ copies sold

# Helping Companies Transition to Agile

Salesforce.com case study



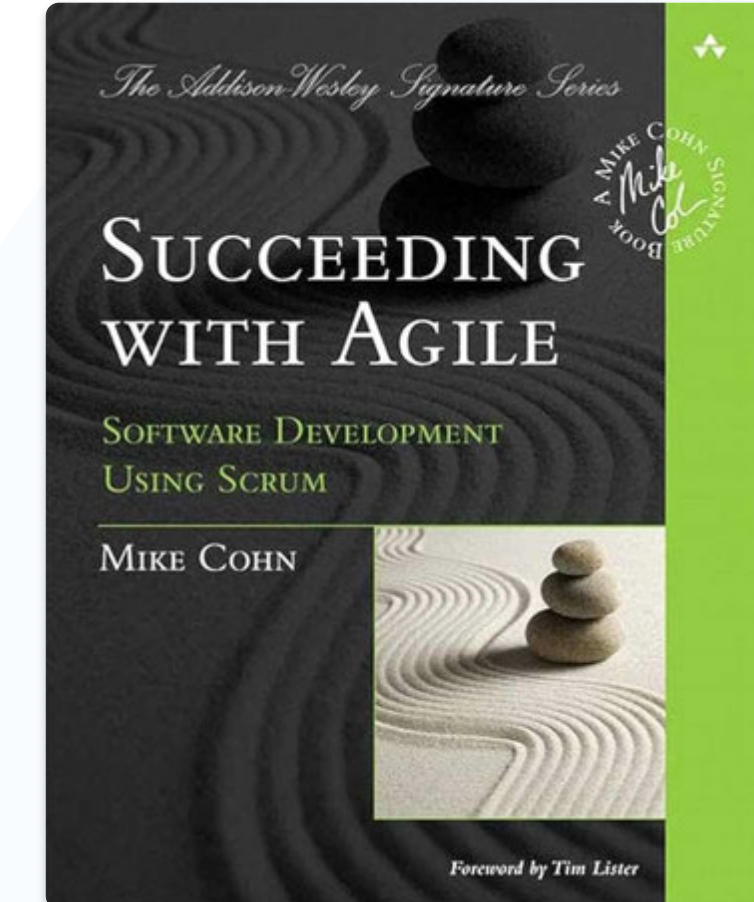
salesforce

From **Succeeding with Agile**, by Mike Cohn

“With revenue of more than \$450 million and 2,000 employees in 2006, Salesforce.com had noticed the frequency of its releases had dwindled from four a year to one a year. The company decided to transition to Scrum. During the first year of making the switch, Salesforce.com released 94% more features, delivered 38% more features per developer, and delivered over 500% more value to its customers compared to the previous year (Greene and Fry 2008). In the ensuing two years, revenue more than doubled to more than \$1 billion.

“Shortly after initiating its Scrum adoption, Salesforce.com had me do an on-site training course for more than 30 Scrum Masters. Two months later it had me do a formal, two-day training session for 35 product owners. Additional on-site coaches were also brought in to work with the teams during this period. In hindsight, even with this early and strong commitment to training and coaching, Chris Fry and Steve Greene wish they had “trained product owners earlier and with more intensity” and that they had gotten “outside coaching earlier.”

They offer the following advice to companies transitioning to Scrum: “Get professional help” (2008).”



# Mike's Training...Multiplied

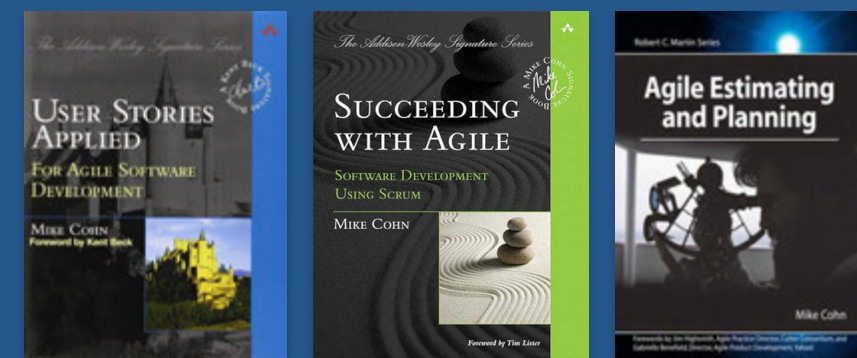
At Mountain Goat Software, Mike has handpicked trainers to deliver our workshops, classes, and coaching. All trainers use Mike Cohn's materials and bring their own flavor of personality and breadth of industry experience. This means you can guarantee a consistent teaching approach and high-quality Mountain Goat Software training experience with any trainer.

## Mountain Goat Training Team



Mike Cohn

### Books on Agile



### Training on MountainGoatSoftware.com

 <b>Agile Assessment</b> Assess the current state of your organization using a proprietary Elements of Agility framework that gives recommendations on the most promising areas for improvement. <a href="#">Learn more</a>	 <b>Story Writing Workshop</b> The best way to improve at writing, splitting, and adding detail to stories is to work on them on your own product backlog. <a href="#">Learn more</a>	 <b>Working on a Scrum Team</b> Our configurable flagship course, designed to introduce and reinforce Scrum practices across all roles on a team. <a href="#">Learn more</a>	 <b>Retrospective Workshop</b> One of our experienced mentors will facilitate a retrospective for one or more teams. We will help teams work through existing issues and be ready to conduct future retrospectives. <a href="#">Learn more</a>	 <b>Effective Product Owner</b> This configurable course helps product owners, product managers, and analysts discover user needs and capture them in a product backlog prioritized to deliver the most value. <a href="#">Learn more</a>	 <b>Better User Stories</b> Learn advanced techniques for working with user, job, and technical stories including writing, splitting, adding appropriate amounts of detail, story mapping, and adding acceptance criteria. <a href="#">Learn more</a>	 <b>Accurate Agile Planning</b> Ensure team members understand story points, how to estimate them, and how to prepare accurate forecasts, feed scope, and feed everything plans. <a href="#">Learn more</a>
 <b>Agile for Leaders</b> Rapidly and respectfully secure executive and other leaders' understanding effective leadership within an agile framework. <a href="#">Learn more</a>	 <b>Introduction to Agile</b> This short course introduces the key concepts, principles, and practices of agile. <a href="#">Learn more</a>	 <b>Estimating Workshop</b> This workshop gives teams the opportunity to practice estimating in story points with an experienced agile mentor who can correct misunderstandings and facilitate more accurate estimates. <a href="#">Learn more</a>	 <b>Certified ScrumMaster®</b> A two-day course designed for current and aspiring Scrum Masters that is also a thorough introduction to Scrum for any Scrum team member. <a href="#">Learn more</a>	 <b>Release Planning Workshop</b> This workshop will help you create a reliable release plan, typically looking 3-6 months into the future. <a href="#">Learn more</a>	 <b>Certified Scrum Product Owner®</b> A two-day course designed for current and aspiring product owners, analysts and others who work to define a product or solution. Scrum Masters benefit from the course because it enables them to better coach their product owners. <a href="#">Learn more</a>	 <b>Backlog Refinement Workshop</b> Having a well-organized product backlog helps smooth the flow of work to an agile team. This reduces communication problems and helps the team more consistently finish what they bring into the sprints. <a href="#">Learn more</a>



Brian Milner



Lance Dacy



Lucy O'Keefe



Cort Sharp

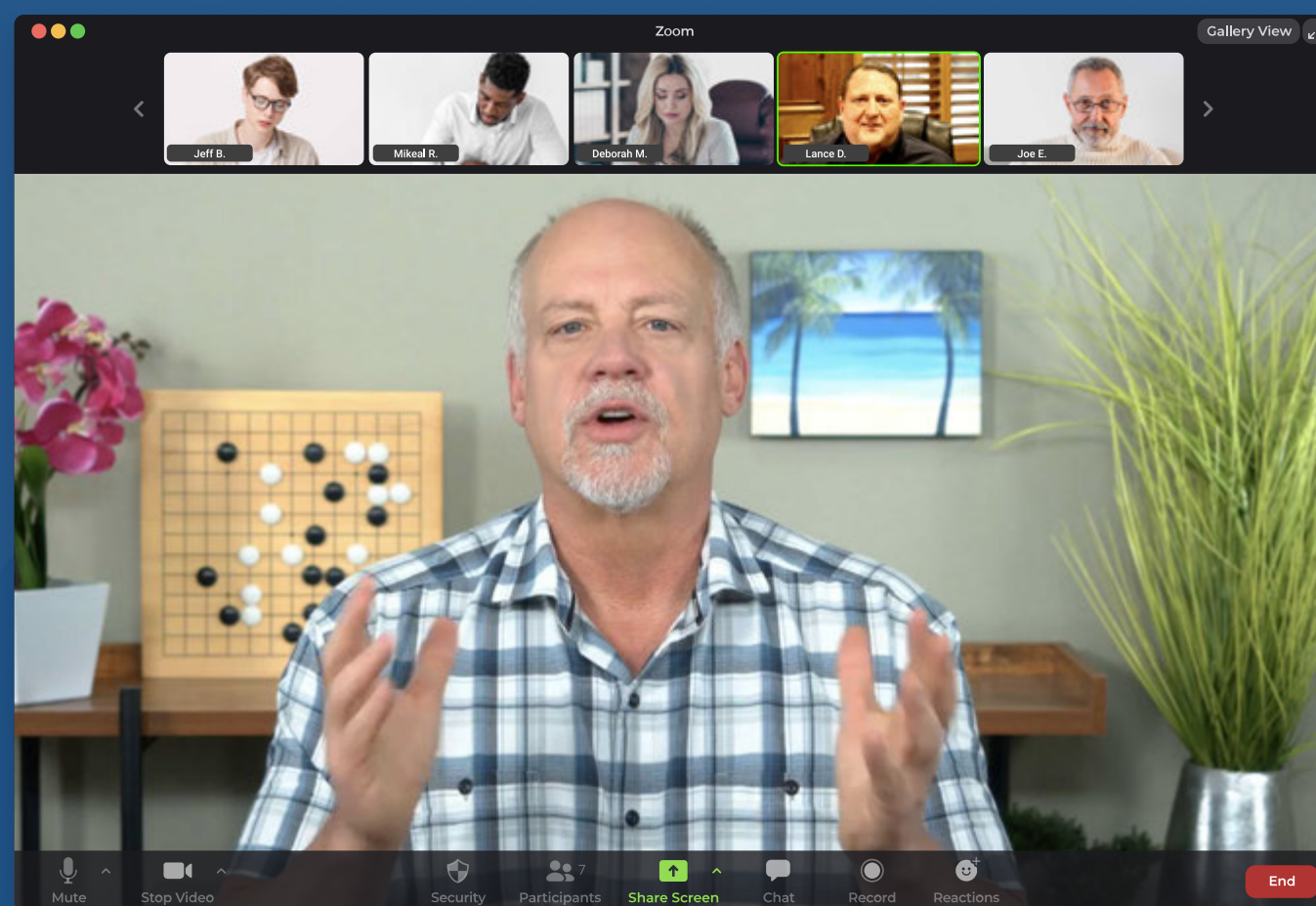


Scott Dunn

# Flexible Delivery Options

## LIVE ONLINE

Train team members remotely with live, online facilitation.



“Exceptional instructor. Best virtual training course I have taken, hands down!” - S. Kelly

“Great interactive class with focus on exercises and discussions rather than just teaching. Highly recommended!” - C. Jørgensen

## IN-PERSON

Our instructors can train on-site at your location, or an external venue.



“Our instructor Brian (Milner) was fantastic and knew the subject matter front to back.” - Brian. R

## ON-DEMAND VIDEO TRAINING

Choose from a number of skill-specific on-demand video courses for self-paced study.\*

- Scrum Repair Guide** (ON-DEMAND VIDEO)  
ScrumMasters and their teams will learn how to address the most common and vexing Scrum challenges through a troubleshooting course.  
[Learn more >](#)
- Estimating With Story Points** (ON-DEMAND VIDEO)  
This course is ideal for anyone who wants to gain a solid understanding and how to use them correctly. It's perfect for introducing story points to a team, (and stakeholders) and fixing teams that have developed bad habits.  
[Learn more >](#)
- Agile Estimating and Planning** (ON-DEMAND VIDEO)  
This agile training shows you how to go about agile planning, and why it's crucial even in a fluid environment.  
[Learn more >](#)
- Better User Stories** (LIVE ONLINE / ON-DEMAND VIDEO)  
Overcome the challenge of writing user stories to join the ranks of high-performing agile teams, deliver the right products to market, and delight your customers.  
[Learn more >](#)

\*Volume discounts available.

“I frequently refer my clients to Mike's Better User Stories course as a cost-effective, high-value way to significantly improve their personnel's user story writing skills.”

- Ken Rubin, Agile trainer, coach, and author of the #1 bestseller: Essential Scrum: A Practical Guide to the Most Popular Agile Process



# Engaging Learning Tools Unique to Mountain Goat Software

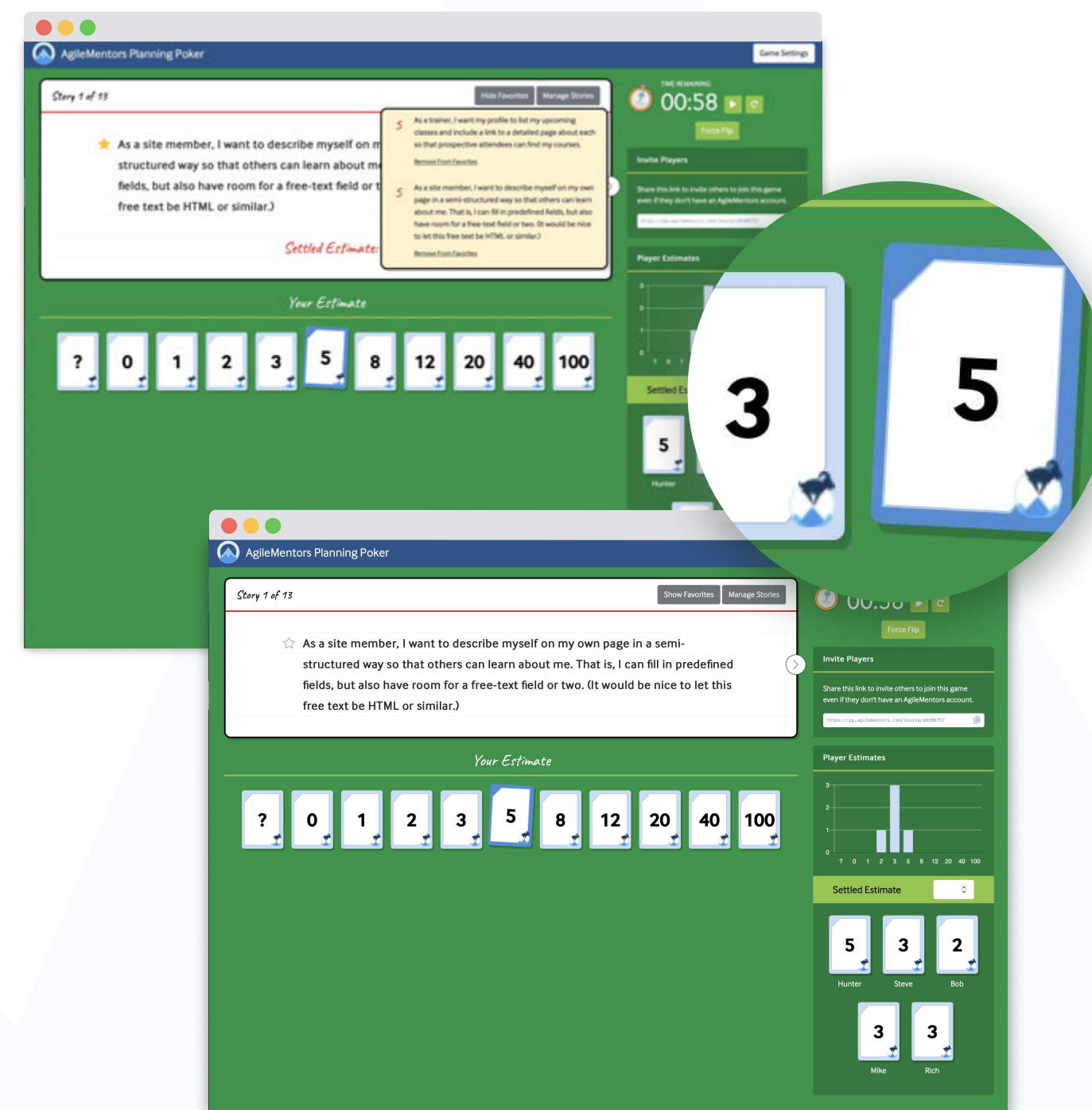
## TEAM HOME

Ask about our custom-built interactive learning platform for all live, online courses.



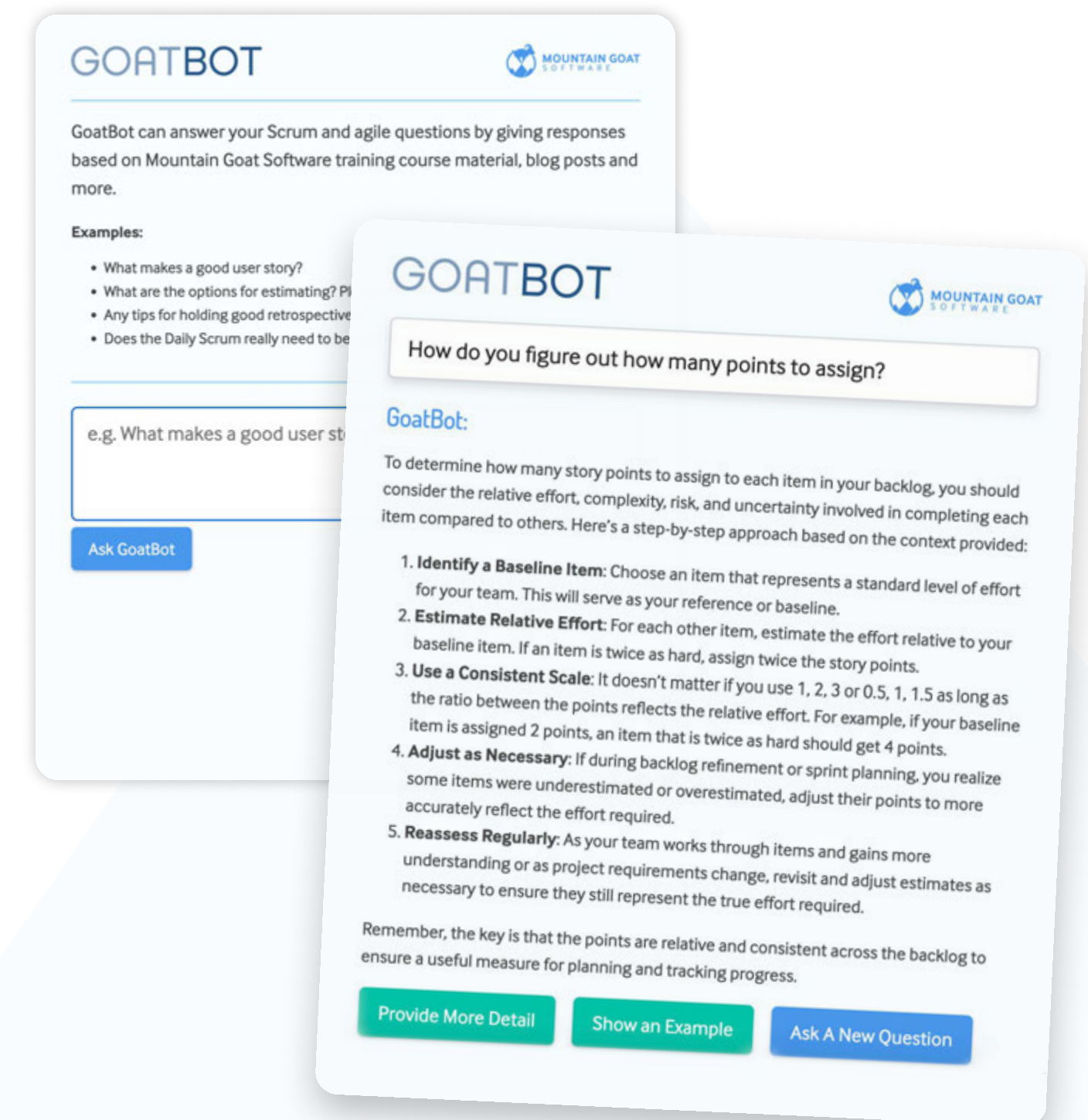
## PLANNING POKER® SOFTWARE (with unlimited players)

Play Planning Poker remotely with unlimited numbers of users.




## GOATBOT - AI ASSISTANT

The only agile AI tool trained on all of Mike Cohn's books, courses, and published articles.



# What Could Your Custom Training Plan Look Like?

We design all training plans based on your unique needs. Some popular training options are listed below:




### Working on a Scrum Team

LIVE ONLINE IN PERSON PRIVATE  
CONFIGURABLE TWO DAYS

Our configurable flagship course, designed to introduce and reinforce Scrum practices across all roles on a team.

[Learn more](#)




### Better User Stories

LIVE ONLINE ON-DEMAND VIDEO ONE DAY

Learn advanced techniques for working with user, job, and technical stories including splitting, adding appropriate amounts of detail, story mapping, and adding acceptance criteria.

[Learn more](#)




### Accurate Agile Planning

LIVE ONLINE IN PERSON PRIVATE ONE DAY

Ensures team members understand story points, how to estimate them, and how to prepare accurate fixed-date, fixed-scope, and fixed-everything plans.

[Learn more](#)




### Effective Product Owner

LIVE ONLINE IN PERSON CONFIGURABLE  
TWO DAYS

This configurable course helps product owners, product managers, and analysts discover user needs and capture them in a product backlog prioritized to deliver the most value.

[Learn more](#)




### Certified ScrumMaster®

CERTIFIED LIVE ONLINE IN PERSON  
TWO DAYS

A two-day course designed for current and aspiring Scrum Masters that is also a thorough introduction to Scrum for any Scrum team member.

[Learn more](#)




### Certified Scrum Product Owner®

CERTIFIED LIVE ONLINE IN PERSON  
TWO DAYS

A two-day course designed for current and aspiring product owners, analysts and others who work to define a product or solution. Scrum Masters benefit from the course because it enables them to better coach their product owners.

[Learn more](#)




### Retrospective Workshop

LIVE ONLINE IN PERSON PRIVATE  
WORKSHOP HALF DAY

One of our experienced mentors will facilitate a retrospective for one or more teams. We will help teams work through existing issues and be ready to conduct future retrospectives.

[Learn more](#)




### Agile Assessment

MENTORING

Assess the current state of your organization using a proprietary Elements of Agile® framework that gives recommendations on the most promising areas for improvement.

[Learn more](#)




### Story Writing Workshop

LIVE ONLINE IN PERSON PRIVATE  
WORKSHOP HALF DAY ONE DAY

The best way to improve at writing, splitting, and adding detail to stories is to work on items on your own product backlog.

[Learn more](#)




### Agile for Leaders

LIVE ONLINE IN PERSON PRIVATE  
CONFIGURABLE 60-90 MINUTES

Rapidly and respectfully ensure executives and other leaders understand effective leadership within an agile framework.

[Learn more](#)




### Introduction to Agile

LIVE ONLINE IN PERSON PRIVATE  
CONFIGURABLE ONE DAY

This short course introduces the key concepts, principles, and practices of agile.

[Learn more](#)




### Estimating Workshop

LIVE ONLINE IN PERSON PRIVATE  
WORKSHOP HALF DAY

This workshop gives teams the opportunity to practice estimating in story points with an experienced agile mentor who can correct misunderstandings and facilitate more accurate estimates.

[Learn more](#)




### Release Planning Workshop

LIVE ONLINE IN PERSON WORKSHOP  
HALF DAY

This workshop will help you create a reliable release plan, typically looking 3-6 months into the future.

[Learn more](#)



### Backlog Refinement Workshop

LIVE ONLINE HALF DAY

Having a well-organized product backlog helps smooth the flow of work to an agile team. This reduces communication problems and helps the team more consistently finish what they bring into the sprints.

[Learn more](#)

# The Team

Your training team is ready to deliver an exceptional experience from start to finish. Our trainers have broad industry experience, training agile teams small and large in many industries including: software, energy, fintech, games, hardware developers, digital agencies, healthcare, and more.



“Your journey to build high-performing agile teams can start today. Send me an email to [hello@mountaingoatsoftware.com](mailto:hello@mountaingoatsoftware.com), or schedule a phone call.

Let us know what success looks like, and we'll design a training program to get you there.”

Laura Cohn  
VP of Sales



Mike Cohn



Brian Milner



Lucy O'Keefe



Mojito



Cort Sharp



Kimberly McCormick



Laura Kendrick



Noelle Dale



Lance Dacy



Ramsey



Scott Dunn

# Next Steps

Ready to build high-performing agile teams in your organization?

