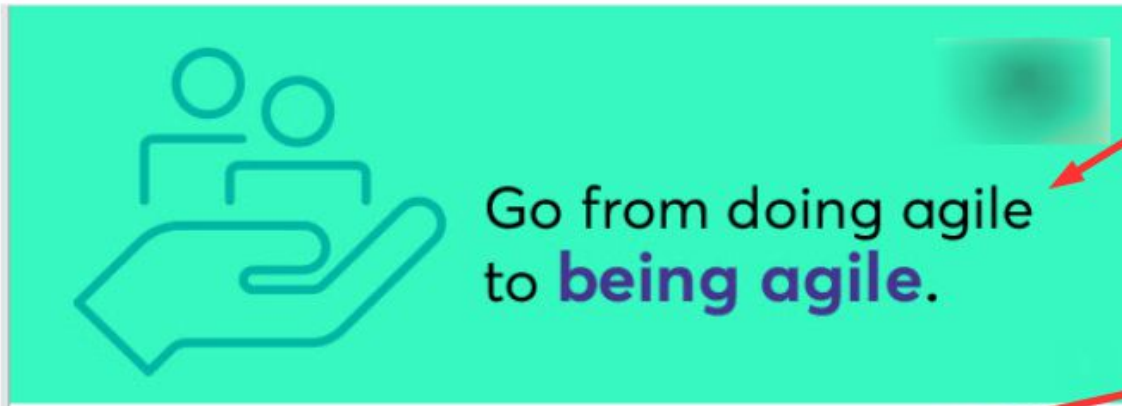


Before



Go from doing agile to **being agile.**

Hello Sir/Madam,

If you want to create a truly agile business, you need to change the way you conceive, prioritize, build and launch new innovations. Without the right buy in, **75% of transformation programs fail** because they don't create the necessary groundswell of support.

Download "How to Create Groundswell for an Agile Transformation" to understand more about how organizational support can make or break your agile transformation.

[DOWNLOAD NOW](#)


Cute but what does it mean?
(I'm forced to THINK)

Tone: Challenging

Boring. Is this how THEY would express what they want? (probably not)

What's the BENEFIT?
("understanding more" may not be dramatic enough... vs. "avoiding common pitfalls")

After

A teal banner with a white line-art icon of two people standing on a hand. To the right of the icon is the text "A simple way to avoid agile failure". A red arrow points from the text to a small, blurred image in the top right corner of the banner.


A simple way to avoid agile failure

Can you afford to fail? **75% of transformation programs do.**

The way you conceive, prioritize and launch new innovations is forced to change when committing to agile. That means gaining buy-in from your entire team.

Here is a step-by-step guide to making sure you avoid disaster. Don't delay. Find out how right now.

[See the steps](#)

A small, square icon with a cross-like symbol inside.

SUGGESTIONS

Clear & compelling

ALT:

Lessons learned from agile failure

The shocking truth about agile

A little known fact that could sabotage your agile project

Why so many agile programs FAIL

Are you forgetting this piece when planning for agile?

Why did this perform better? If the above is not clear enough get in touch:
jeff@communications-edge.com