

Mastering Modern Project Delivery: The Power of AgilePM v3

The pace of modern business requires organisations to be flexible, resilient, and adaptable. In a world defined by Volatility, Uncertainty, Complexity, and Ambiguity (VUCA), achieving project goals demands more than traditional planning. This is where Agile Project Management (AgilePM) version 3 steps forward, cementing its place as the most popular agile project management qualification globally, with over 250,000 certifications by 2025.

AgilePM version 3 refines the approach to agility in a project context. By integrating the comprehensive governance of AgilePM with the lightweight, popular product delivery approach of Scrum, it brings the benefits of agility to a wider range of projects.

The Core Blended Approach

AgilePM v3 integrates Project Management and Product Development into a single Process Model, helping to shape and guide a project's lifecycle in a flexible and adaptable way.

- **AgilePM** handles the full lifecycle and project governance (Initiation to Closure).
- **Scrum** is the team-focused delivery framework that drives incremental delivery in short, fixed periods called Sprints.



Together, AgilePM and Scrum provide structure for initiation, governance, stakeholder and user engagement, and value delivery.

Managing the Variables

A key point of AgilePM is how it handles the fundamental constraints of any project: Time, Cost, Quality, and Features.

In AgilePM, the approach is clear: time, cost, and quality are fixed, while the scope of features remains variable. This flexibility is critical for managing the inevitable VUCA inherent in modern delivery environments.

- **Quality is Never Compromised:** AgilePM upholds the principle to "Never Compromise Quality". Quality is protected by encouraging design simplicity,

defining clear Acceptance Criteria, and establishing a Definition of Done (DoD) for every Product Increment.

- **Contingency in Scope:** Contingency is managed primarily by adjusting the scope of features. This is achieved using **MoSCoW Prioritization** (Must Have, Should Have, Could Have, Won't Have This Time) to ensure focus on the most critical work that delivers value within a fixed timebox.

The Philosophy, Principles, and People

The entire framework rests on the AgilePM philosophy that "best value emerges when projects are aligned to clear goals, deliver frequently and involve the collaboration of motivated and empowered people". This philosophy is supported by **eight Principles**.

Underpinning successful delivery is a strong focus on **Individuals and Interactions**.

- **Agile Leadership:** AgilePM highlights **Nine Principles of Agile Leadership**. Leaders must take full responsibility for the project, actively participating in its success and making that dedication visible to the team ("Actions speak louder than words"). Leaders devolve appropriate power and authority, allowing competent teams to self-manage within clear boundaries.
- **Collaboration and Communication:** Collaboration (people working together to reach the same goal) is a necessity for complex problems. Poor communication is cited as the biggest single cause of project failure. AgilePM encourages techniques like Modelling and Facilitated Workshops to enhance communication, reduce ambiguity, and promote a shared understanding. Using simple, shared language and a glossary of terms is recommended to improve communication effectiveness.

Start Your AgilePM Journey

AgilePM is a registered trademark of the Agile Business Consortium Limited. APMG International is the certification partner, ensuring professionals develop competence and gain recognition.

The **Foundation qualification** serves as a measure of sufficient knowledge and understanding of the AgilePM v3 guide to participate in an AgilePM project as a team member or stakeholder. It is also the prerequisite for the Practitioner qualification.

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