

AGILE MANAGEMENT: MASTERING CHANGE IN TODAY'S DYNAMIC ENVIRONMENT

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ABSTRACT

Agile management is essential in the fast-paced business world of today because it fosters adaptability, teamwork, and continuous improvement, allowing teams to respond swiftly to shifting demands. This strategy lowers risks, improves communication, and increases responsiveness, which results in higher-quality products and happier customers. This paper serves as a comprehensive survey of Agile management practices and their profound relevance in today's ever-changing business landscape. The study found that Agile Principles; (1) Customer-Centricity, (2) Iterative and Incremental Development, (3) Cross-Functional Teams, and (4) Continuous Improvement. Benefits of Agile Management; (1) Increased Flexibility, (2) Improved Collaboration, (3) Enhanced Product Quality, and (4) Greater Transparency. Implementing Agile Management; (1) Training and Education, (2) Pilot Projects, and (3) Continuous Learning. Challenges and Considerations; (1) Resistance to Change, (2) Cultural Barriers, and (3) Continuous Commitment. In conclusion, in the fast-paced business world of today, agile management is essential for encouraging adaptability, teamwork, and ongoing development. According to a study, applying Agile principles effectively necessitates overcoming cultural barriers, ensuring ongoing commitment, and overcoming resistance to change. However, the benefits of Agile principles include increased flexibility, improved collaboration, enhanced product quality, and greater transparency.

Keywords: Agile Management, Navigating; Modern Workplace

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