



The following side by side comparison of Manifestos helps to clearly see some of the main differences emerging between the [Agile Dev 2001 version and the Agile Marketing 2012 and 2021 version](#).

Note: Agile Marketing Manifesto is being modified by the Sprint Two Leadership Team and hundreds of comments and results gathered during a [Survey announced May 28th 2021](#). We will provide an Update when the new Document is Published at [AgileMarketingManifesto.org](http://AgileMarketingManifesto.org)

## Agile and Agile Marketing Values Comparison

### 4 Agile Values

Agile offers four simple, yet highly effective, values to contribute to a high-value product or service in web development and marketing. In order to accomplish this, the methodology emphasizes these values:

- Individuals and Interactions
- Working Products
- Customer Collaboration
- Responding to Change

### 5 Agile Marketing Values

Agile Marketing has developed its own manifesto with 5 Values:

- Focus on Customer Value and Outcomes
- Deliver Value early and often
- Learn through Experiments and Data
- Cross-functional Collaboration
- Responding to change

<b>Agile Values</b>	<b>Agile Marketing Values</b>
<a href="http://AgileManifesto.org">AgileManifesto.org</a>	<a href="http://AgileMarketingManifesto.org">AgileMarketingManifesto.org</a>
<p>Manifesto for Agile Software Development</p> <p>We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:</p>	<p>Manifesto for Agile Marketing</p> <p>To keep up with the speed and complexity of marketing today, we are adopting new ways of working:</p>
1. Individuals and interactions over processes and tools	1. Focusing on customer value and business outcomes over activity and outputs
2. Working software over comprehensive documentation	2. Delivering value early and often over waiting for perfection
3. Customer collaboration over contract negotiation	3. Learning through experiments and data over opinions and conventions
4. Responding to change over following a plan	4. Cross-functional collaboration over silos and hierarchies
	5. Responding to change over following a static plan

## 4 Agile Values and 7 Agile Marketing Values after September 2021 Agile and Agile Marketing Principles Comparison

### 12 principles of Agile

Whether in web development or marketing, the 12 Agile principles provide great guidance to create a high-value product or service for a company. Here are the 12 principles based on agile development as well as the 10 agile marketing principles:

**To keep up with the speed and complexity of marketing today, we are adopting a different mindset and new ways of working. The principles elaborate on the Values**

<b>Agile Principles</b>	<b>Agile Marketing Principles</b>
AgileManifesto.org	AgileMarketingManifesto.org
1. Customer satisfaction by early and continuous delivery of valuable software.	1. Great marketing requires close alignment, transparency, and quality interactions with internal and external customers
2. Welcome changing requirements, even in late development.	2. Seek out different and diverse points of view
3. Deliver working software frequently (weeks rather than months)	3. Embrace and respond to change to enhance customer value
4. Close, daily cooperation between business people and developers	4. Plan only to a level sufficient to ensure effective prioritization and execution

<b>Agile Principles</b>	<b>Agile Marketing Principles</b>
5. Projects are built around motivated individuals, who should be trusted	5. Take chances, and learn from your failures
6. Face-to-face conversation is the best form of communication (co-location)	6. Organize in small, cross-functional teams where possible
7. Working software is the primary measure of progress	7. Build marketing programs around motivated individuals and trust them to get the job done
8. Sustainable development, able to maintain a constant pace	8. Long-term marketing success benefits from operating at a sustainable pace
9. Continuous attention to technical excellence and good design	9. Agile marketing isn't enough. Excellence in marketing requires continuous attention to marketing fundamentals as well
10. Simplicity—the art of maximizing the amount of work not done—is essential	10. Strive for simplicity
11. Best architectures, requirements, and designs emerge from self-organizing teams	
12. Regularly, the team reflects on how to become more effective, and adjusts accordingly	