

SOME ASPECTS OF IMPROVING BUSINESS COMMUNICATIONS BASED ON AGILE APPROACHES

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Abstract. *The article examines the issue of the use of communications in the IT sphere and outside it. A comparative analysis of traditional and Agile approaches was carried out, significant differences between them from the point of view of communications were noted. The advantages and opportunities that various software applications and services for organizing work provide to Agile teams are emphasized. Real examples of the use of Agile in business outside the IT sphere, as well as the difficulties that may arise in this case, are considered.*

Key words: *Agile Manifesto, business communications, Agile, Waterfall, Scrum, online communications, cross-functional teams, IT industry, Jira Software, business.*

A comparative analysis of traditional and Agile approaches was carried out, significant differences between them from the point of view of communications were noted. It is shown that the very principles of Agile not only directly, but also indirectly emphasize communication interactions.

Emphasis is placed on the opportunities that an agile approach to software development provides to developers, as well as the benefits of collaborative teams using this approach. It is noted that, although all the principles of the Agile Manifesto are still in demand, the implementation of the principle of direct communication and transfer of information “face to face” has undergone changes. It is shown, that Agile means a new organizational philosophy – a shift to

constant user feedback and rapid change. Attention is drawn to the fact that strong communication within an Agile team is an important element of effective collaboration and joint project development, and that Agile frameworks are team-oriented. It is noted, that the joint work of self-organized teams unites the team on the implementation of the IT project, since the teams themselves choose the ways of organizing their work, and not by instructions from above, due to which the importance of communications within such teams acquires special importance. This produces optimal results with less hierarchy and bureaucracy than in the case of traditional approaches. Visualization tools, such as the Scrum-board, are used to monitor the progress of the project development process and team work. The advantages and opportunities that various software applications and services for

organizing work provide to Agile teams are considered.

It is shown that the competent implementation of Agile in the work of

organizations not related to IT can bring them out of a crisis state and contribute to further development.

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