

BEING AGILE IN BUSINESS – DISCOVER FASTER, SMARTER, LEANER WAYS TO WORK

BELINDA WALDOCK | PEARSON

CASE STUDY

'Great, practical and comprehensive. Learn how to apply the agile mindset directly to your business and see it flourish.'
MARCIN FLORYAN, TECH LEAD, COMPARETHEMARKET.COM

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ABOUT THE BOOK & AUTHOR

Agile is a way of working that has transformed the software development industry. This book, published by Pearson, explains how the principles and mindsets of **Agile** can in fact enable businesses in all sectors to work smarter and leaner to achieve their goals faster.

The author, Belinda Waldoock, is a leading business coach

who has worked to help hundreds of small to medium sized businesses to overcome the challenges of fast growth by adopting agile practices. Her innovative approach involves taking complex situations and turning them into a simple series of options or solutions, and this method of breaking down tasks into bite-sized chunks has helped directors, managers and entrepreneurs to use their time more effectively in a fresh and fun way.

OUR CAMPAIGN

The agile methodology is already well known in tech industry and press, but introducing the ideas to a more mainstream audience was an interesting challenge. The key themes of the book are all about working in a smarter more efficient way, so we were able to use this angle to secure reviews and features not only in business media but also mainstream lifestyle press.

We were also able to work with Belinda to secure some opportunities for her to write full-page advice pieces, to share the ideas from her book in an accessible way, with the opportunity for interested readers to find out more from the book.

HIGHLIGHTS

More than 20 pieces of coverage were secured. These included reviews in the *Irish Times*, *Start Your Business Magazine* and *FlyBe* in-flight magazine, features on *MSN*, *Training Zone* and *Western Morning News* and a drive-time interview on *BBC Radio Cornwall*. We were also able to use the tips from the book to secure a feature in *Shortlist*, both in print and online, introducing the book and ideas to a non-business audience.



“**WHAT THE AUTHOR SAID**
The team not only secured high profile national press exposure for my book, but also many fantastic opportunities to share my ideas and my work with a wider audience through radio interviews and magazine guest articles.

The quality of support from the The Book Publicist team was excellent, making the whole experience enjoyable and very agile!