

The mean mean agile Enterprise

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Agenda

- **Introduction** (5 min)
- **The ideal agile utopia of enterprises** (20 min)
- **Identifying key differentiators** (20 min)
- **Challenge the profiles** (20 min)
- **Create presentations and exchange insights** (20 min)
- **Closing** (5 min)

Who's that guy?

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The Ideal Agile Utopia of Enterprises

- **Today companies need to go agile, otherwise agile start-ups disrupt the market and take over**
- **Imagine a world where all market players are perfectly agile. They know what the users need and are able to quickly ship high-quality solutions with perfect usability. They do great Scrum and have transformed into agile learning organizations.**
- **We might say: Yeah! We finally made it!**

The Ideal Agile Utopia of Enterprises

- **Then suddenly becoming agile is no longer a key success factor.**
Recruiting new staff gets harder again, customer satisfaction remains on a mediocre level, your time to market is not the shortest any more, and your product's quality is not better than anyone else's. All because you simply behave like everyone else does.
- **You have successfully transformed into a**
mean mean agile enterprise!

**What are the really
important differentiators
of agile organizations?**

**Which aspects are
important and need to be
balanced?**

Aspects of an Agile Enterprise

Product Development	vs.	Service Delivery
Mass Market	vs.	Individual Market
Vision	vs.	Technical Excellence
Quality	vs.	User Experience
Me-too Follower	vs.	Innovation Leader

(own aspects ...)

**Which aspects are important for your company?
Think and take notes!**

Business Goal of an Agile Enterprise

Time to market	User satisfaction	Utilization
Revenue / Business value	Employee satisfaction	Shareholder satisfaction
Cycle time	Cost reduction	Customer satisfaction
Secrecy	Market share	Busyness
(own goals ...)

What is the primary business goal of your company?

Think and take notes!

Agile Enterprise Profile

Aspect	not important	important	USP	Differentiator
Product Development		X		-
Service Delivery	X			-
Mass Market	X			-
Individual Market			X	Personal customer contact with deep understanding and highly customized product delivery
Vision	X			
Technical Excellence		X		
Quality	X			
User Experience			X	blah ...
Me-too Follower	X			
Innovation Leader		X		
(own aspects ...)				

Agile Enterprise Profile

20 minutes group work:

- 1. Identify your primary business goal(s)**
- 2. Add your own aspects to the Agile Enterprise Profile**
- 3. Decide for each aspects if it is important or even an USP (unique selling proposition)**
- 4. Discuss and find possible differentiators for your USP aspects**

Challenge the Profiles

20 minutes group work:

Challenge the profiles in your group by asking questions like

- **When is Product Ownership the most important aspect?**
- **Is it always necessary to have genius developers?**
- **Under which circumstances is it our customer service to be perfected rather than our product?**
- **What has to change if a competitor starts doing exactly the same?**
- **How can your aspects be implemented?**
- **(own challenging questions...)**

Prepare Presentations

10 minutes group work:

- 1. Quickly identify the key insights and results in your group**
- 2. Reflect and identify how this Agile Company Profile exercise worked and if it is helpful for companies**
- 3. Sketch, draw, write a short presentation on a single flip chart paper**
- 4. Identify a group member who will present your results in 60 seconds**

10 minutes
short presentations
of all groups

Thanks for your time!

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