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The Case for Agility



What do these companies have in common?



NOKIA



COMPAQ



MOTOROLA

What about these?



What is different about these?



What is Organizational Agility?

Organizational Agility - The distinct qualities that allow organizations to **respond rapidly to changes** in the **internal and external environment** without losing momentum or vision.



Five Dimensions of Organizational Agility



- **LEADERSHIP**
Adaptive leadership capability at all levels of the organization
- **TECHNOLOGY**
Harness the latest in modern technology to build awareness, innovate, build efficiencies, and delight customers
- **PROCESS**
Lightweight, agile business processes that stimulate innovation while still maintaining momentum with the existing business demands
- **CULTURE**
A flat structure, self-organization, a fail-safe environment where continuous learning and improvement is common place.
- **INNOVATION**
Experimentation and risk taking to uncover new products and channels that were not accessible, or conceived before.

Legacy Mindset ----> Agile Mindset

See Future Clearly

Schedule Driven

Up-Front Planning

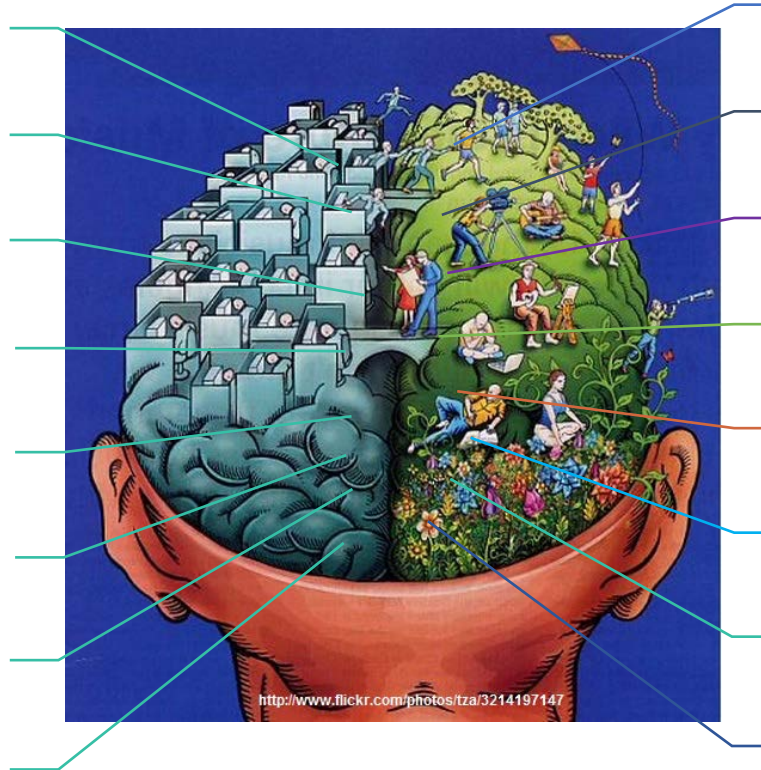
Need Certainty

Centralize Decisions

Averse to risks

Individual Performance

Avoid Change



Future is Unknown

Value Driven

Just-in-time Planning

Comfort with Uncertainty

Decentralized Decisions

Embrace Calculated Risks

Team Performance

Resilient to Change

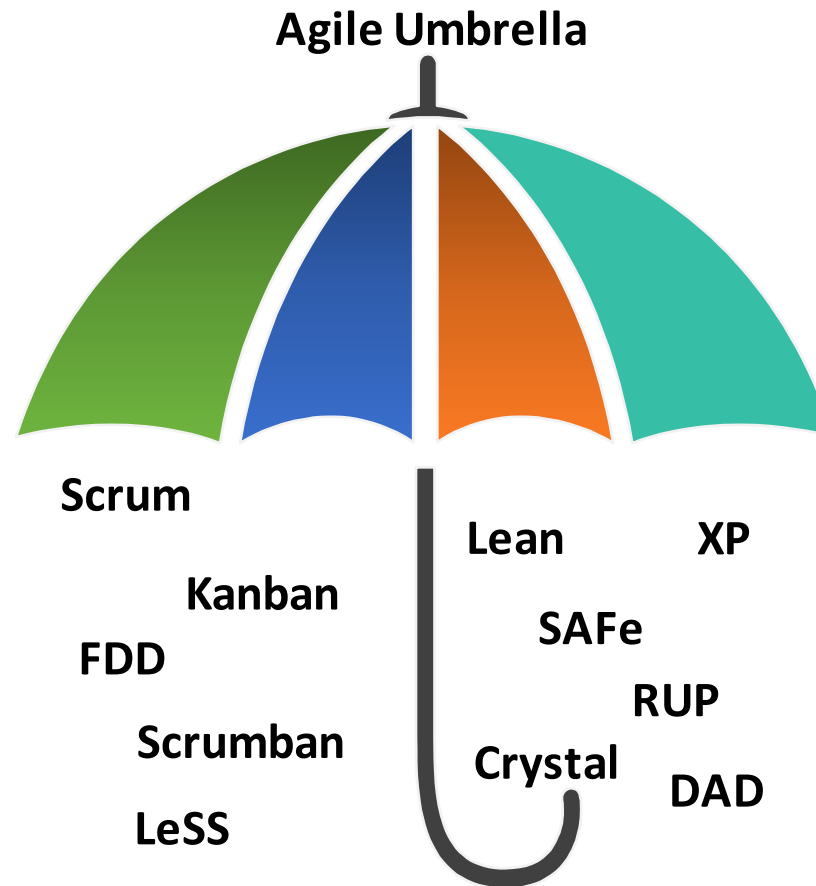


Agile Project Management

Agile Project Management is an
iterative and incremental approach to
delivering something of value;
that enhances our ability to respond to and
create change



Agile Methodologies and Frameworks



The Agile Manifesto

We are uncovering better ways of developing software by doing and helping others do it.

We have come to value:

INDIVIDUALS AND INTERACTIONS

over Processes and Tools

WORKING SOFTWARE

over Comprehensive Documentation

CUSTOMER COLLABORATION

over contract negotiation

RESPONDING TO CHANGE

over Following a Plan

*That is, while there is value in the items on the bottom,
we value the items on the top more.*

<http://www.agilemanifesto.org>

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Where should we spend more of our energy?

OUTPUTS

OUTCOMES



EFFICIENCY

EFFECTIVENESS

PROCESSES AND TOOLS

INDIVIDUALS AND INTERACTIONS

COMPREHENSIVE DOCUMENTATION

FREQUENT VALUE DELIVERY

CONTACT NEGOTIATION

CUSTOMER COLLABORATION

FOLLOWING A PLAN

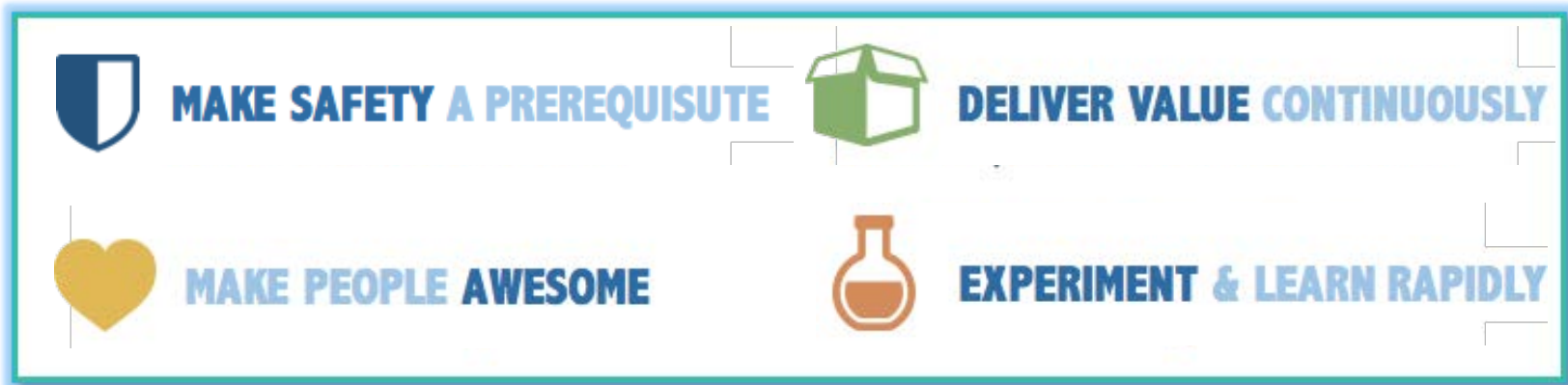
RESPONDING TO MEANINGFUL CHANGE



Principles of Modern Agile

We are uncovering better ways of developing software by doing and helping others do it.

We have come to value:



*That is, while there is value in the items on the bottom,
we value the items on the top more.*

<http://www.agilemanifesto.org>

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What is Agile?

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the **AGILE**
MANIFESTO

• **CUSTOMER**
COLLABORATION
over contract negotiation

• **INDIVIDUALS**
AND
INTERACTIONS
over processes and tools

• **RESPONDING to**
CHANGE
over following a plan

• **WORKING**
SOFTWARE
over full documentation

4 VALUES

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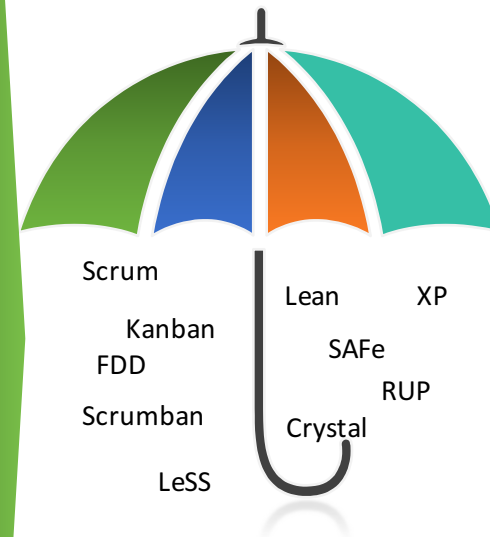
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1. **SATISFIED** CUSTOMERS
2. **WELCOME CHANGE**
3. **FREQUENT** DELIVERY
4. **CLOSE COOPERATION**
5. **MOTIVATED** INDIVIDUALS
6. **EFFECTIVE COMMUNICATION**
7. **WORKING** SOFTWARE
8. **SELF ORGANIZING TEAMS**
9. **TECHNICAL EXCELLENCE**
10. **SUSTAINABLE** PACE
11. **SIMPLICITY**
12. **CONTINUOUS IMPROVEMENT**

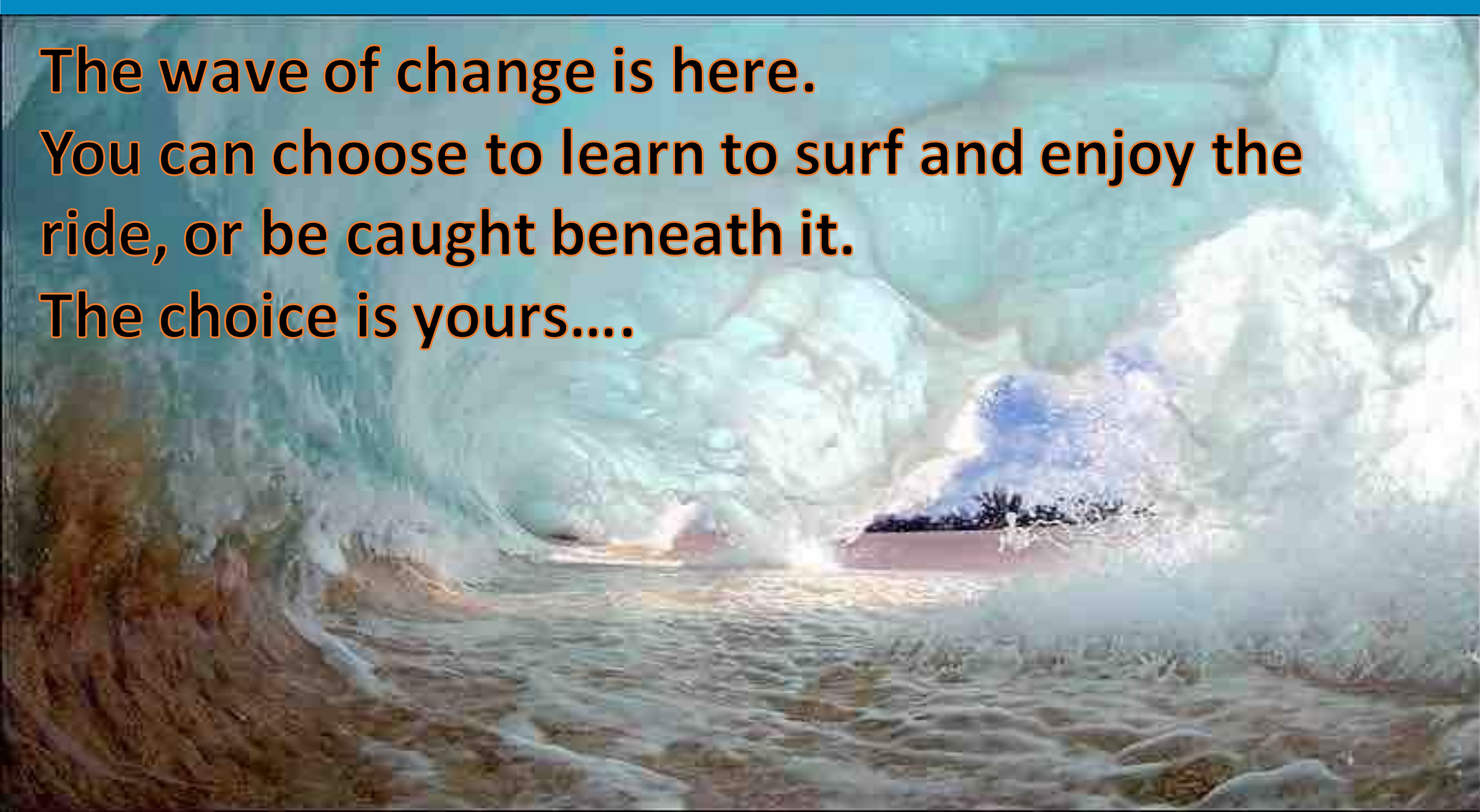
12 PRINCIPLES

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Agile Umbrella



The wave of change is here.
You can choose to learn to surf and enjoy the
ride, or be caught beneath it.
The choice is yours....



The Pragmatic Leader's Bookshelf





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