AGILE

Telenors resa mot agilt arbetssätt

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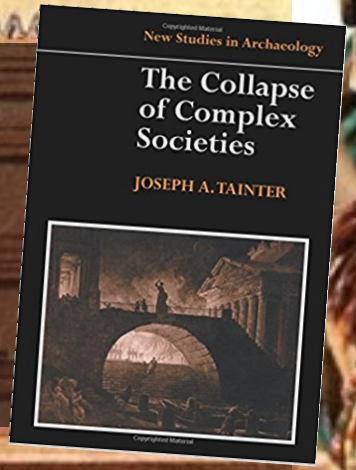
telenor

The Collapse of Complex Societies



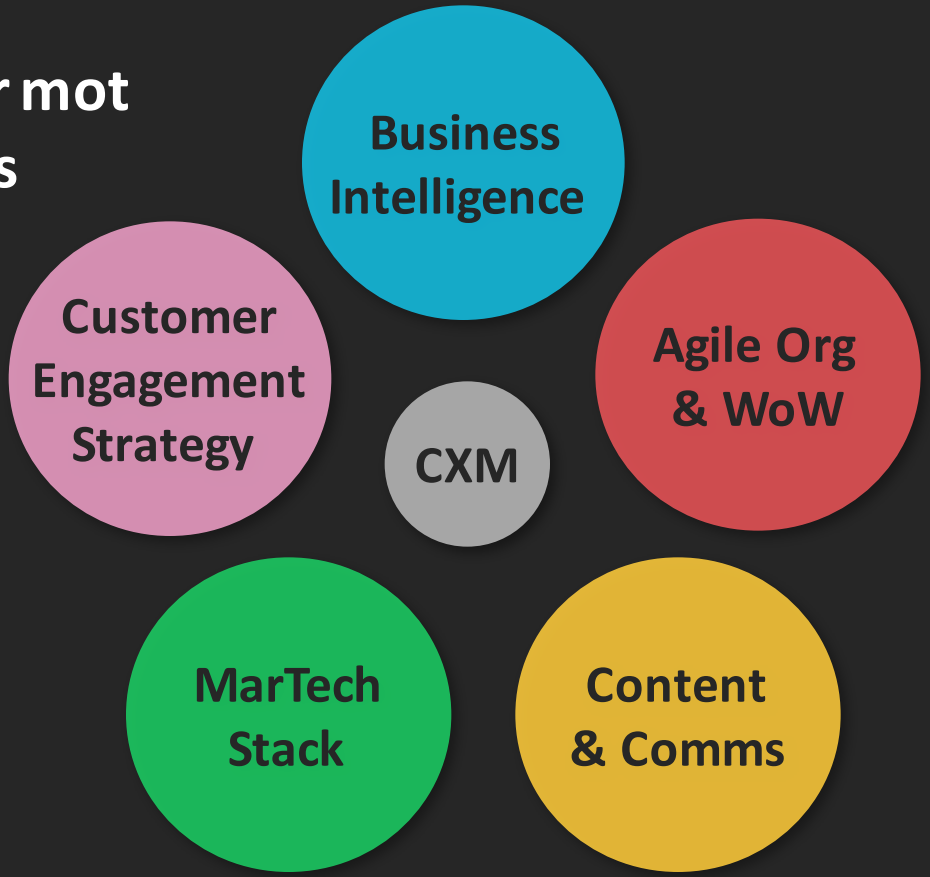
Roman

Chaco

Maya

MARKNADSFÖRING 2018

Recoordinates 5 förändringslinser mot CXM i världsklass



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JOHAN SVENSSON

- AGILE CONSULTANT -

SPEED

“We aim to make mistakes faster than anyone else”

Daniel Ek, CEO & Founder of Spotify

“If you're not embarrassed when you launch, you launched too late”

Reid Hoffman, Founder of LinkedIn

CREATIVITY

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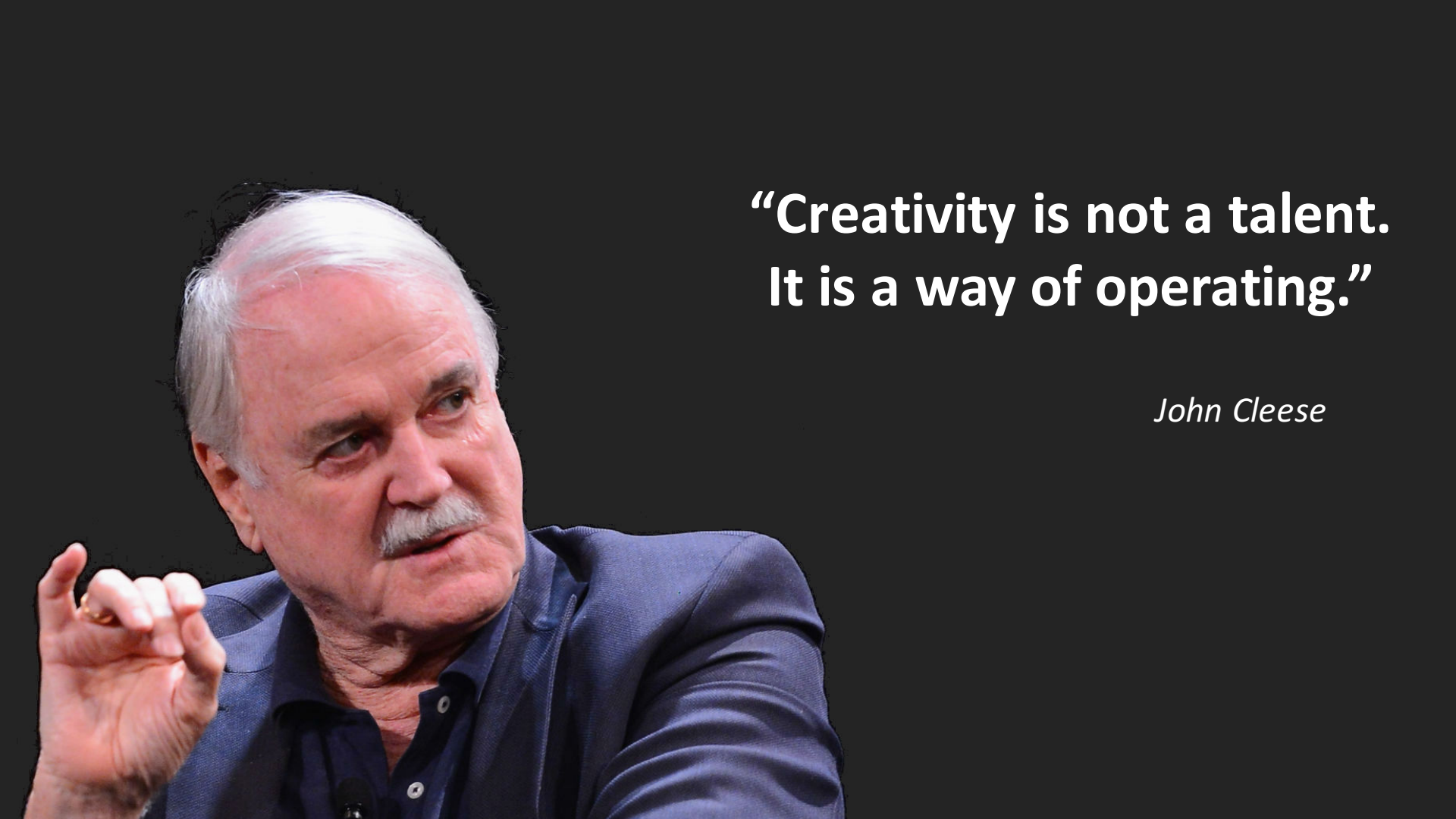
“Creativity is not a talent.
It is a way of operating.”
John Cleese

COLLABORATION

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“We’re mobilizing every ounce of brain power in our organization”

Kōnosuke Matsushita, Founder of Panasonic

AGILE

CUSTOMER CENTRIC CULTURE

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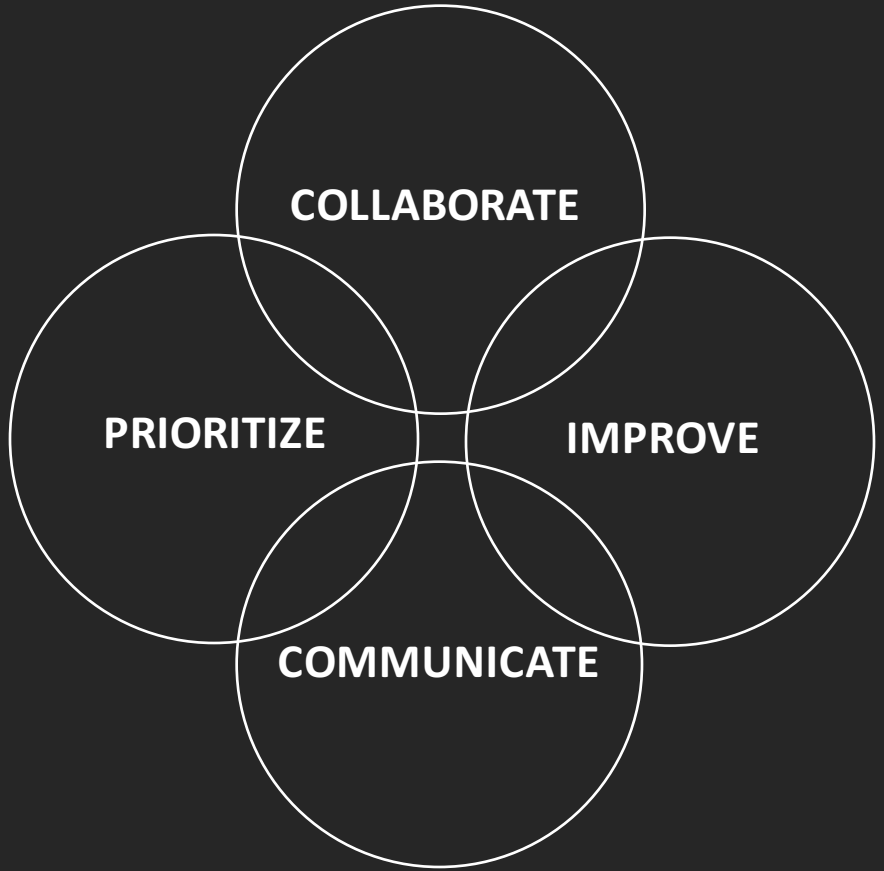

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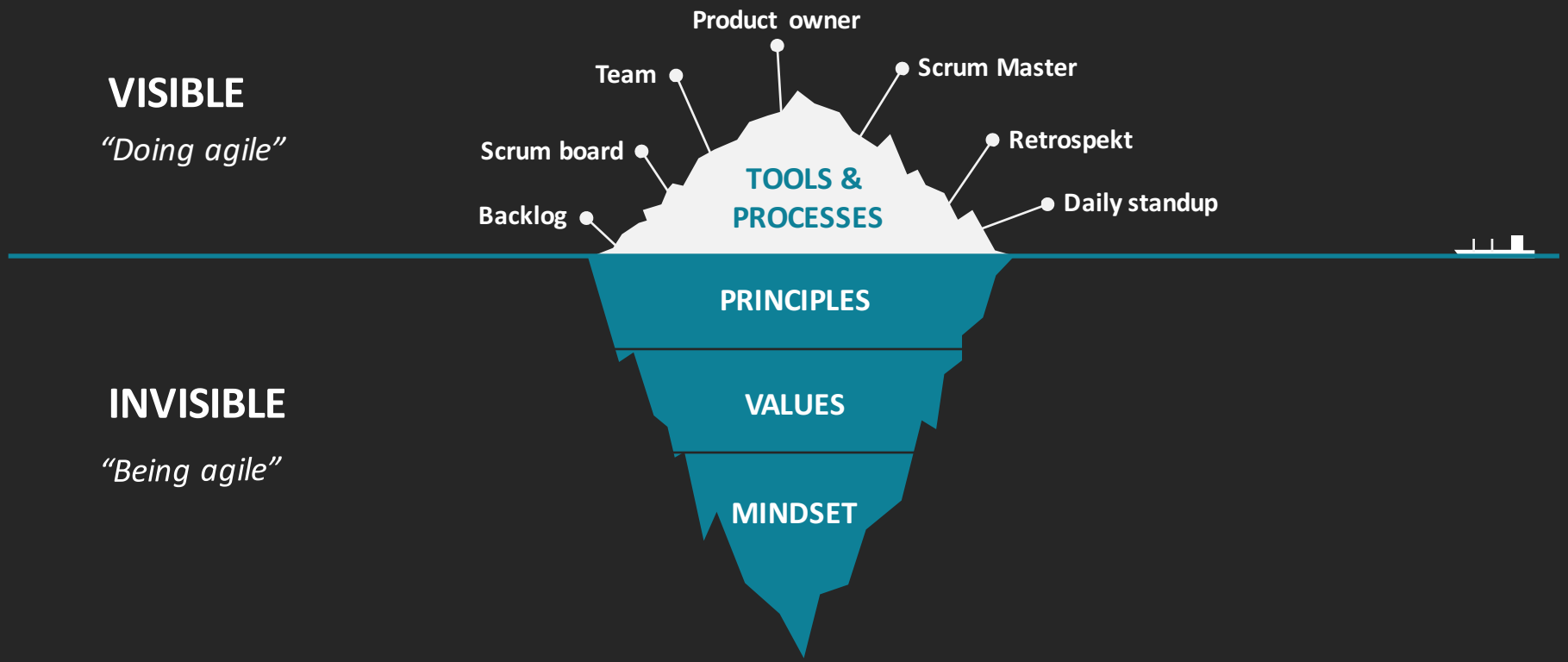

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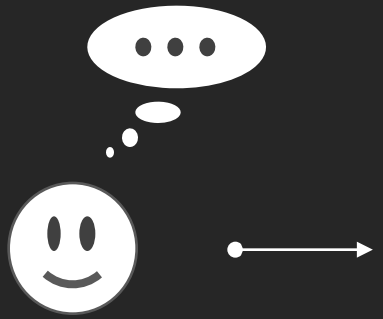
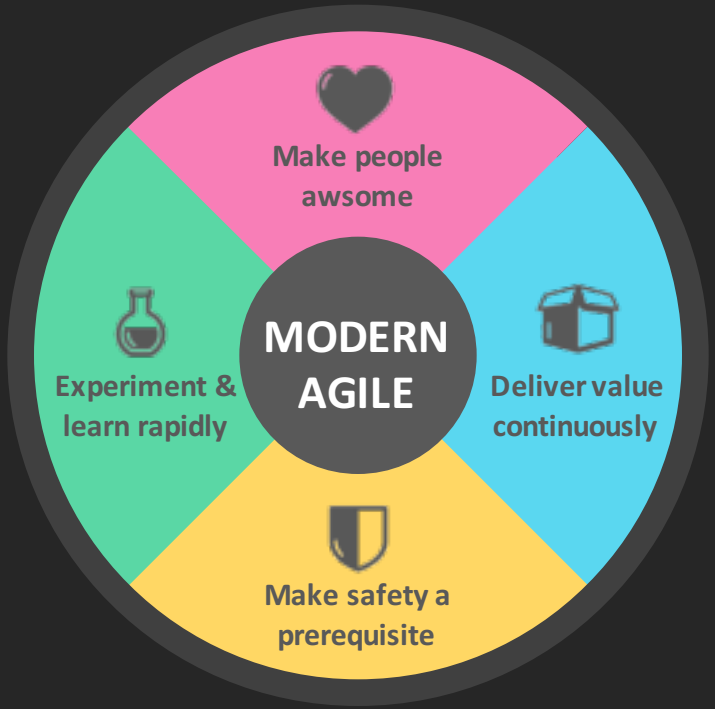
MINDSET

PRINCIPLES

PRACTICES





SCRUM

KANBAN

SCRUMBAN

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SPEED

(FEEDBACK)

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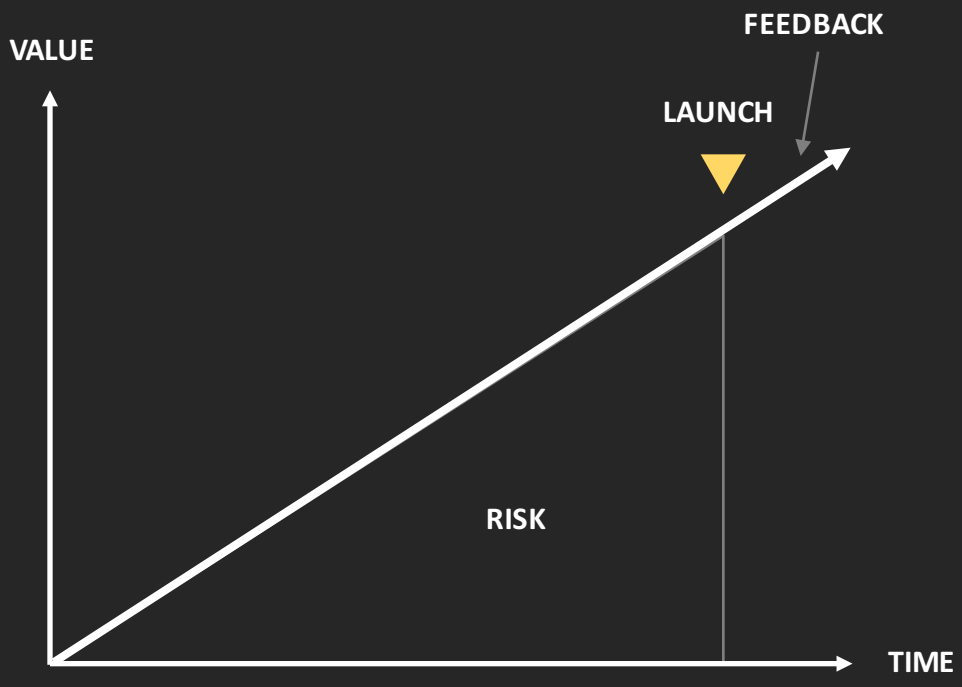

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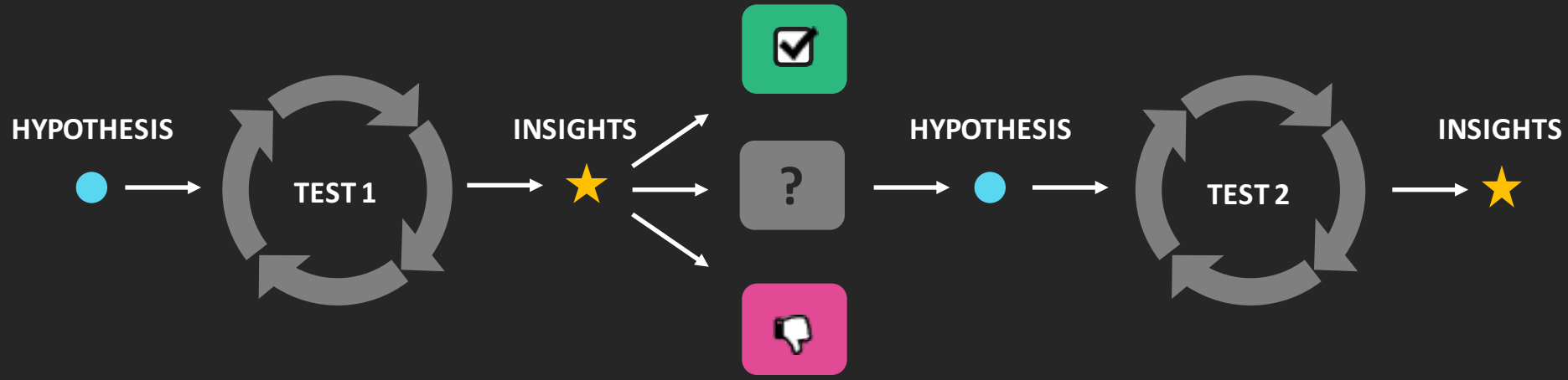
AGILE MARKETING…



…WITH SCRUM

PRIORITY → 2 WEEK SPRINT → REVIEW → RETROSPECT

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COLLABORATION

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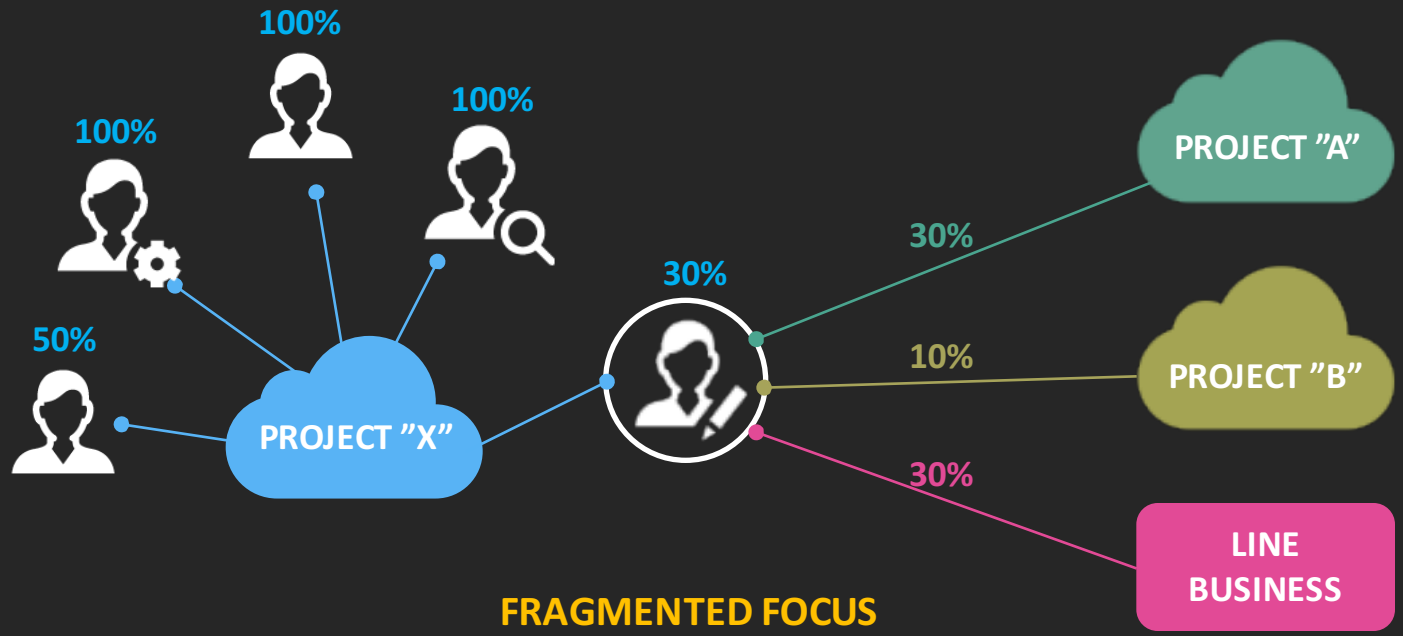
HOLLYWOOD CASTING



FRAGMENTED FOCUS

LIMITED COMMITMENT

PRIORITIZATION COLLISIONS

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LEADERSHIP

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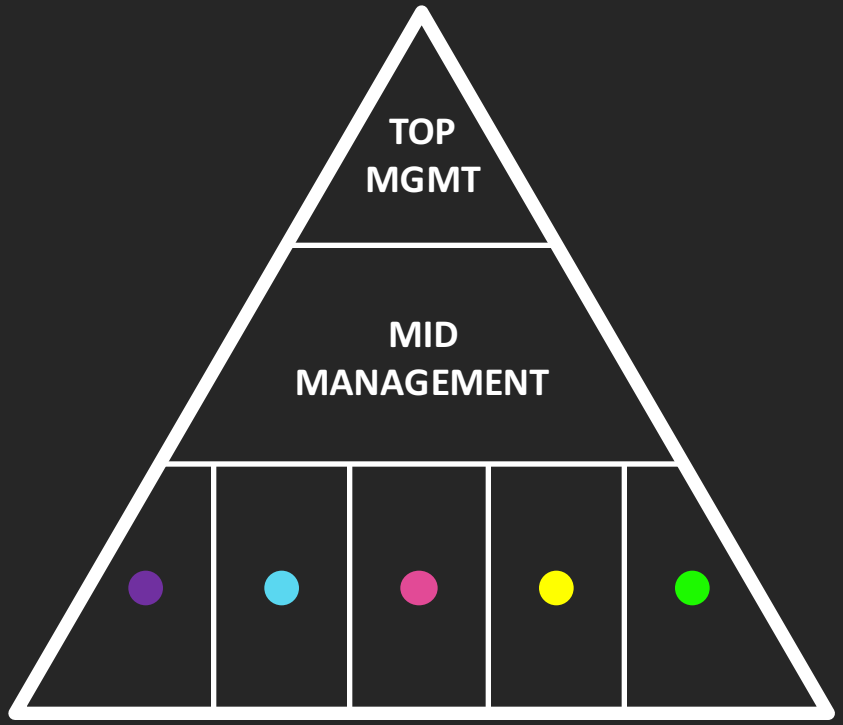

FRONT LINE SILOS

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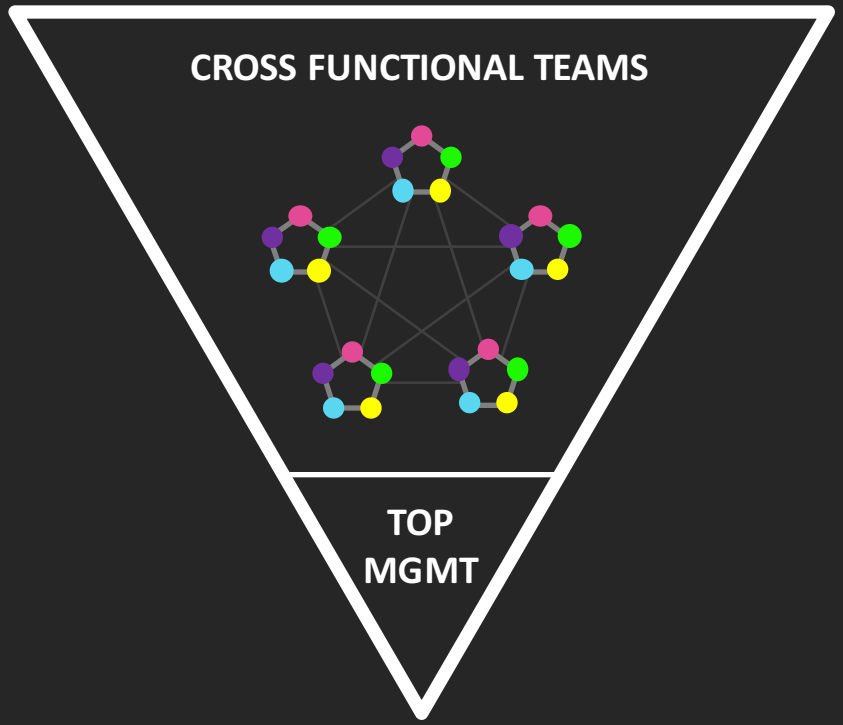

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“It doesn’t make sense to hire smart people and then tell them what to do.

We hire smart people so they can tell us what to do”

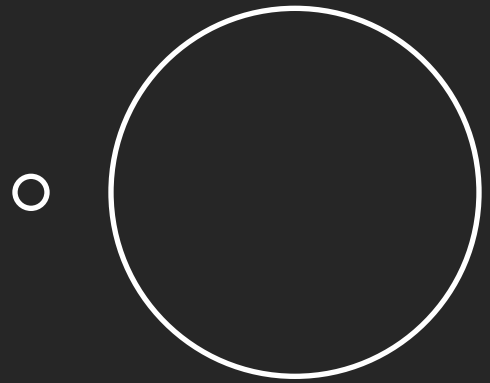
Steve Jobs

HOW TO START?

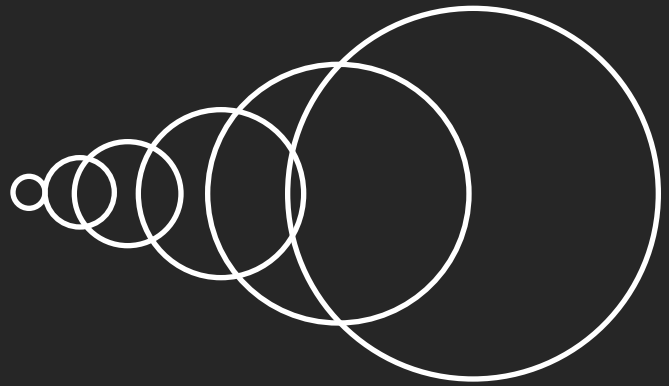
KEY QUESTIONS

1. Can we select an area of our business for a full pilot test?
2. Do we have full buy-in and support from top management?
3. Can we provide necessary prerequisites to pilot teams?
    - 100% allocated core resources
    - Clear scope, defined goals and accountability
    - Enable autonomy and self steering
    - Work environment & equipment

SCALE UP



BIG BANG



ITERATIVE

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SUCCESS FACTORS

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