

AGILE

Recoordinate®
The CXM Company



JOHAN SVENSSON
- CONSULTANT & AGILE COACH -

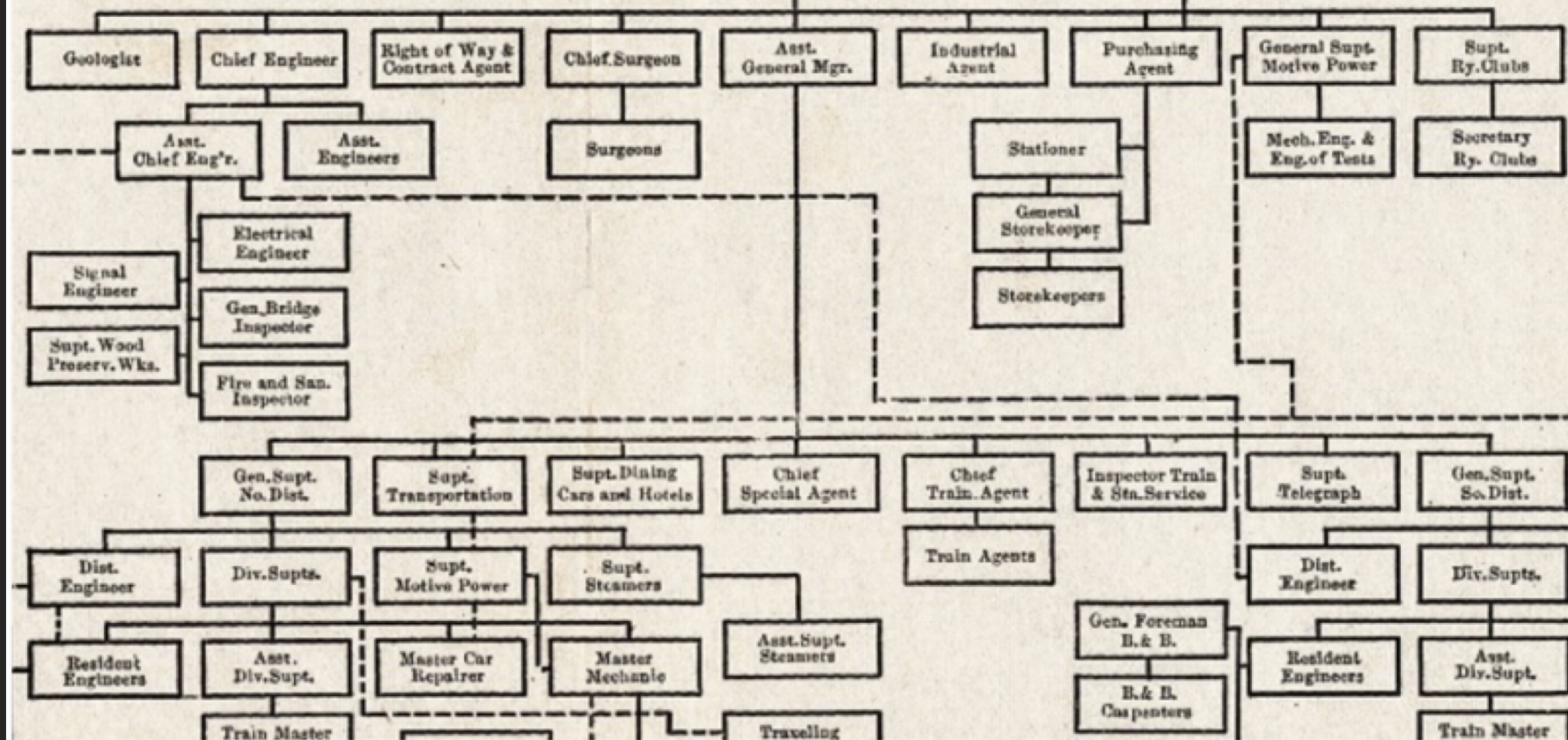




COMPLEXITY



Vice President & General Manager



WHAT IS NEEDED?

"TO SURVIVE IN A COMPLEX WORLD"



SPEED

”...OF DELIVERY, FEEDBACK AND LEARNING”

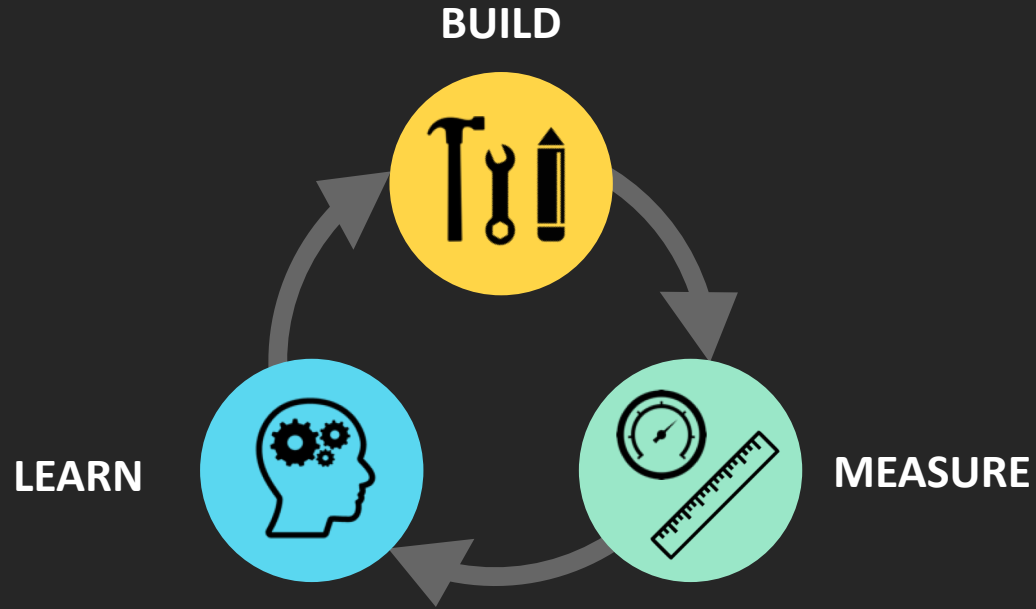


**“We aim to make mistakes
faster than anyone else”**

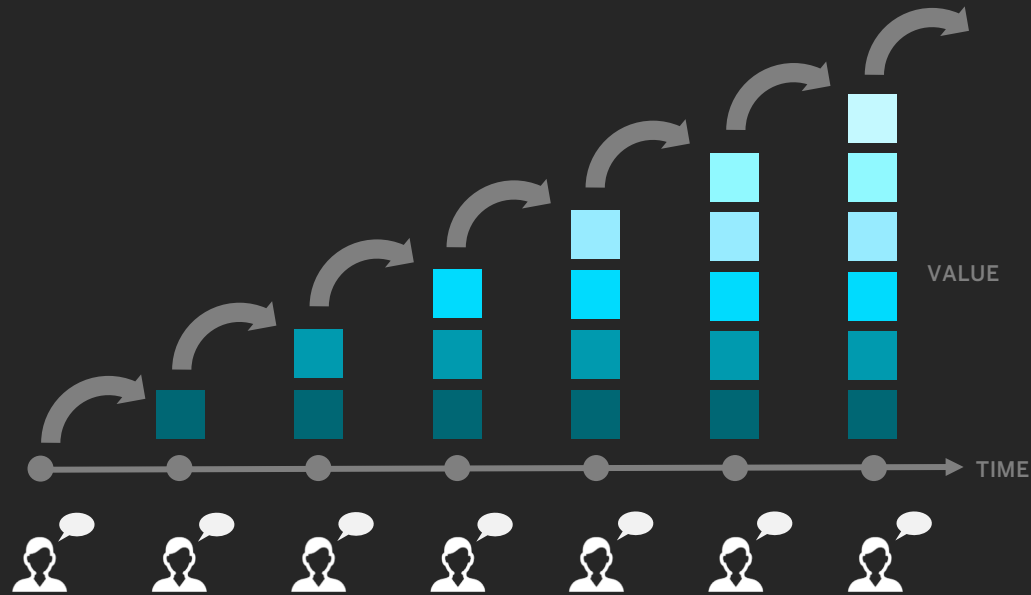
Daniel Ek, CEO & Founder of Spotify



SPEED OF LEARNING



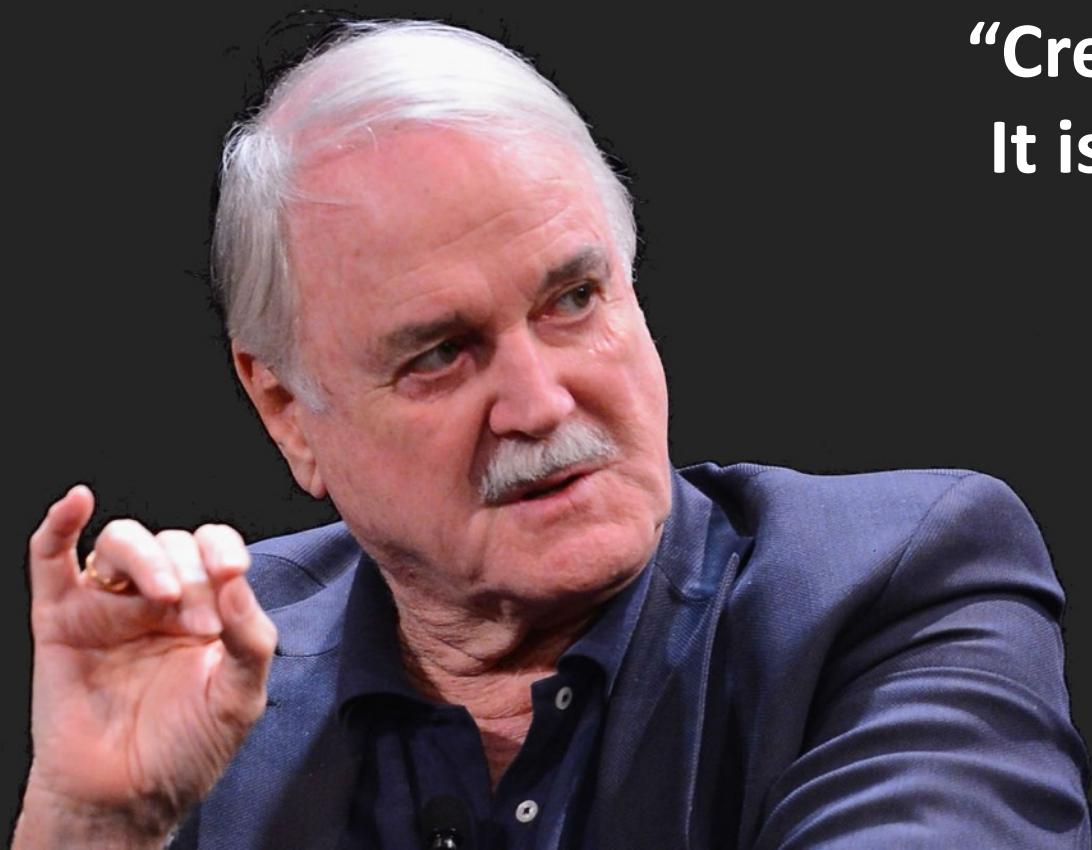
SPEED OF DELIVERY AND FEEDBACK



TEST DRIVEN APPROACH

"ITERATE TO INNOVATE AND DEVELOP IDEAS"

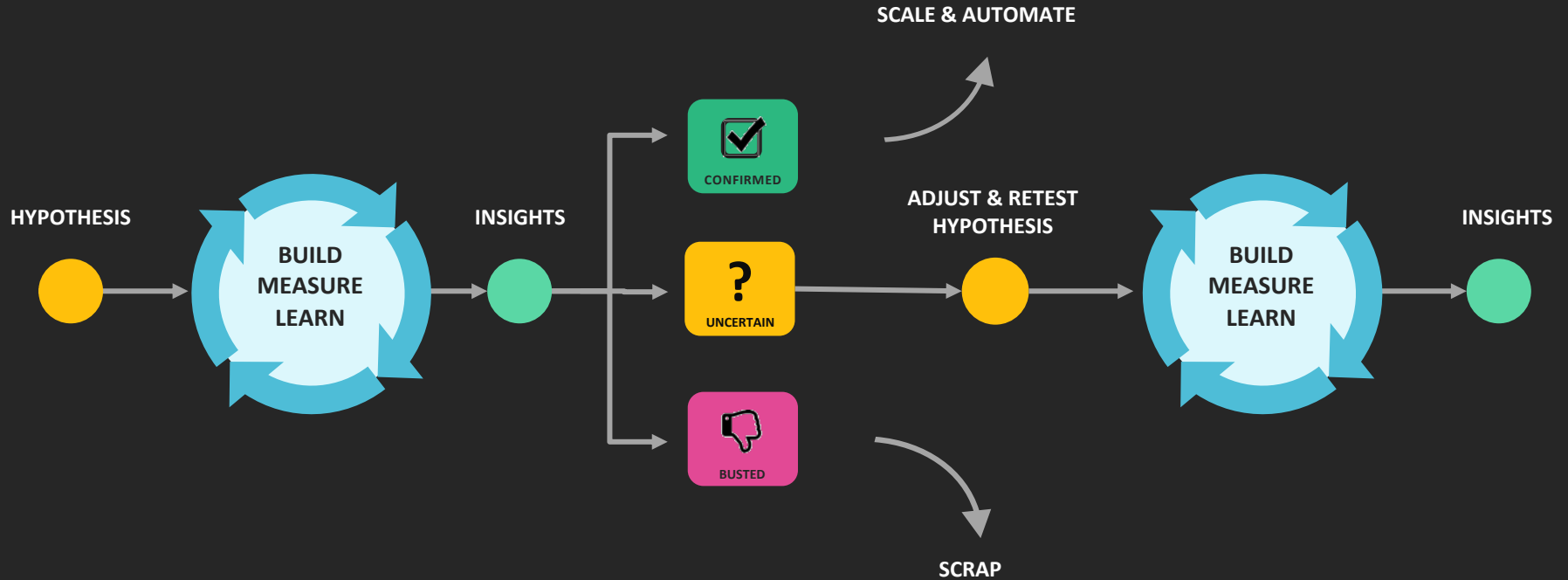




**“Creativity is not a talent.
It is a way of operating.”**

John Cleese

TEST-DRIVEN-APPROACH



COLLABORATION

"MOBILIZE THE BRAINPOWER OF TEAMS"

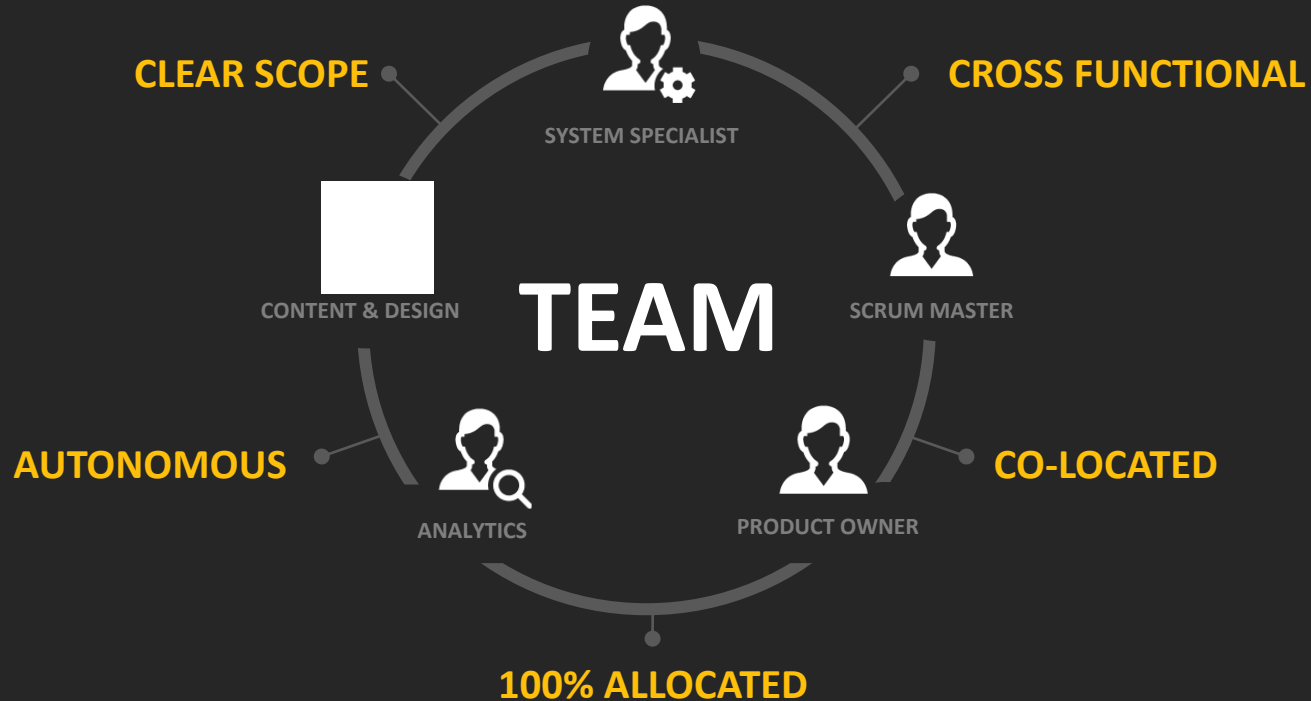


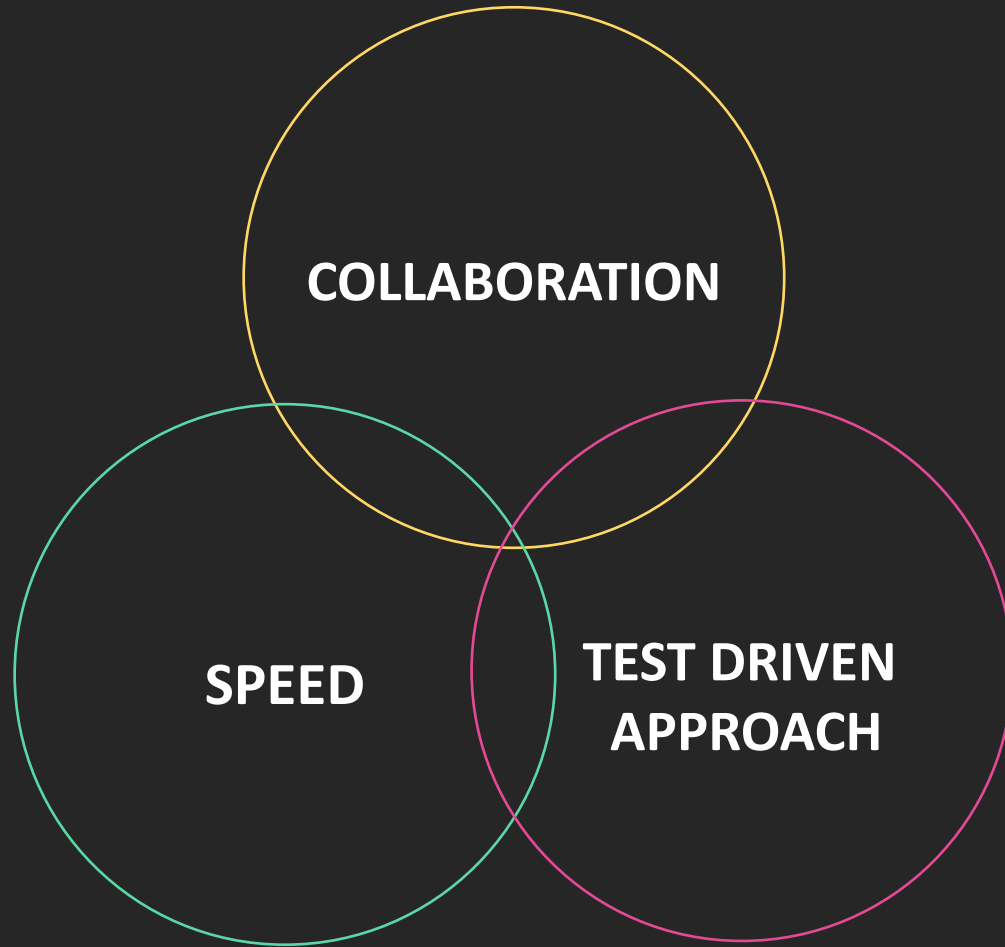
**“We’re mobilizing every ounce of
brain power in our organization”**

Kōnosuke Matsushita, Founder of Panasonic



COLLABORATION IN TEAMS





AGILE=

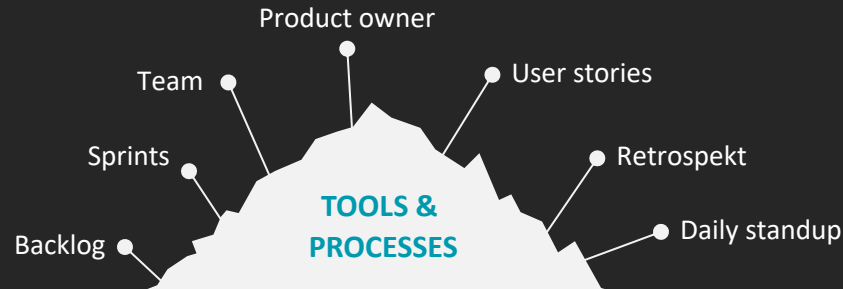
A MINDSET

...USED TO CREATE A CUSTOMER CENTRIC CULTURE



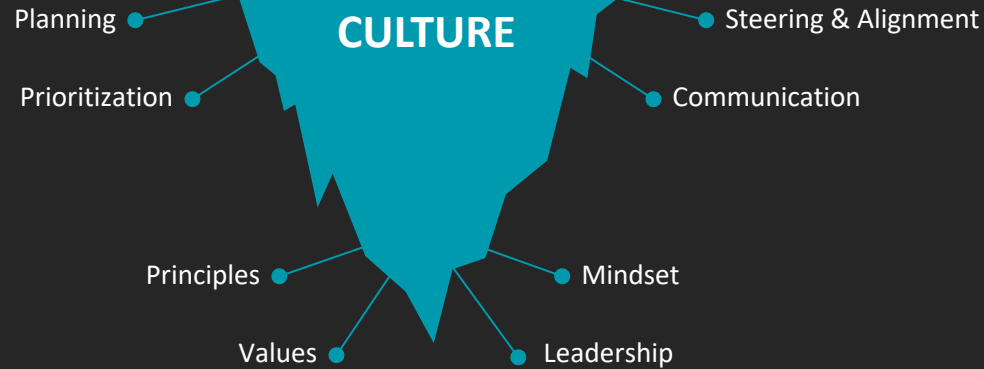
VISIBLE

“Doing agile” - Easy



INVISIBLE

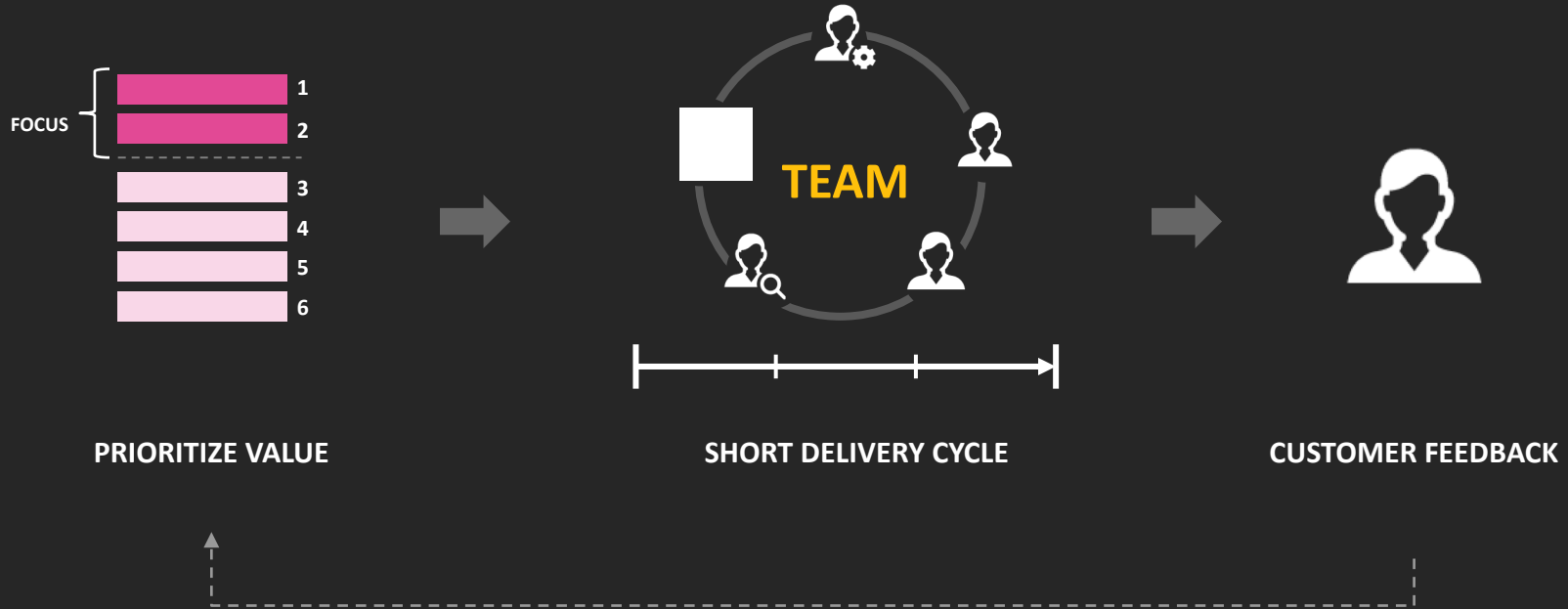
“Being agile” - Hard



FOCUS



DELIVER VALUE QUICKLY

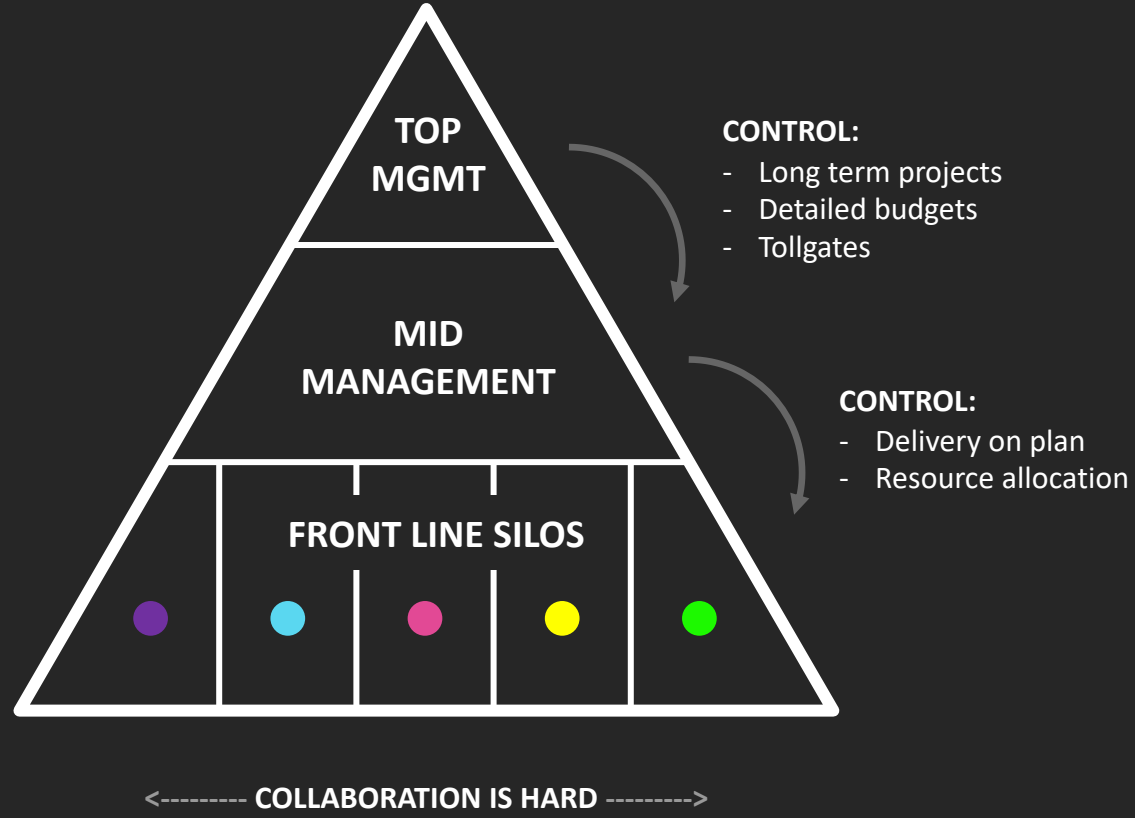


**WHAT ABOUT
LEADERSHIP?**



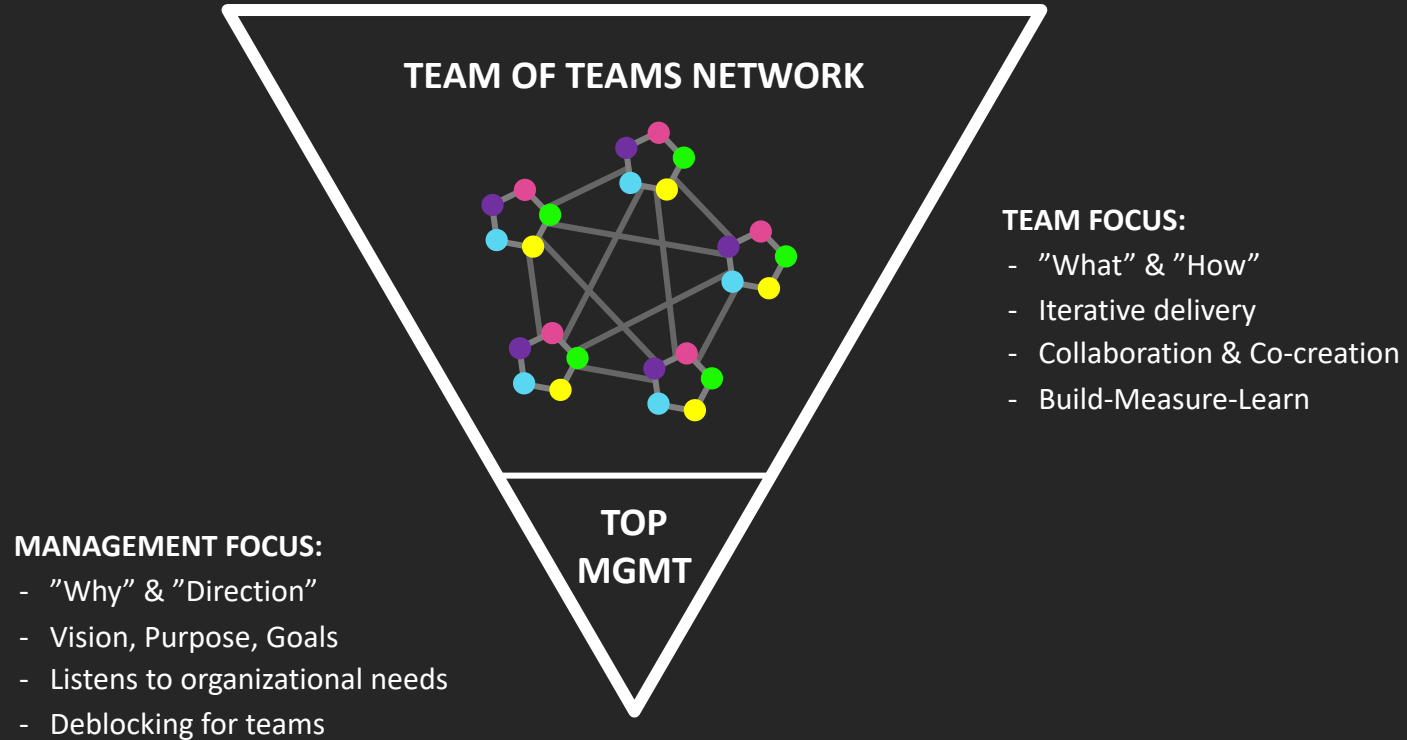
CONTROL & COMMAND

"System for lazy workers - Reporting structure"



SYSTEM FOR FLEXIBILITY

"Empowered teams - supporting structure"

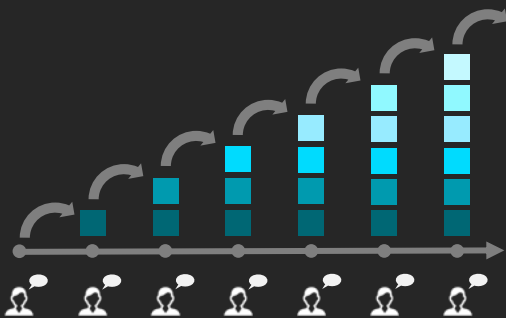


HOW TO START?

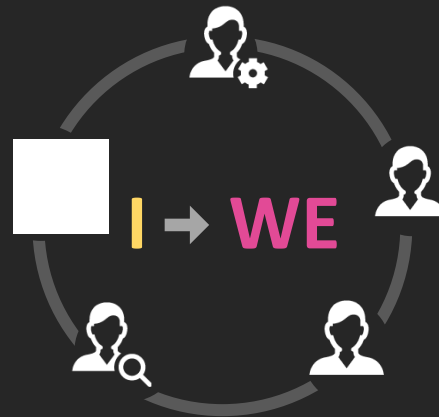




1. TEST DRIVEN APPROACH



2. SPEED OF FEEDBACK



3. COLLABORATION





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