



APPLYING **LEAN & AGILE** PRINCIPLES IN **zalando** MARKETING

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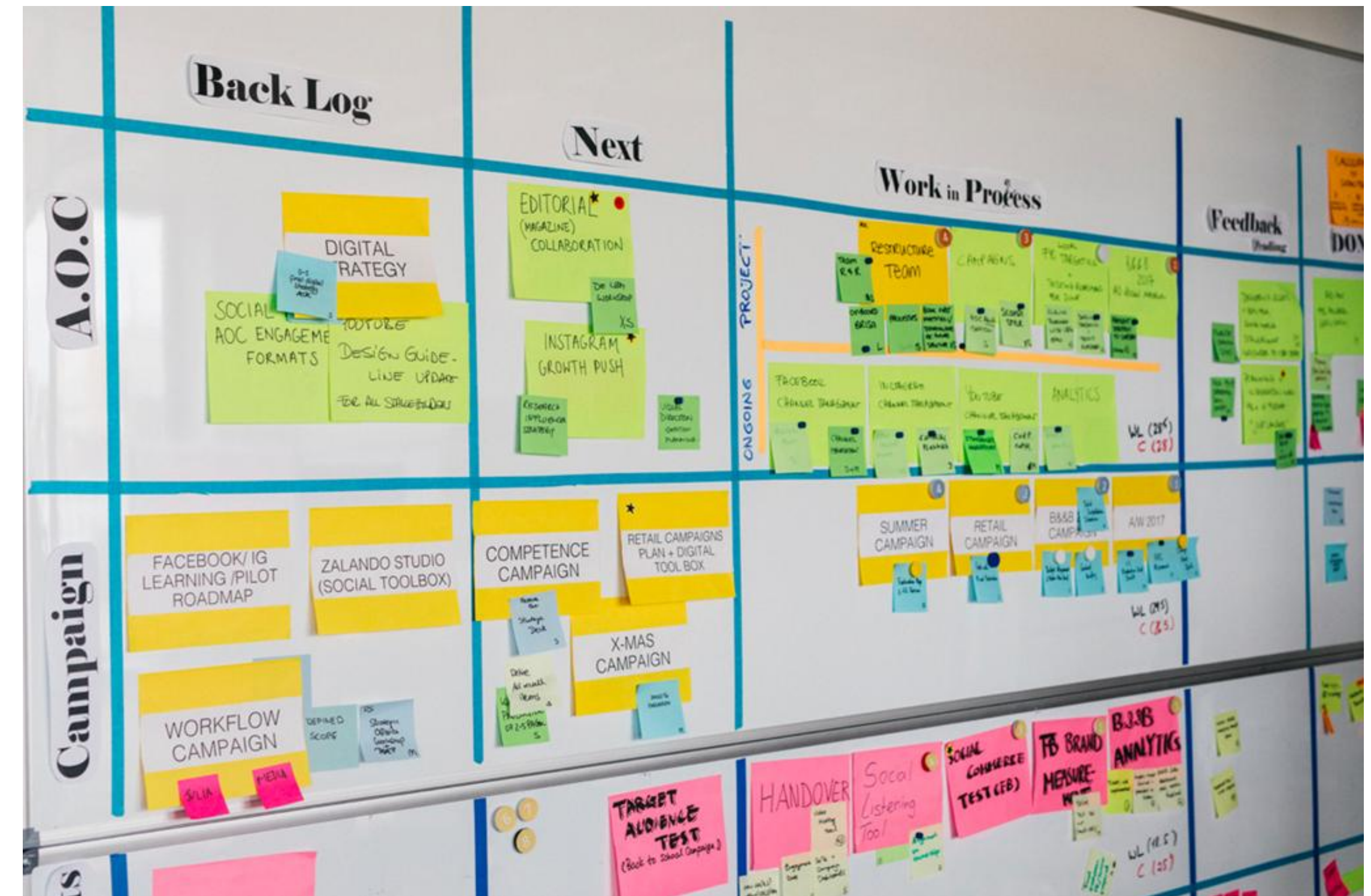


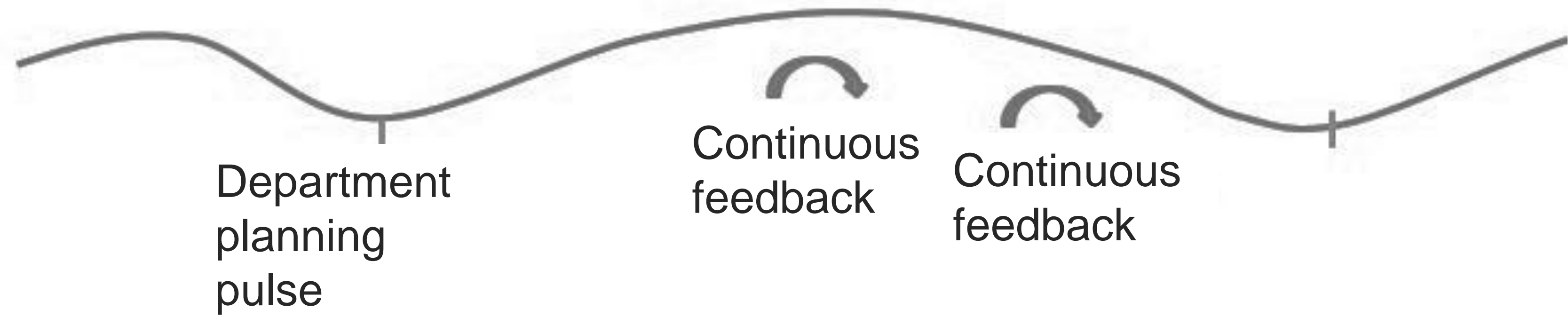
WHY **AGILE**?



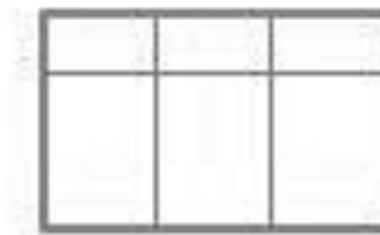
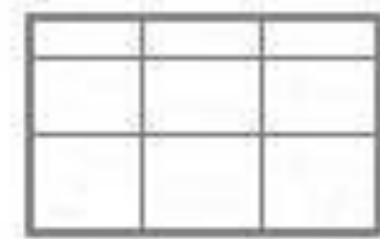


HOW DID
YOU GET
STARTED?



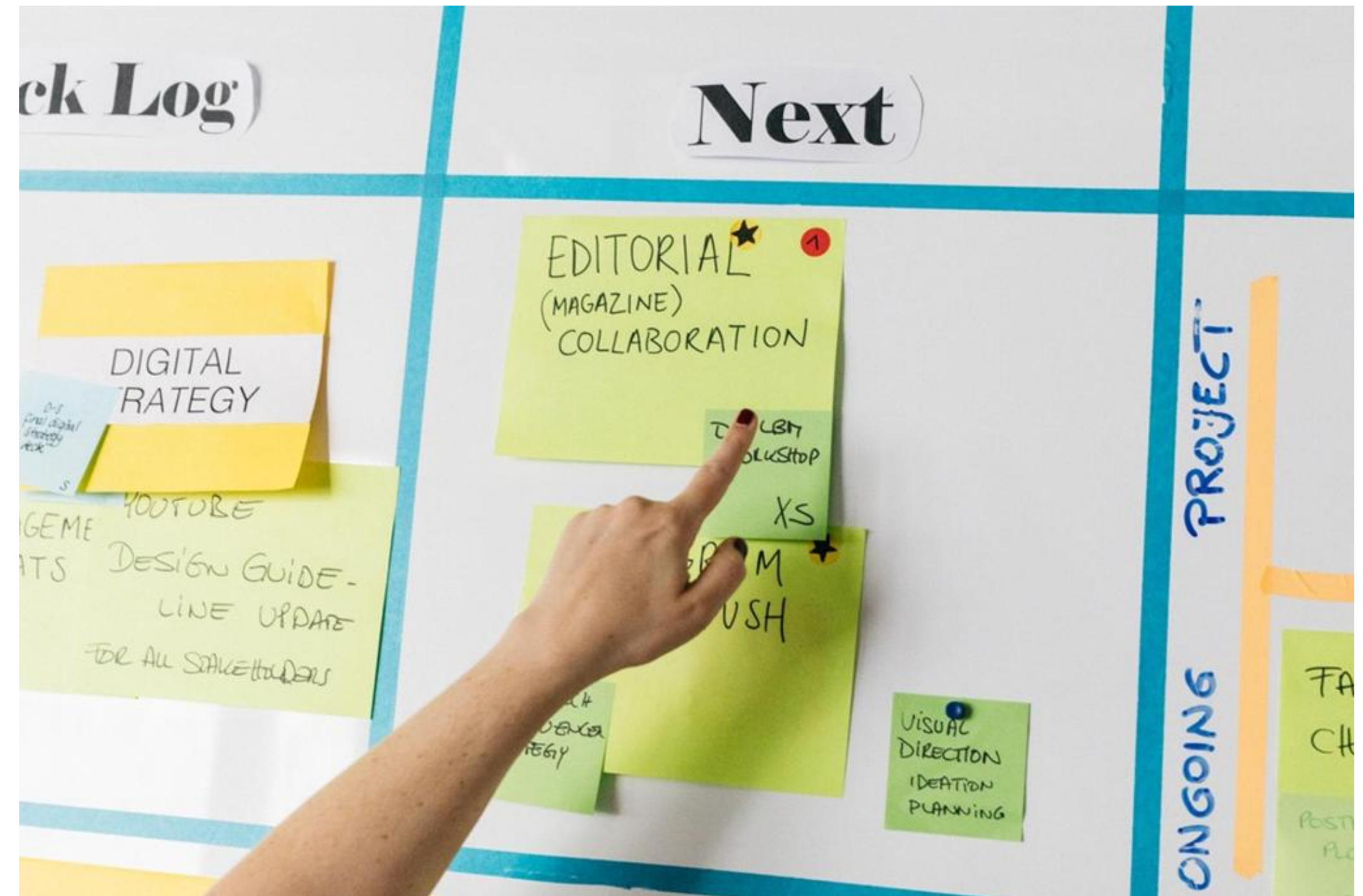


「HOW DID CONTENT HAPPEN?」



- 1 Definition of awesome – ‘what team should be the best at’
- 1 Producer
- 1 Kanban master

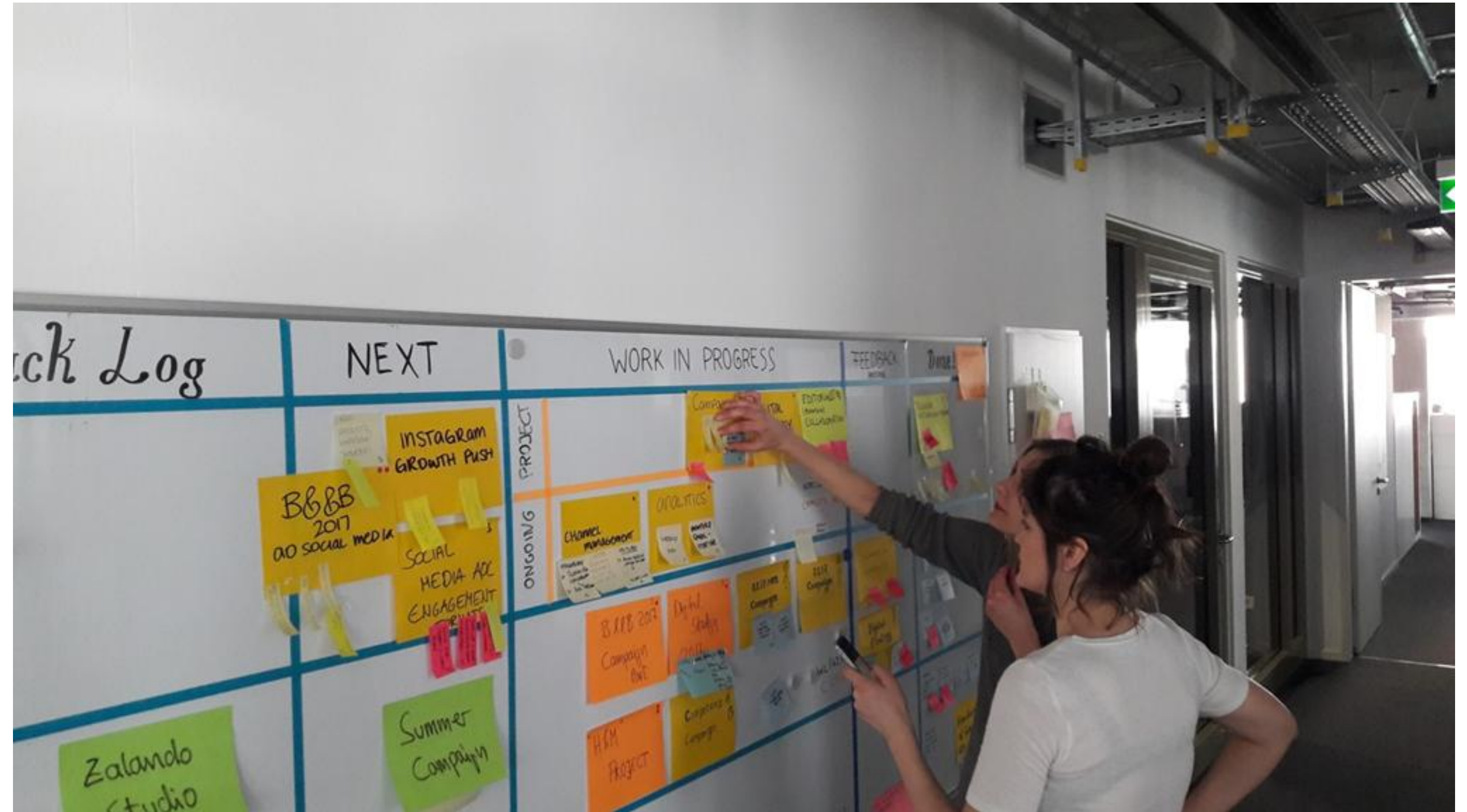
「 AT WHAT
POINT DID IT
GET
TRACTION? 」



「LEARNING FROM **FAST** **FEEDBACK**」



FINDING CAPACITY



WHAT WAS THE BIGGEST CHALLENGE?





「 ANY **FUN**
SITUATION
YOU
REMEMBER? 」



「 WHICH IMPROVEMENTS
DID YOU OBSERVE? 」



TEAM
MOOD



TRANS-
PARENCY

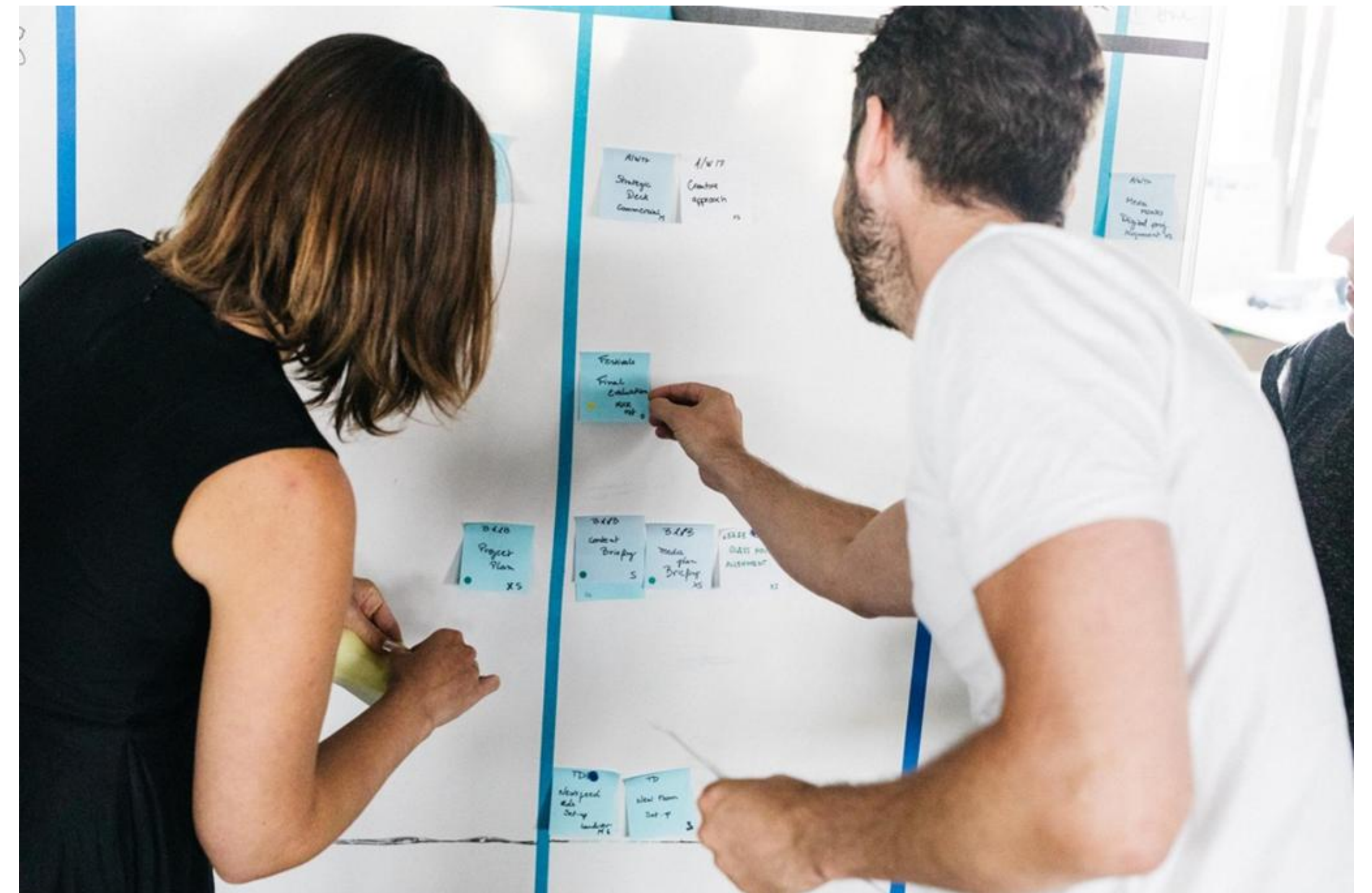


LEARNING
CULTURE



OUTCOME &
SPEED

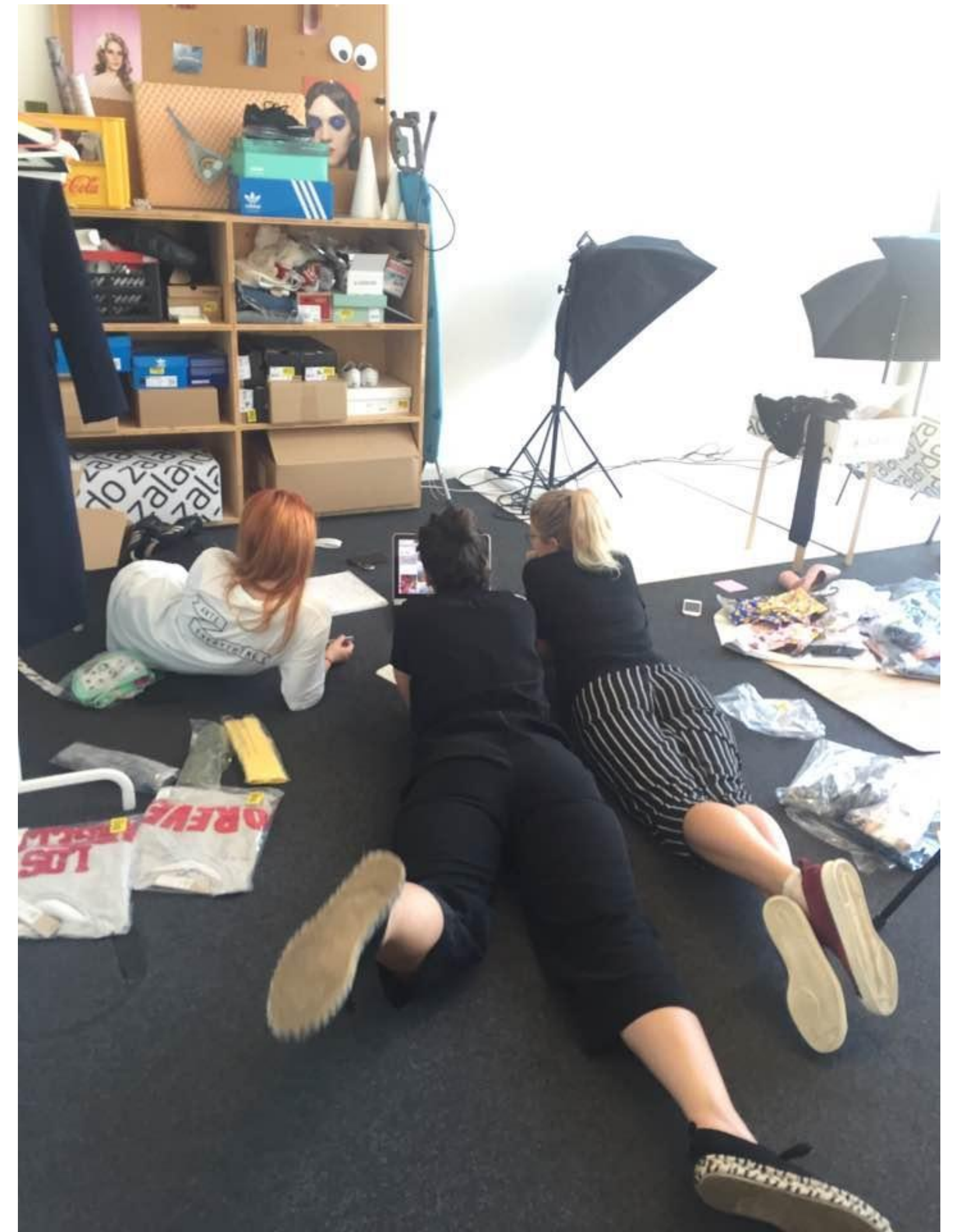
WHAT
SURPRISED
YOU ?



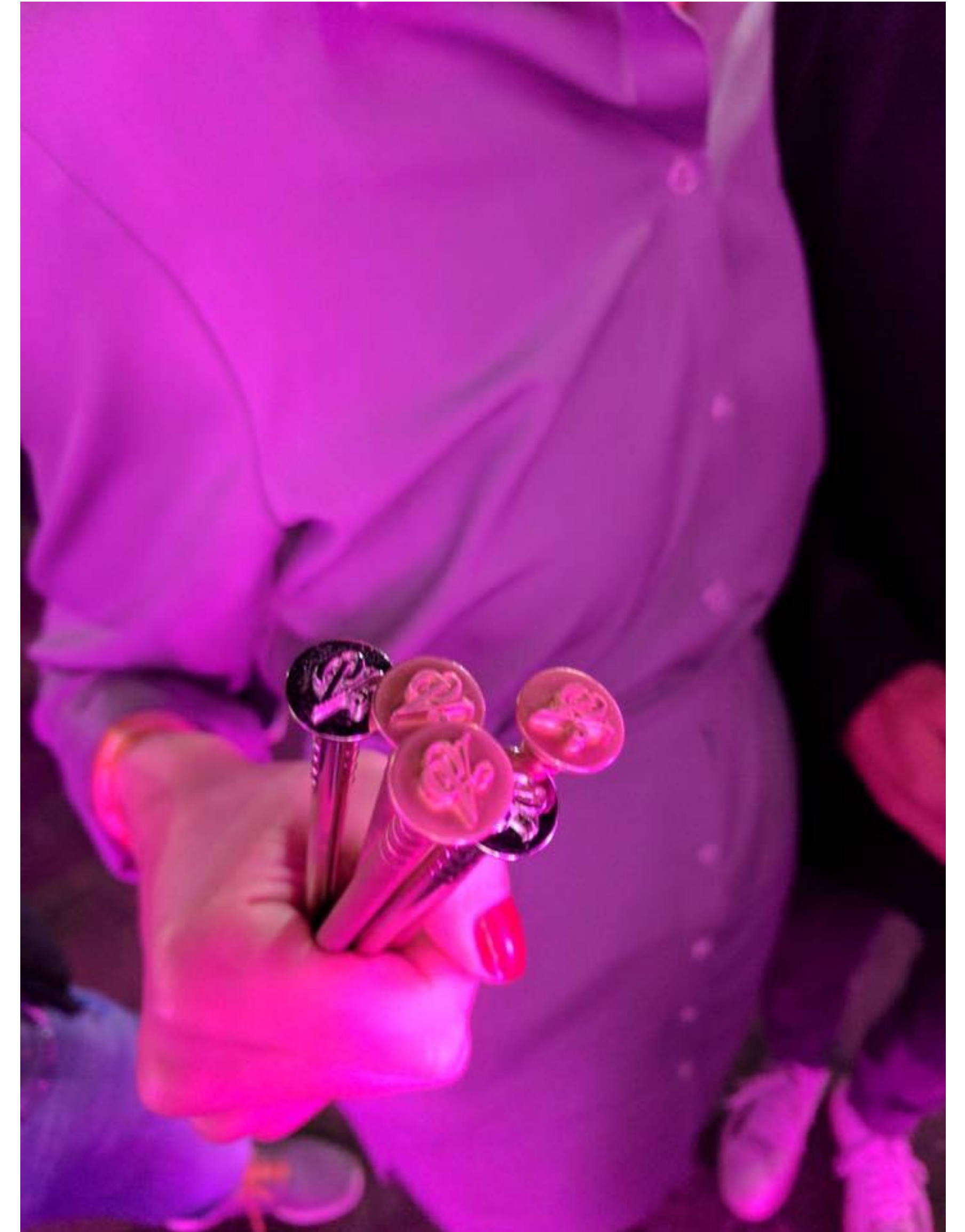
「WHICH AGILE PRACTISES WERE MOST HELPFUL?」



「 HOW HAS
AGILE
IMPACTED
YOUR ROLE
AS A
LEADER? 」



「
ANY RE-
COMMEN-
DATIONS?
」



「
WANT TO DIVE DEEPER?

Run by
teachers
with
experience
from the
trenches

AGILE MARKETING CLASS
MAY 14-15 2019
STOCKHOLM

<https://www.crisp.se/kurser/agile-marketing-may-14-15-2019>

*#agilemarketing Early Bird Discount 15% until APR
26:th*



Q&A

LET'S KEEP IN TOUCH

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