

Domains of Business Agility



People-First Leadership

/ Foster Authentic Relationships: Authentic relationships are built through honest, respectful discussions and debates.

/ Empower With Accountability: Empowerment allows individuals to contribute meaningfully. However, empowerment without accountability is laissez-faire. And accountability without empowerment is just command and control.

/ Realize People's Potential: Leaders must recognize latent potential, foster environments to support development, and offer opportunities for growth.



Responsive Customer-Centricity

/ Fiercely Champion The Customer: Everyone has a clear understanding of who the customer is — and is ready to fiercely champion them.

/ Sense & Respond Proactively: Companies need to proactively scan for emerging patterns and sense trends that may add up to significant change.

/ Integrate Diverse Ideas: Seek out and openly discuss diverse ideas from anyone in the organization — especially those closest to the customer.



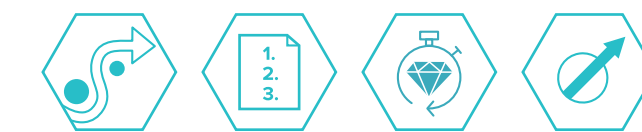
Engaged Culture

/ Cultivate A “Learning Organization”: A “Learning Organization” seeks new insights and knowledge to improve itself.

/ Engage Transparently & Courageously: Teams need appropriate context (“the why”) to make the best possible decisions.

/ Embed Psychological Safety: Psychological safety for individuals and teams is paramount and needs to be modeled by its leaders.

/ Act As One: Operating with the mindset of a single aligned team to achieve shared goals.



Value-Based Delivery

/ Unleash Workflow Creatively: Optimize the workflow from end to end by creatively resolving the most critical roadblocks.

/ Prioritize. Prioritize. Prioritize.: Leadership needs to ruthlessly prioritize the work of the organization — over and over again.

/ Deliver Value Sooner: Success is only measured when a great idea arrives in the customer's hands.

/ Seize Emergent Opportunities: The ability to perceive, anticipate, and act on emerging change.



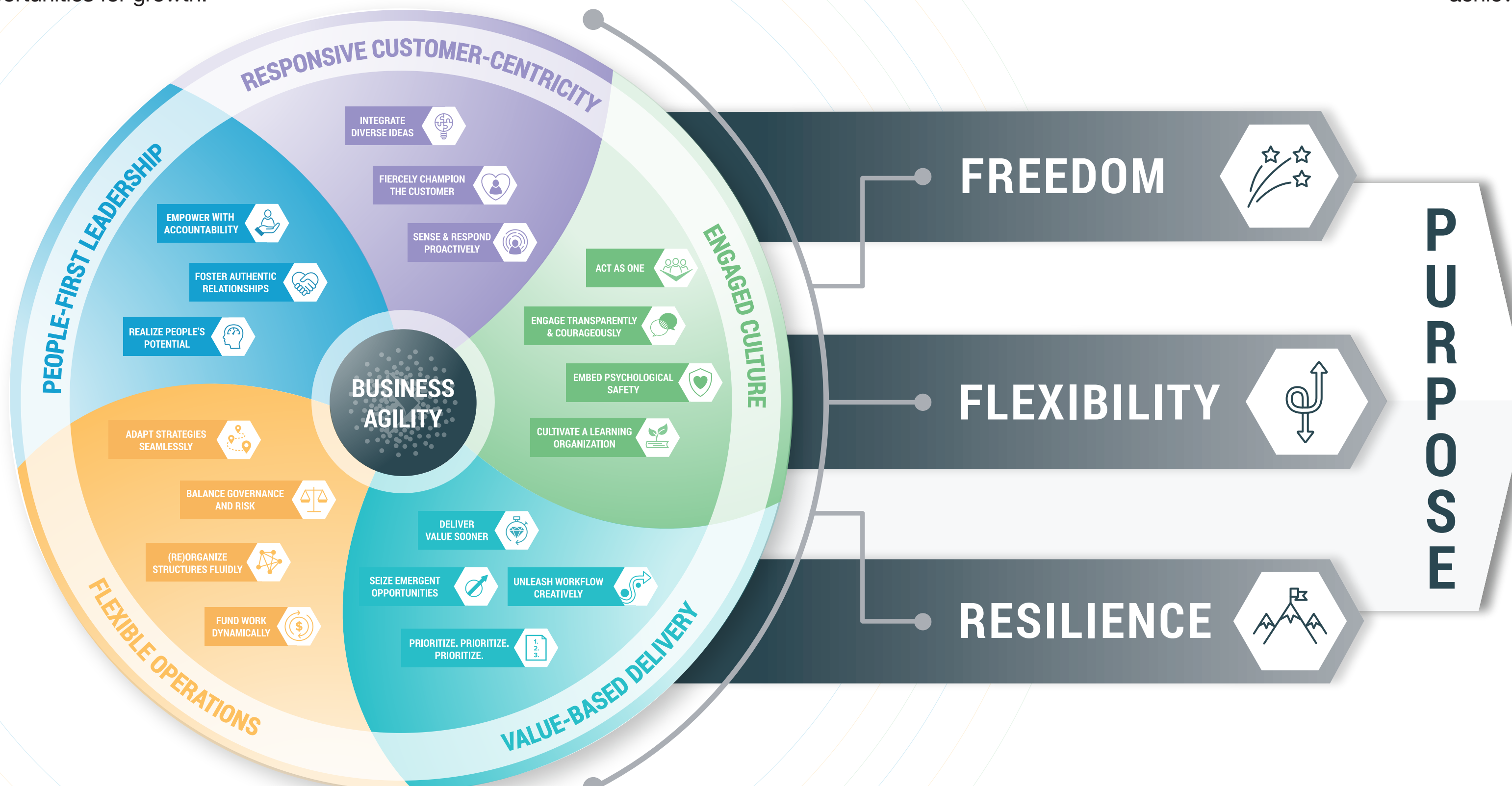
Flexible Operations

/ Adapt Strategies Seamlessly: Strategic planning must be an ongoing and evolving process that responds to dynamic conditions.

/ Fund Work Dynamically: The ability to move funds to where they can make the most impact.

/ (Re)Organize Structures Fluidly: Teams and people must be able to move where they are needed most.

/ Balance Governance and Risk: Giving people the greatest possible autonomy to serve customers without putting the organization at excessive risk.



Business agility is a set of organizational capabilities, behaviors, and ways of working that affords your business the freedom, flexibility, and resilience to achieve its purpose. **No matter what the future brings.**