

FIERCELY CHAMPION THE CUSTOMER

RESPONSIVE CUSTOMER-CENTRICITY



WHO ARE YOU FIGHTING FOR? A CORE CAPABILITY OF BUSINESS AGILITY IS MAKING SURE EVERYONE HAS A CLEAR UNDERSTANDING OF WHO THE ORGANIZATION'S PRIMARY CUSTOMER IS — AND IS READY TO FIERCELY CHAMPION THEM.



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SENSE & RESPOND PROACTIVELY

RESPONSIVE CUSTOMER-CENTRICITY



COMPANIES CAN NO LONGER AFFORD TO TAKE A "WAIT AND SEE" APPROACH WHEN IT COMES TO IMMINENT CHANGE. TECHNOLOGY, MARKET, AND CUSTOMER TRENDS APPEAR RAPIDLY, SHOWING UP AS CHALLENGES OR OPPORTUNITIES DEPENDING ON YOUR PERSPECTIVE.



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INTEGRATE DIVERSE IDEAS

RESPONSIVE CUSTOMER-CENTRICITY



BOLD NEW IDEAS ARE THE FIRST STEP TOWARD INNOVATION AND DISRUPTION. THE NEXT BIG IDEA COULD COME FROM ANYONE. ORGANIZATIONS MUST SEEK OUT AND OPENLY DISCUSS DIVERSE IDEAS — ESPECIALLY THOSE CLOSEST TO THE CUSTOMER.



CULTIVATE A “LEARNING ORGANIZATION” ENGAGED CULTURE



A “LEARNING ORGANIZATION” IS ALWAYS IN MOTION. IT SEEKS NEW INSIGHTS AND KNOWLEDGE — WHETHER FROM OUTSIDE OR WITHIN — AND USES THAT KNOWLEDGE TO IMPROVE ITSELF.



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ENGAGE TRANSPARENTLY & COURAGEOUSLY

ENGAGED CULTURE



INFORMATION PROVIDES THE CONTEXT ("THE WHY") THAT INDIVIDUALS AND TEAMS NEED TO MAKE THE BEST POSSIBLE DECISIONS THEY CAN WITHOUT HAVING TO GO UP AND DOWN THE CHAIN AND SLOW DOWN DECISION-MAKING. IN AGILE ORGANIZATIONS, TRANSPARENCY IS THE DEFAULT.



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EMBED PSYCHOLOGICAL SAFETY ENGAGED CULTURE



RISK IS INHERENT IN BUSINESS TODAY. AND BECAUSE EXTERNAL RISKS FUEL UNCERTAINTY, ORGANIZATIONS NEED TO BE ABLE INVITE BOLD IDEAS AND EMPOWER PEOPLE TO MOVE ON THEM. IN THIS ENVIRONMENT, PSYCHOLOGICAL SAFETY FOR INDIVIDUALS AND TEAMS IS PARAMOUNT.



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ACT AS ONE

ENGAGED CULTURE



OPERATING WITH THE MINDSET OF A SINGLE ALIGNED TEAM FOCUSES YOUR ORGANIZATION SO IT CAN ACHIEVE SHARED GOALS. AND ACTING AS A SEAMLESS, UNIFIED FRONT ENSURES THAT THE CUSTOMER ENJOYS THE SAME POSITIVE EXPERIENCE — NO MATTER WHO IS SERVING THEM.



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UNLEASH WORKFLOW CREATIVELY

VALUE-BASED DELIVERY



AGILE ORGANIZATIONS DON'T OPTIMIZE FOR EFFICIENCY. MORE OFTEN THAN NOT, DOING SO SLOWS DOWN THE ENTIRE SYSTEM. BUSINESS AGILITY COMES FROM OPTIMIZING THE WORKFLOW FROM END TO END. THE KEY IS TO FOCUS ON CREATIVELY RESOLVING THE MOST CRITICAL ROADBLOCKS.



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PRIORITIZE. PRIORITIZE. PRIORITIZE.

VALUE-BASED DELIVERY



LEADERSHIP NEEDS TO RUTHLESSLY PRIORITIZE THE WORK OF THE ORGANIZATION — OVER AND OVER AGAIN. DONE WELL, PRIORITIZATION ALLOWS PEOPLE TO FOCUS, ELIMINATES THE TIME WASTED BY REVISITING COMPETING PRIORITIES, AND ACCELERATES COMPLETION OF WHAT'S MOST IMPORTANT.



DELIVER VALUE SOONER

VALUE-BASED DELIVERY



SUCCESS IS NOT MEASURED BY WHEN A GREAT IDEA LEAVES YOUR CORNER OF THE ORGANIZATION, BUT WHEN IT ARRIVES IN THE CUSTOMER'S HANDS. IT'S ABOUT HOW QUICKLY A NEW IDEA CAN BECOME PART OF YOUR STRATEGIC PLAN AND HOW QUICKLY IT CAN BE FUNDED, STAFFED, AND LAUNCHED.



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SEIZE EMERGENT OPPORTUNITIES

VALUE-BASED DELIVERY



AN OPPORTUNITY IS JUST A GREAT IDEA THAT GETS ACTED ON QUICKLY AND EFFECTIVELY. TRULY AGILE ORGANIZATIONS HAVE THE ABILITY TO PERCEIVE, ANTICIPATE, AND ACT ON TRANSFORMATIVE EVENTS AND EMERGING CHANGE.



ADAPT STRATEGIES SEAMLESSLY

FLEXIBLE OPERATIONS



NEW POSSIBILITIES AND CHALLENGES CAN COME FROM ANY DIRECTION. TO THRIVE, THE SPEED OF YOUR COMPANY'S STRATEGY MUST BE ONE STEP BEYOND THE PACE OF THE MARKET AND ADAPTABLE ENOUGH TO STAY AHEAD OF ITS CUSTOMERS.



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FUND WORK DYNAMICALLY

FLEXIBLE OPERATIONS



AGILE ORGANIZATIONS ARE THOSE THAT CAN DYNAMICALLY SHIFT FUNDS, WITHOUT RESTRICTION, FROM AREAS OF LESS VALUE TO AREAS OF GREATER POTENTIAL VALUE. THEY ARE ABLE TO RESPOND DYNAMICALLY BY MOVING FUNDS TO WHERE THEY CAN MAKE THE MOST IMPACT.

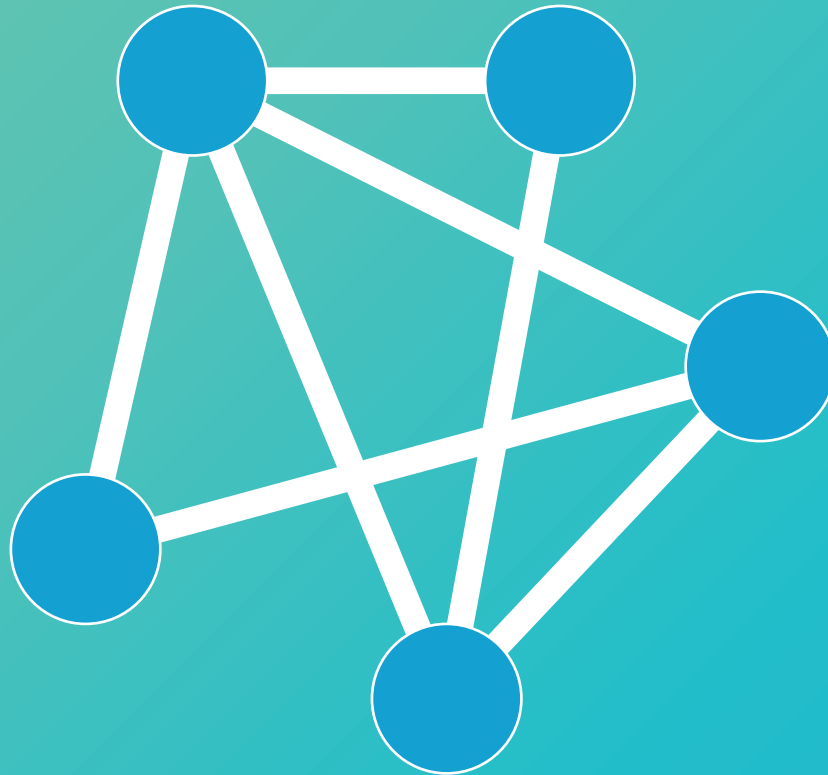


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(RE)ORGANIZE STRUCTURES FLUIDLY

FLEXIBLE OPERATIONS



RESPONSIVE TEAM STRUCTURES ARE A HALLMARK OF BUSINESS AGILITY. THIS MEANS THAT TEAMS AND PEOPLE ARE ABLE TO MOVE WHERE THEY ARE NEEDED MOST WITHOUT BECOMING MIRED IN OVERLY COMPLEX CHANGE MANAGEMENT.



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BALANCE

GOVERNANCE AND RISK

FLEXIBLE OPERATIONS



GIVE PEOPLE THE GREATEST POSSIBLE AUTONOMY TO SERVE CUSTOMERS WITHOUT PUTTING THE ORGANIZATION AT EXCESSIVE RISK. GOOD SYSTEMS HELP PEOPLE GET THINGS DONE FASTER. BUT THESE SYSTEMS MUST NOT INTERFERE WITH CUSTOMER RELATIONSHIPS OR TEAM EMPOWERMENT.



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FOSTER AUTHENTIC RELATIONSHIPS

PEOPLE-FIRST LEADERSHIP



WHEN RELATIONSHIPS LACK AUTHENTIC CONNECTION, WE LOSE TREMENDOUS BUSINESS AND HUMAN POTENTIAL. AUTHENTIC RELATIONSHIPS ARE BUILT THROUGH GENUINE INTEREST, CURIOSITY, AND VULNERABILITY — AND LEADS TO SHARED TRUST AND A SENSE OF BELONGING.



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EMPOWER WITH ACCOUNTABILITY

PEOPLE-FIRST LEADERSHIP



TO DRIVE TIMELY DECISION-MAKING AND ADAPTABILITY, INDIVIDUALS WHO ARE CLOSEST TO THE CUSTOMER NEED TO BE EMPOWERED. WHERE LEADERSHIP SEES THE BIG PICTURE, CUSTOMER-FACING EMPLOYEES CAN OFTEN SEE CRITICAL DETAILS MORE CLEARLY AND UNDERSTAND WHAT IS NEEDED.



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REALIZE PEOPLE'S POTENTIAL

PEOPLE-FIRST LEADERSHIP



HOW ORGANIZATIONS ATTRACT, DEVELOP, RETAIN, AND MANAGE PEOPLE IS VITAL. LEADERS MUST RECOGNIZE LATENT POTENTIAL, FOSTER ENVIRONMENTS TO SUPPORT DEVELOPMENT, AND OFFER OPPORTUNITIES FOR GROWTH.



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