

Scaling Agile Across Business Functions

Delivering on the promise of business Agility



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VP, Marketing

SCALED AGILE 

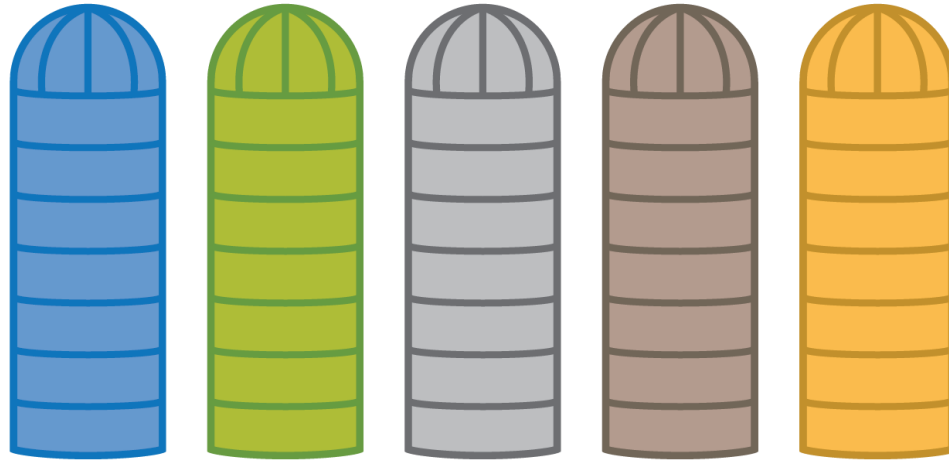
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What are we going to cover?

- ▶ How we got to today
- ▶ What challenges do we have when scaling across business functions?
- ▶ Three components to consider when scaling across functions

How did we get here?

Value doesn't flow through silos



Systems
Engineering

Hardware

Software

Test & QA

Operations



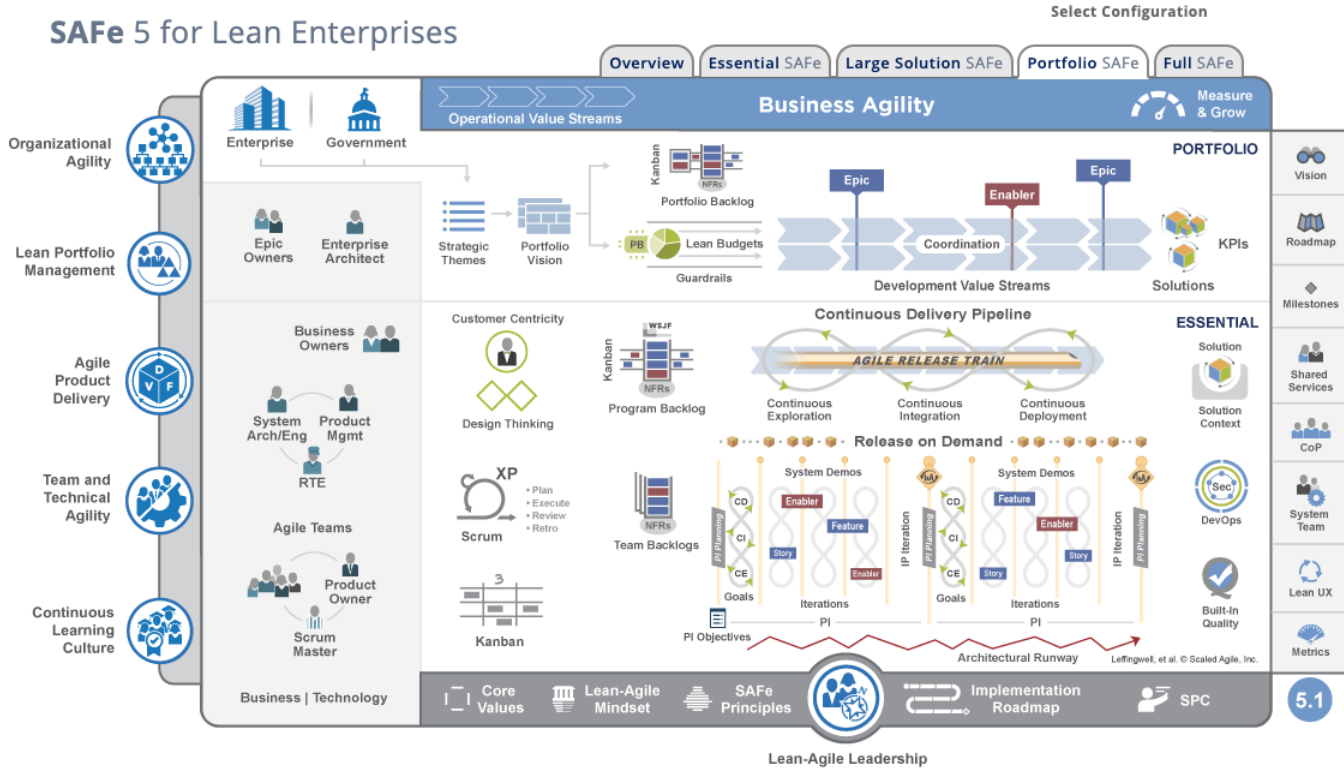
Agile helps!

- ▶ Cross-functional teams
- ▶ Focus on collaboration
- ▶ Fast feedback



Scaling Agile

SAFe 5 for Lean Enterprises



Business Agility requires technical agility **and** a business-level commitment to product and Value Stream thinking.

And it requires that **everyone** involved in delivering **business Solutions** use Lean and Agile practices.



What challenges do we have?

Value doesn't flow through silos



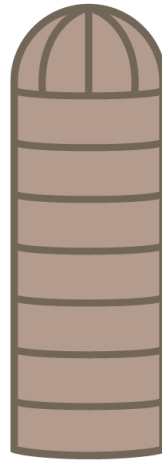
Agile
IT



Agile
Marketing



Agile
Sales



Agile
Legal



Agile
Finance



Agile
HR



Many types of Agile Manifestos have emerged...

Agile HR Manifesto



Agile for Finance

Agile Sales Manifesto



Agile Service Manifesto

Agile Marketing Manifesto



Many scaling frameworks stop at the function

4 Steps to Scaling Agile Marketing



Three concepts to consider

Three components to consider





Lean-Agile Leadership



Lean-Agile Leadership

Mindset & Principles



Core Values



Lean-Agile Mindset



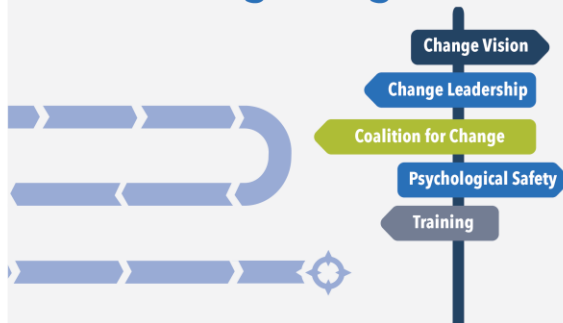
SAFe Principles

Leading by Example



- Authenticity
- Decentralized Decision-Making
- Emotional Intelligence
- Lifelong Learning
- Growing Others

Leading Change





Lean-Agile Leadership

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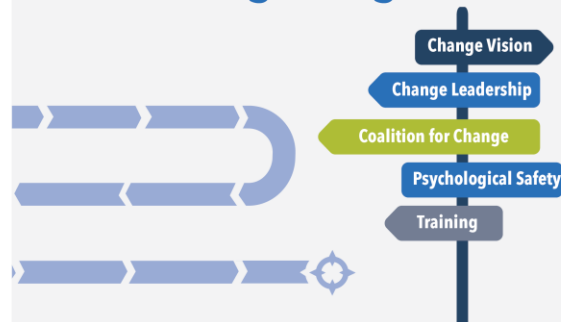
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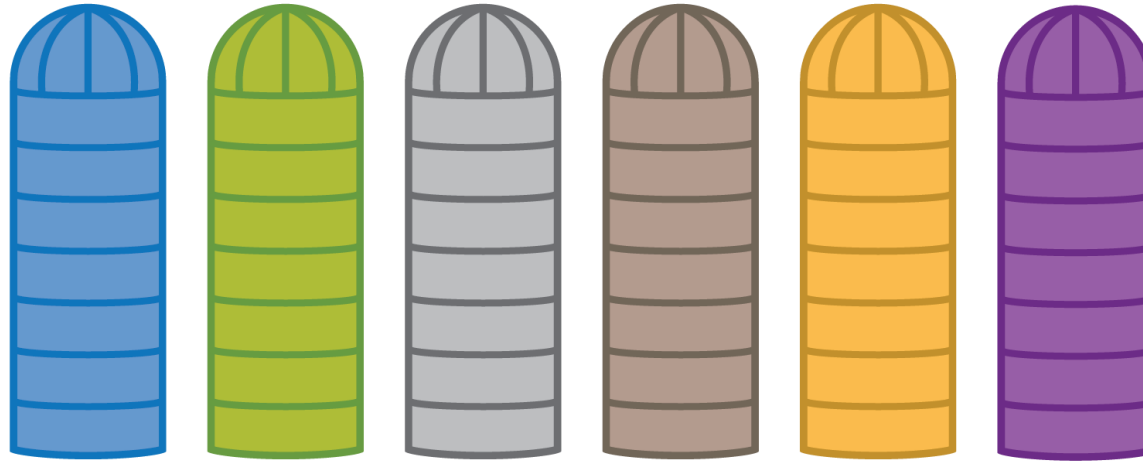
Leading Change





Organizing Around Value

How do we achieve Agility without creating Agile silos?



Agile
IT

Agile
Marketing

Agile
Sales

Agile
Legal

Agile
Finance

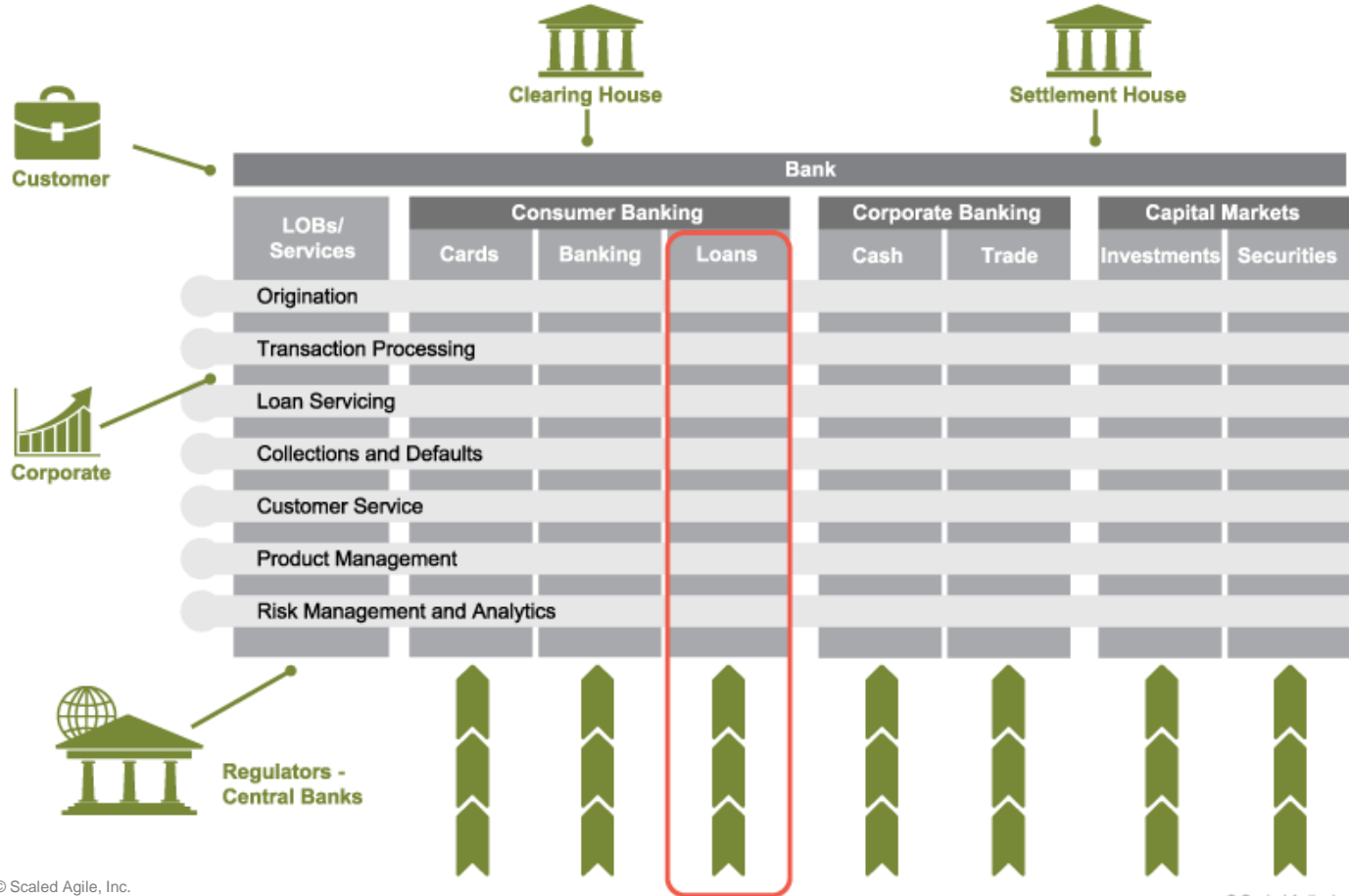
Agile
HR

Operational Value Streams

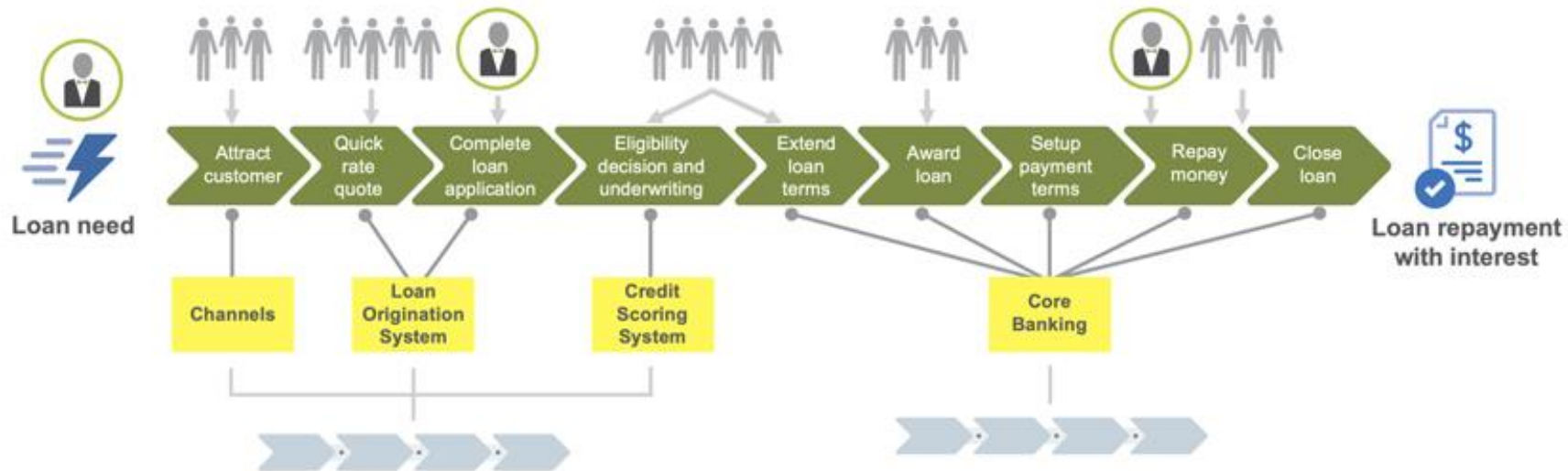


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Identify the value streams

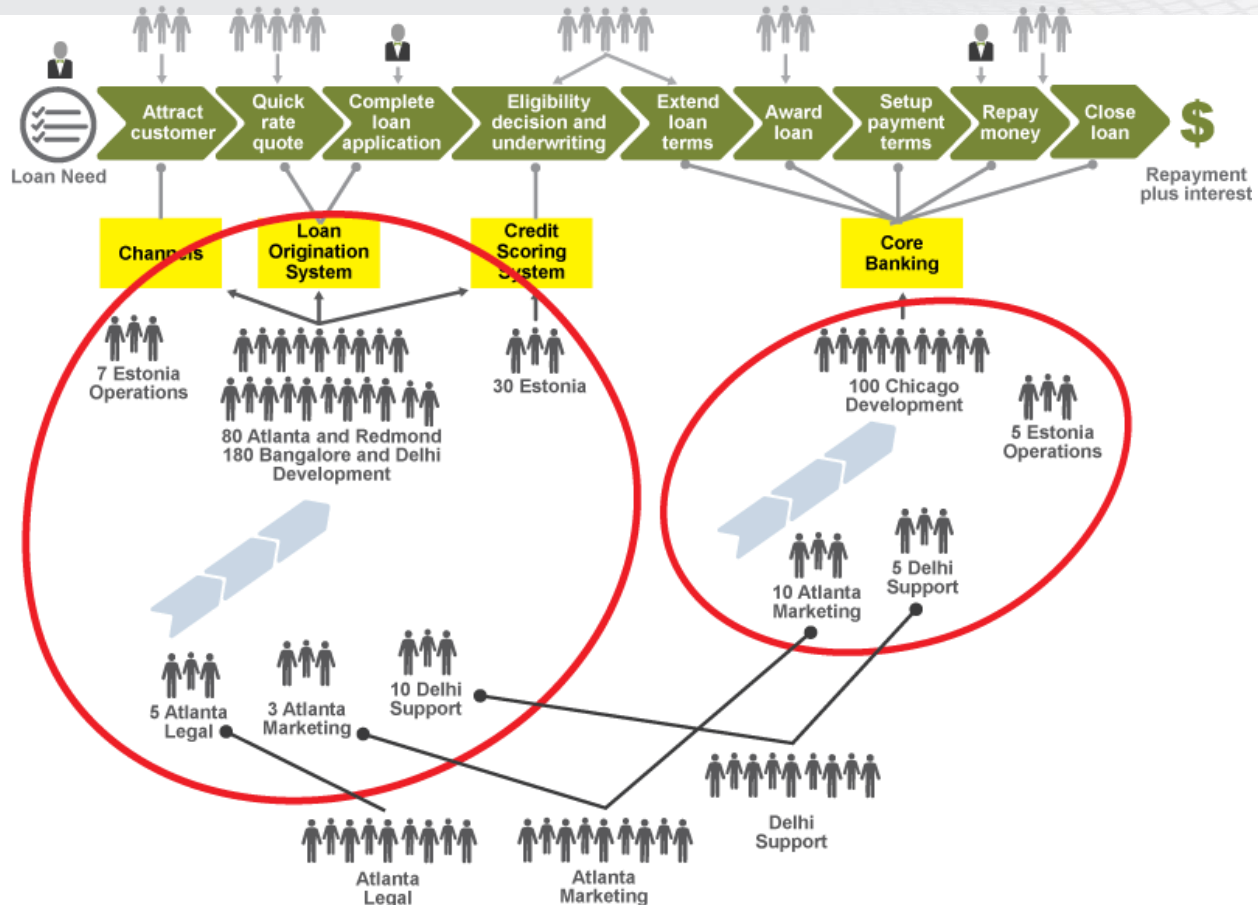


Identify the people and the systems

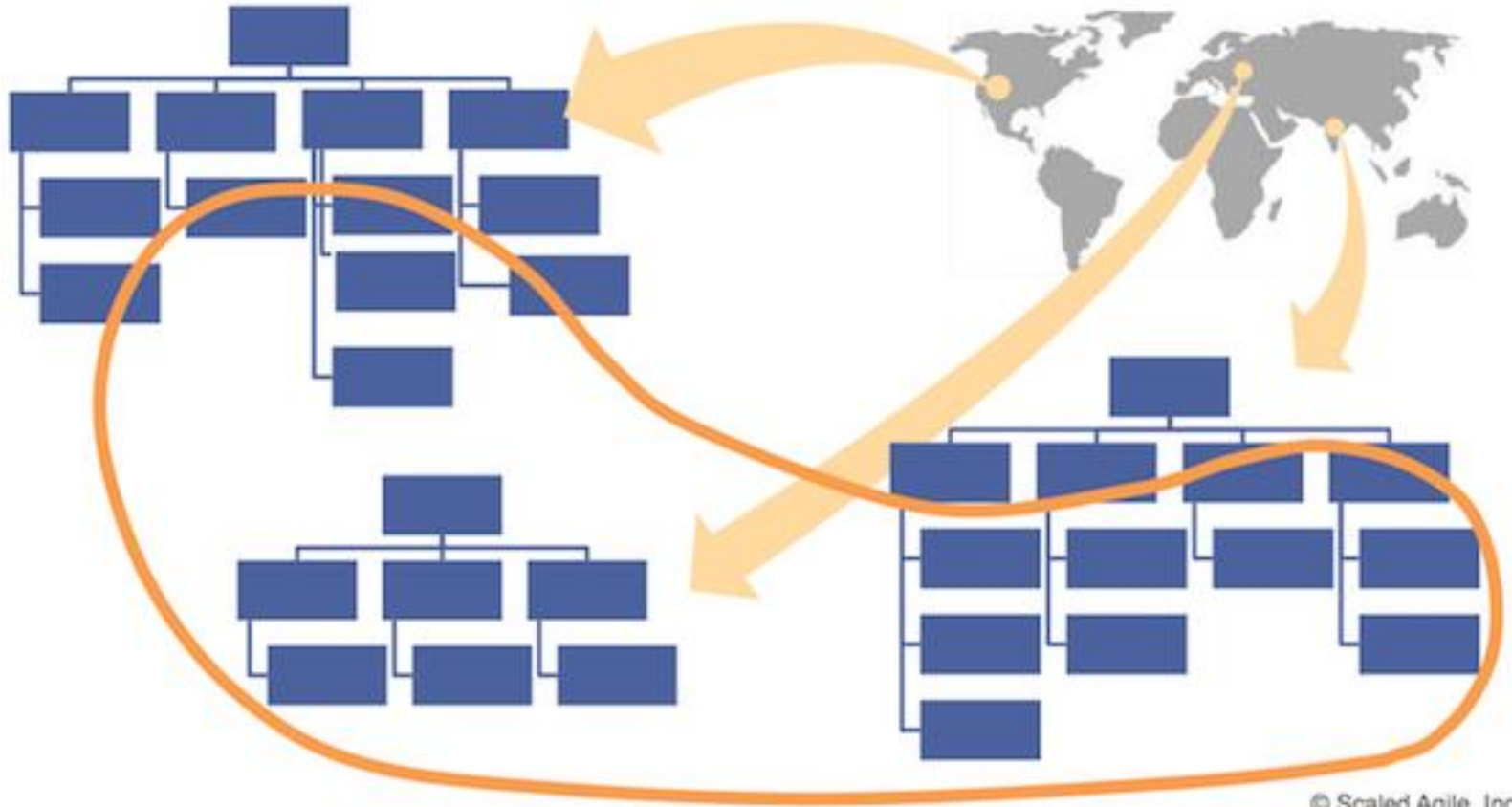


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People from across the organization



Form cross functional teams or teams-of-teams



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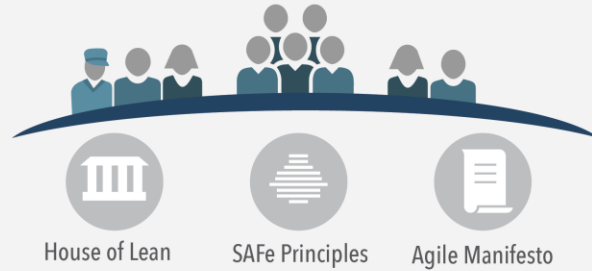


Organizational Agility

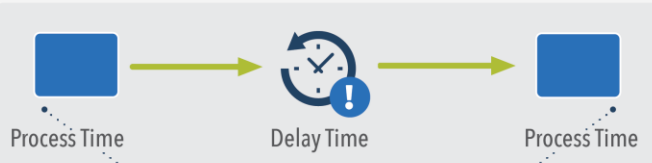


Organizational Agility

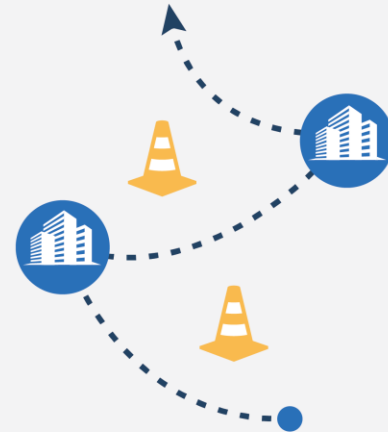
Lean-Thinking People and Agile Teams



Lean Business Operations



Strategy Agility



Lean Thinking People and Agile Teams

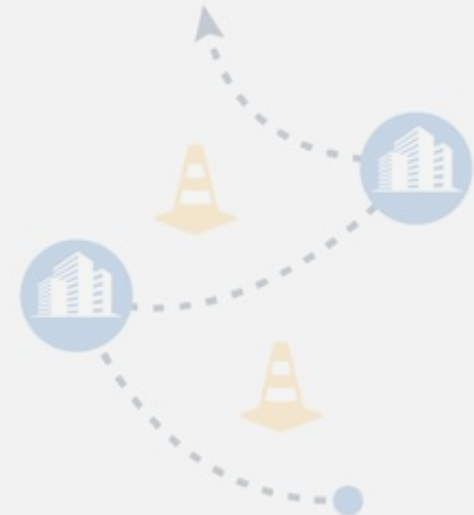
Lean-Thinking People and Agile Teams



Lean Business Operations



Strategy Agility



Lean Business Operations

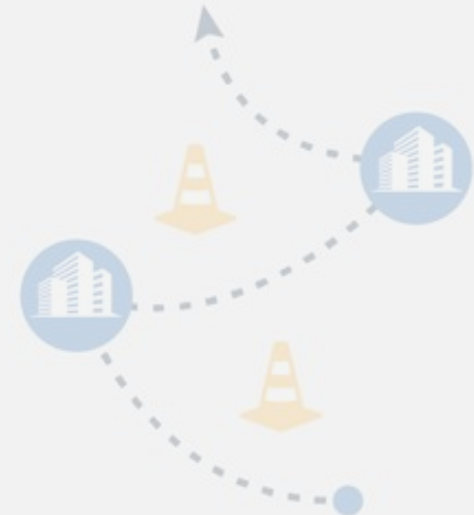
Lean-Thinking People and Agile Teams



Lean Business Operations



Strategy Agility



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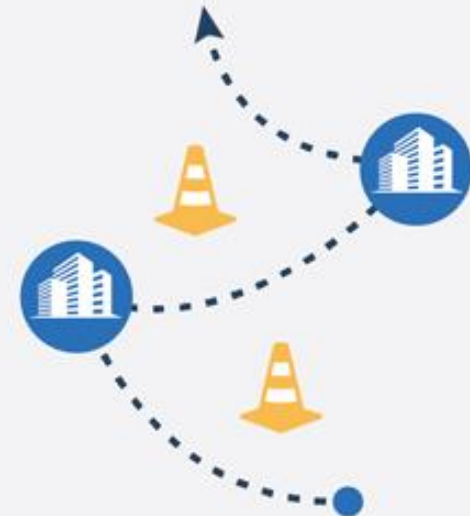
Lean-Thinking People and Agile Teams



Lean Business Operations



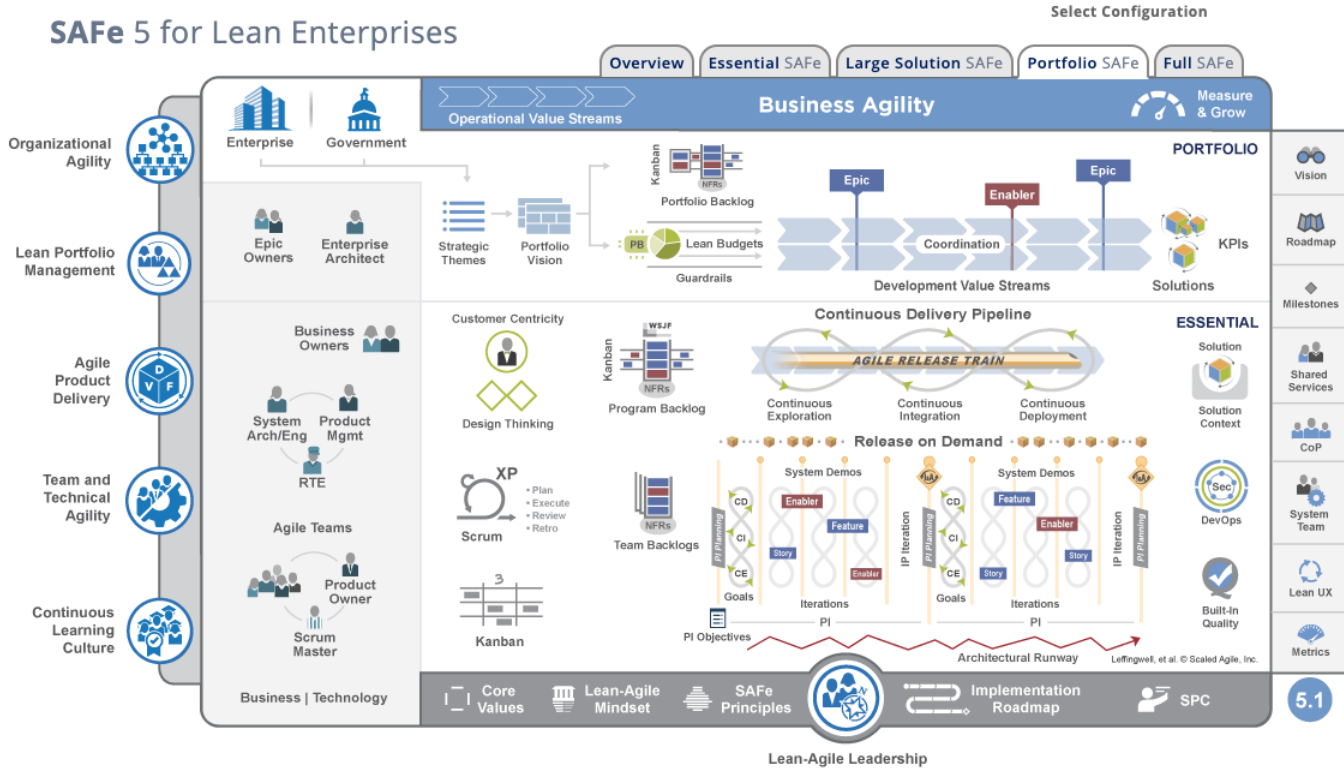
Strategy Agility



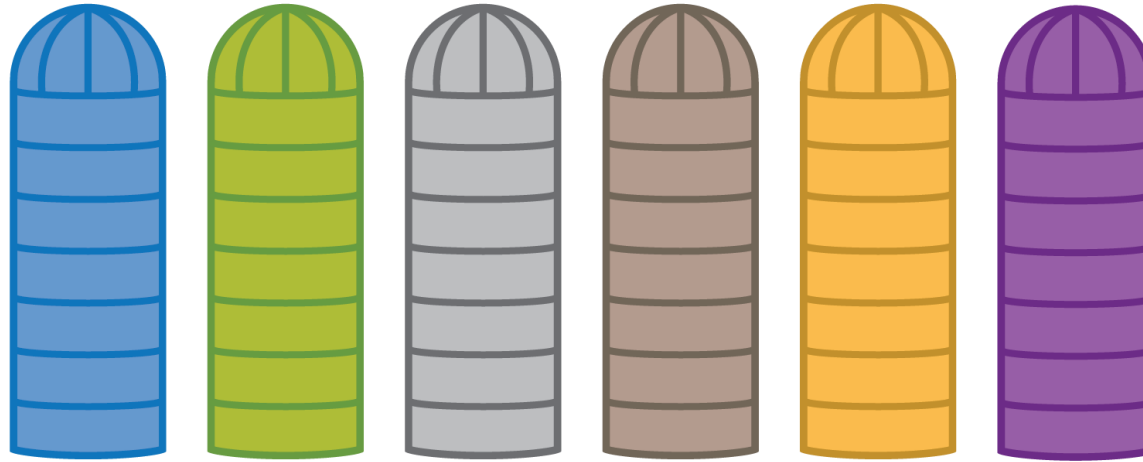
In Summary

Flow on the IT side is maturing nicely

SAFe 5 for Lean Enterprises



We're still figuring out how this looks in the business



Agile
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Agile
Marketing

Agile
Sales

Agile
Legal

Agile
Finance

Agile
HR



But we have some concepts to address these challenges



THANK YOU!

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