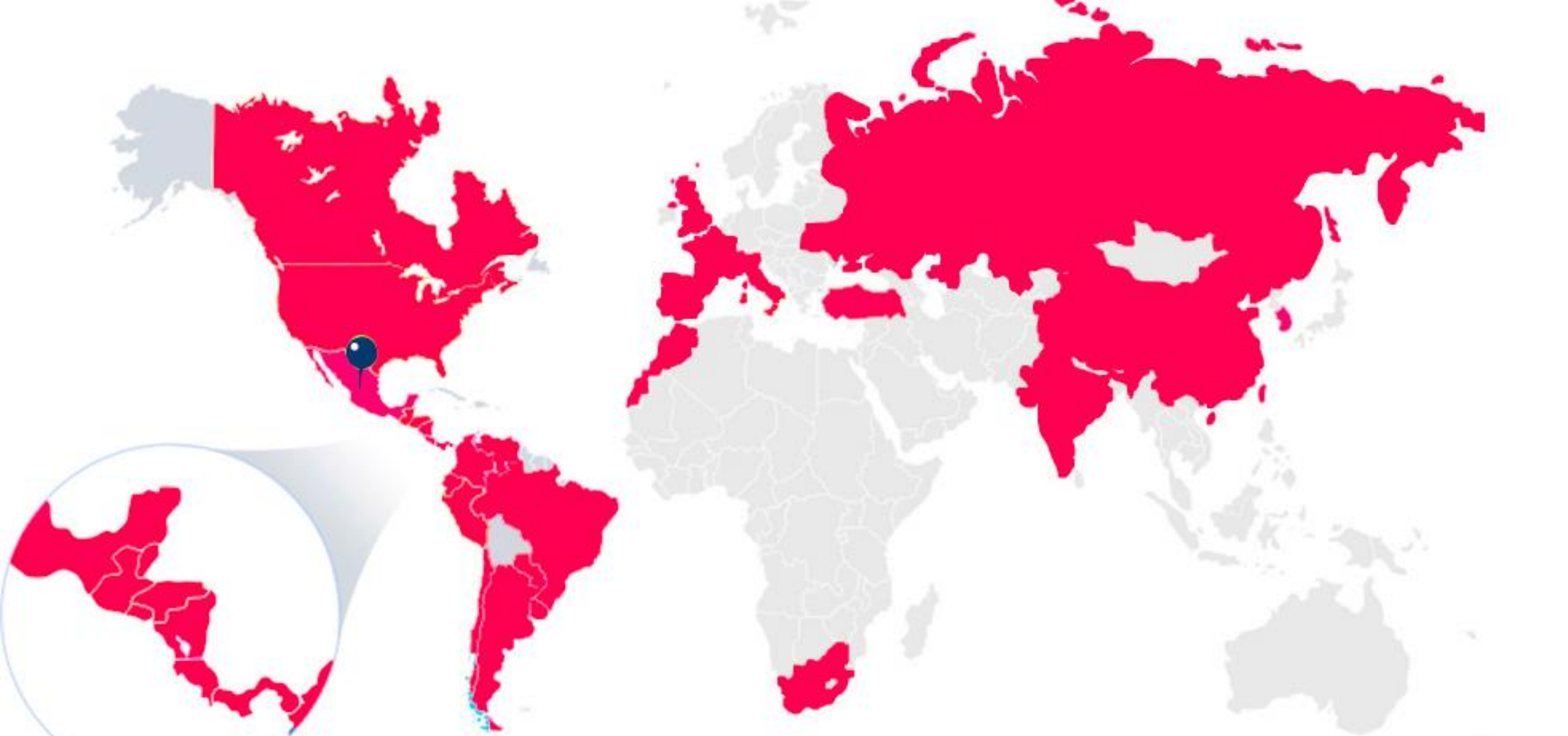


Conscious Agility

Verónica Castillo & Brenda Rodríguez

#beAgile

FIND YOUR
NEW ways



\$ 15.4 B
Dollars in Sales



33
Countries



+133,000
Associates



+ 53,000
Routes



+ 13,000
Products



+ 100
Brands



+ 2.8
Million Points of Sale



203
Plants



Empaque
BIODEGRADABLE



Bimbo



BIMBO
Blanco



“

Why should a
bakery want to
become agile?

”

#beAgile
FIND YOUR
NEW ways

“ Exponential change has led every organization to redefine its purpose and the way they add value

”

“

If you don't see
disruption coming, you
aren't going to be
prepared for it

”

#beAgile
FIND YOUR
NEW ways

“

Once the journey
begins, there is no
turning back

”

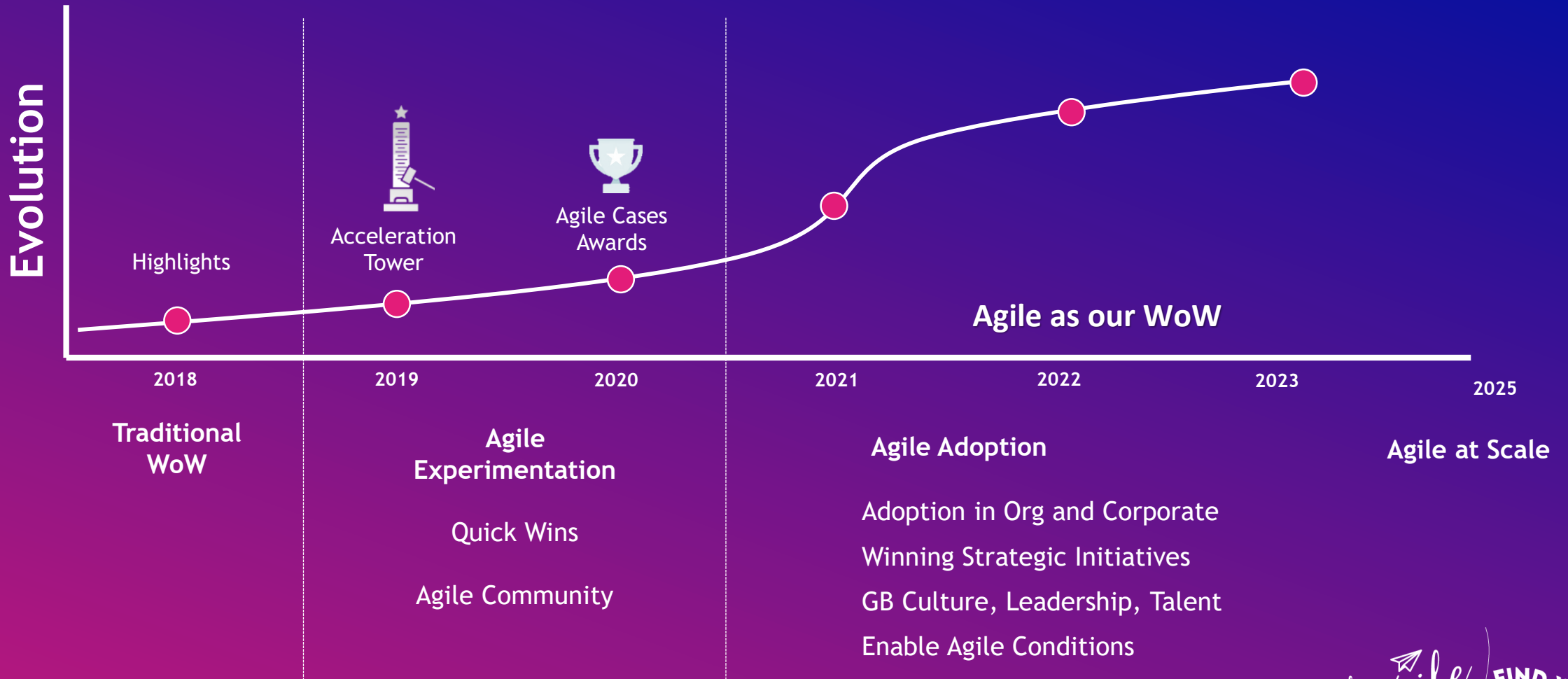
“

Being agile is a way to
think, being and act

”

#beAgile
FIND YOUR
NEW ways

GB has developed multiple Agile efforts, gaining relevance to become a strategic priority



BEST

PRACTICE

- Standardize the basics to create awareness
- Assemble a community to build the capability
- Define your key players
- Train continuously
- Engage teams
- Break the myths

THE GOOD, THE BAD AND THE UGLY

- Enthusiasm
- Support and visibility
 - Technological Tools
- Understanding of agile
 - Agile measurements
 - Fake Agile
 - The Scrum Master Myth
- “I want to be agile; therefore, I AM agile”





“ Being agile
is a way to
think, being
and act

”
#beAgile
FIND YOUR
NEW ways

Conscious Agility



Veronica Castillo
Líder Global de Planeación Estratégica y
Transformación Ágil



Brenda Patricia Rodríguez Zavala
Global Agile Coach at Grupo Bimbo



#be Agile

**FIND YOUR
NEW ways**