TO GET THE SLIDES FROM TODAY'S PRESENTATION

TEXT "EXECUTIVE"
1.844.414.9981

WHAT DO WE AGREE ON?

- *Organizations need to be able to respond at market speed—sustainably*

- *That takes a lot more than scrum or dev ops or xyz ops*

- *We must have executive support for the changes we need to make*

- *Executives aren't trying to fail*

Why don't executives participate?

WHAT

DOESN'T

WORK

WHAT

DOESN'T

WORK

What have you tried that didn't work?

HOW TO MAKE AGILE TANGIBLE FOR EXECUTIVES

- *Care about what they care about*
- *Speak in their language*
- *Create safety*
- *Demonstrate results*

CARE ABOUT WHAT THEY CARE ABOUT

Agile Transformation Is Never About Agile

GOALS OF EXECUTIVES

- **Making Money**
- **Success in the Market**
- **Health of the Firm**

CARE ABOUT WHAT THEY CARE ABOUT

Understand how the Goals of going Agile deliver on the Goals of the Executive

GOALS OF EXECUTIVES

- Making Money
- Success in the Market
- Health of the Firm

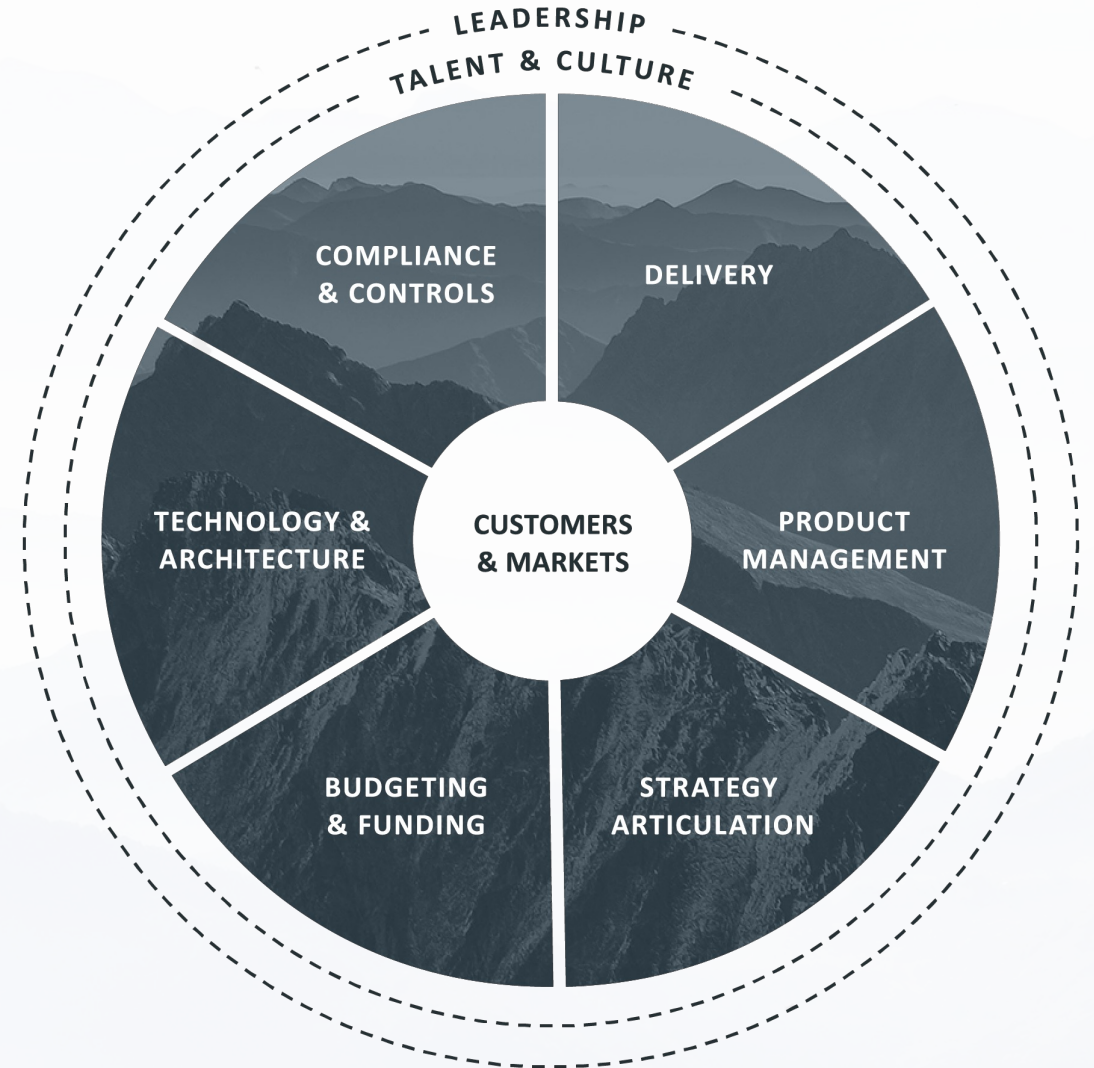## GOALS OF GOING AGILE

- Predictability
- Early ROI
- Innovation
- Quality
- Lower Costs
- Product Fit

SPEAK IN THEIR LANGUAGE

We Must Speak in the Language of Business

$ Revenue

MARKET SUCCESS

Benefits

OKRs

Innovation – Value Density

SPEAK IN THEIR LANGUAGE

We Must Speak in the Language of Business

$ Productivity

$ Revenue

WORK IN THE SYSTEM

Throughput

Quality

Reliability

MARKET SUCCESS

Benefits

OKRs

Innovation – Value Density
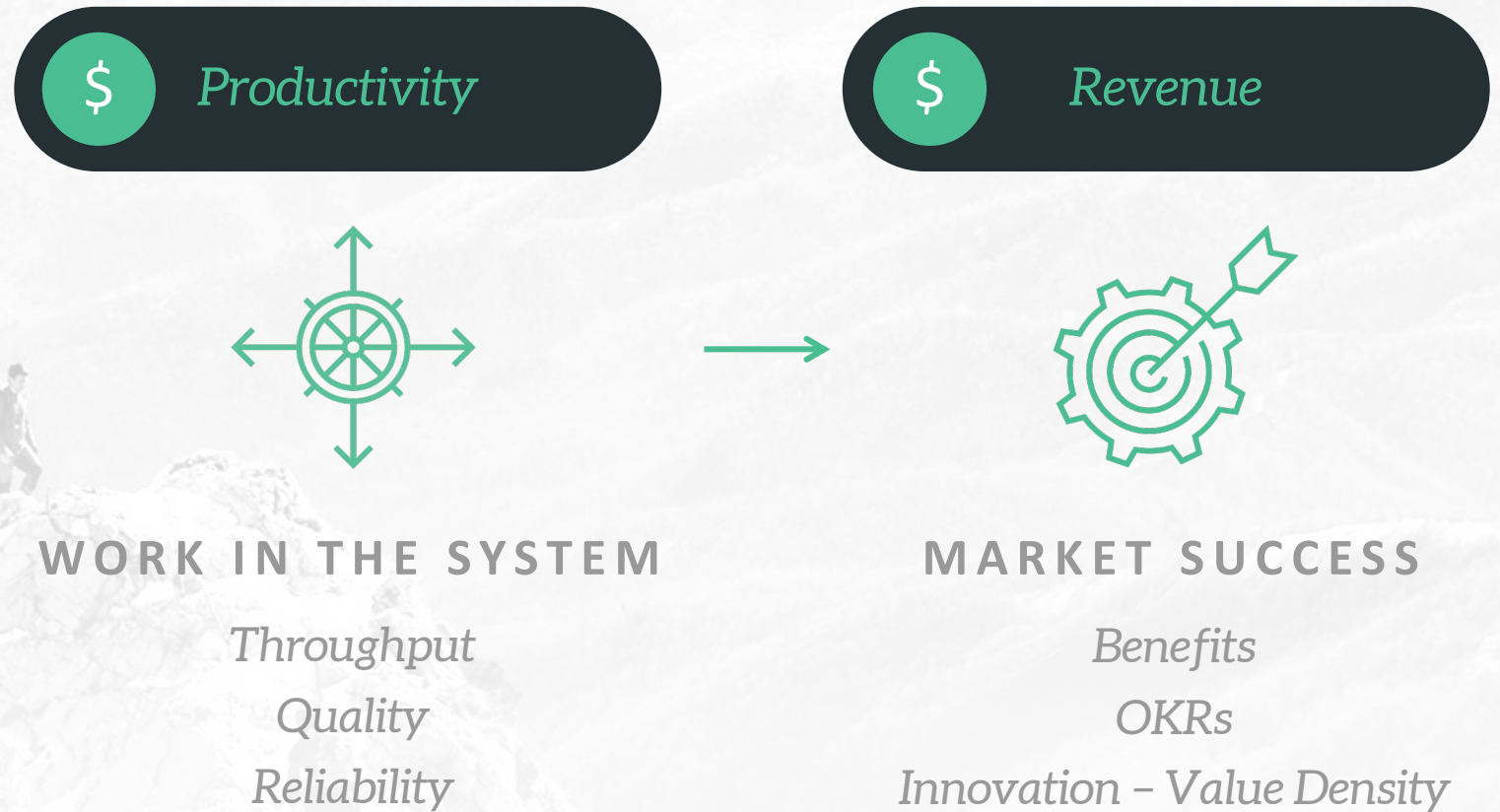
SPEAK IN THEIR LANGUAGE

We Must Speak in the Language of Business

$ Creating Options

$ Productivity
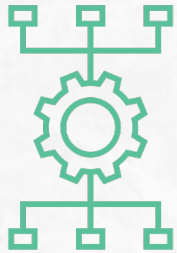
$ Revenue

IMPROVING CAPABILITY

Competency
Technology Health
Trusted System

WORK IN THE SYSTEM

Throughput
Quality
Reliability

MARKET SUCCESS

Benefits
OKRs
Innovation – Value Density

CREATING SAFETY

ALIGN ON THE REASON

START WITH EMPATHY

Help them see how they will contribute to the plan and stay informed of progress toward the goals

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CO-DESIGN THE NEXT STEPS

CONNECT TO THEIR POV

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AGREE HOW TO DEMONSTRATE PROGRESS
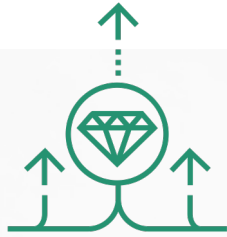*LANGUAGE OF GAIN*

DEMONSTRATE RESULTS

Connect to Value

- Work connected to OKRs
- Capability gaps closed
- Throughput and quality and reliability improvements

DEMONSTRATE RESULTS

Manage Change

- Progress on the roadmap
- Transparency into work
- Calling your shots – build influence

Connect to Value

- Work connected to OKRs
- Capability gaps closed
- Throughput and quality and reliability improvements

PUTTING IT TOGETHER

Build a vision and benefits case

(Empathy)

Build an outcomes-based plan

(Safety)

Set up a cadence to review progress and engage executives in a purposeful way

(Results & Trust)

Refine the plan to ensure we deliver on the business case

(Engagement)

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