

INTERNATIONAL INSPIRATION ON AGILE LEADERSHIP & COMMUNICATION, MAY 8 AMSTERDAM

16.00 – 20.00, including dinner

ING, Amsterdam

Program

16.00 Agile Leadership – know thy self

Katie Taylor



‘Individuals and interactions over process and tools’ is as valid today as it ever was. Yet, many still seek THE process or the ‘one size fits all’ fix. The truth is, that individuals and their interactions are complex and fraught with danger, there is no easy fix. Instead a different type of leadership is required, one that understands, connects with and leads people rather than manage tasks. The literature and advice on leadership is extensive, often contradictory and daunting. So, how is Agile Leadership different from good Leadership and what can we do to develop ourselves into Agile Leaders?

Agile Leadership is not only about driving and promoting change, it is also about being the change. People are inspired by those who lead by example and actively engage in their own development. This is through action rather than words; as Gandhi said: “Be the change you want to see”. Agile Leaders develop themselves to be humble and empathetic by demonstrating virtues such as compassion, empathy and care for their colleagues. Inspiring leaders work on themselves first before working on others.

We use the 9 Principles of Agile Leadership to focus on what an Agile Leader strives for. The workshop will use practical exercises and interactions to show how we can all recognise and improve our behaviours to better influence and develop others. www.agilebusiness.org/leadership



Bio Katie Taylor

Katie spent many years as a self-employed consultant, working on a wide range of projects for the likes of British Aerospace, Computer Sciences Corporation (CSC), British Gas and Astra Zeneca. She specialised in enabling communication between different levels of staff, especially during times of radical change. She is currently The Agile Business Consortium's lead for the ‘Insights’ group. “Work doesn’t work” for many people who are not engaged – we are part of the movement to make a positive change.

17.15 hrs Communication in Agile transitions

Werner van Bastelaar, Kimra Morgownik, Mariëlle Roozemond

Major changes in organizations are more likely to succeed if they are accompanied by a well-considered communication approach. Nevertheless, communication seems to be a final item in Agile transformations. Too often managers and employees say that the only communication they have noticed about the change is a 70-page slide deck, sent around by mail.

Another issue is that communication departments often do not yet fully realize what it requires to support the transformation from within the organization. Agile is relatively new to the communication domain, and the existing tools and techniques are only partially applicable in an agile context. Communication teams that want to effectively support a transformation face a steep learning curve. In this contribution we look at how the triple task of communication departments takes shape in agile organizations.

- Task 1: transform as a communication department
- Task 2: communicate about the agile transformation
- Task 3: enablement / communication coaching of multi-disciplinary teams in value streams and tribes

Werner van Bastelaar, Director of Communication and Information at Social Insurance Bank, illustrates task 1. He explains how he worked with the communication department to take steps in agility so that the mindset and working method become more 'owned' by the internal communication advisors.

Kimra Morgownik, change and comms manager at Heineken, illustrates task 2 by showing how communication has been aligned with the agile values in the agile transformation of Heineken Global Information Services.

Mariëlle Roozmond, Agile MarCom coach and lecturer at Rotterdam University of applied Sciences, dives into task 3 and describes from a student and practitioners perspective what the 'new' communication professional needs to bring to the table if he or she wants to contribute effectively to the objectives of an agile organization.

Bio's



Werner van Bastelaar worked as director of Communication & Media relations for the Sociale Verzekeringbank, the organization that implements national insurance schemes in the Netherlands. He previously worked as head of Media Relations at Post NL, as a consultant at Fleishman-Hillard and at Edelman and as head of Communications at the Netherlands Authority for the Financial Markets. He started his career in journalism, as a parliamentary reporter and as a court reporter.



Kimra Morgownik started in 2012 at HEINEKEN International and worked on change & communication in a broad range of projects. Recently she was the Change & Communication lead for the Agile Transformation of HEINEKEN's Global Information Services (Global IT). Kimra was also part of the board of Young Logeion from 2013-2017. Logeion is the Dutch professional organization for communication.



Mariëlle Roozmond is chair of Agile MarCom Consortium and boardmember of Agile Consortium NL. She combines her work as an independent Agile Marketing & Comms Coach with a position as lecturer at Rotterdam University of Applied Sciences. She is co-author of 'Scrum in Actie' (2015).

18.15 hrs: Dinner

19.00 hrs Agile portfolio management

Peter Coesmans

There are so many improvements to be made in organizations, in products and services, that organizations have to make choices in which initiatives they can and do not. Many large organizations have therefore introduced a form of portfolio management, a selection process. That is of course a line process, so many organizations have also classified it according to the annual cycle of the line.

The agile portfolio management book was therefore published in 2017 by the Agile Business Consortium. That book provides guidance on how all innovations (including “business is usual”) can be managed and how the decision-making process can be organized. Not along the annual cycle, but constantly, in an Agile way. Both suitable for a portfolio with Agile initiatives and for a portfolio with only linear initiatives. Peter Coesmans is one of the authors and takes us into the line of thought. We will also bring a number of copies for the participants.

Bio



Peter Coesmans is an independent program and interim manager. Peter is currently a board member of the Agile Business Consortium in the UK. He has also been a board member of IPMA in the Netherlands and active in IPMA internationally. Peter has extensive experience as a program manager and line manager in sectors such as Energy, Food, Education, Municipalities, Provinces. In recent years, he has led a major change program at ASML, has been a sustainability program manager at a housing corporation, and is currently leading the renewal of the New Product Development process by

Jacobs Douwe Egberts, in an agile manner. He is also involved in organizing the climate and energy knowledge and innovation agenda ("the sixth climate table") for the Ministry of Economic Affairs and the Environment.

19.00 hrs Agile Leadership Game

A leadership workgroup representative



In this workshop we play the game and share facilitation tips. The “How Agile are you?” game gives insight in mindset and right shifting, inspired by the Marshall model. The Marshall model considers mindset and effectiveness in transformation from an ad-hoc or bureaucratic organization towards a more agile organization.

The game initiates and facilitates discussions about what’s happening and what needs to be done. During the game attendees discuss about which leaderships behaviors, may or may not be effective.. Attendees discover the nature of the challenge. The agile mindset and adequate leadership are continuously in top of mind.

The game is already used in several organizations, for example SVB, Belastingdienst and ING.

20.00 hrs Drinks