Human Centered Business Agility

speed to market

customer value

business value

flexibility

The focus of Business Agility

process

speed to market
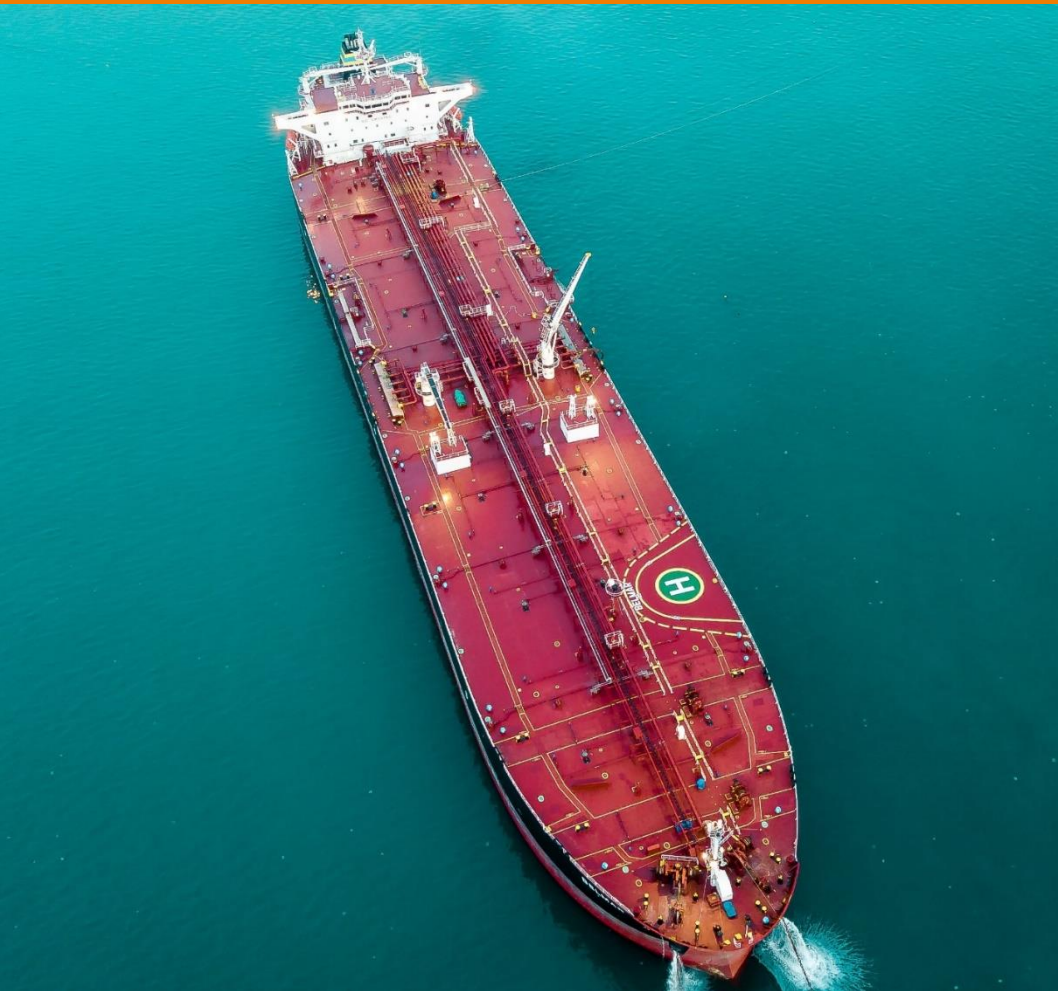
customer value

business value

flexibility

process

human individuals and teams

NOT a metaphor for business agility

a metaphor for business agility

CONTEXT

complexity
uncertainty
change

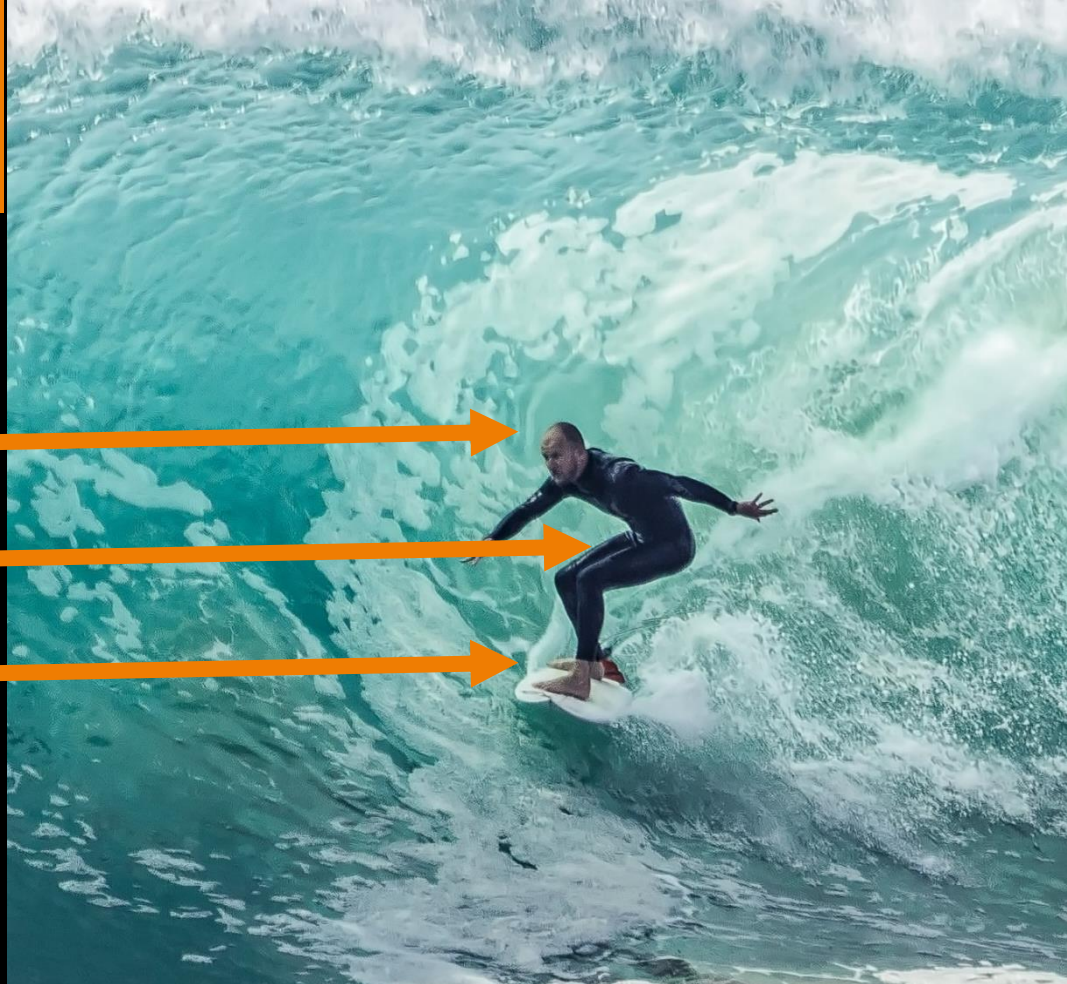a metaphor for
business agility

SO WE NEED TO BE

resilient
adaptive
creative

a metaphor for business agility

BY EVOLVING

values
behaviours
capabilities

a metaphor for
business agility

Business Agility is…

evolving values, behaviours and capabilities
to be more resilient, adaptive and creative
in the face of complexity, uncertainty and change,
leading to better business outcomes and wellbeing.

Meet Sam

What if…

the surfboard is just there to stop us falling in the water…

and the surfing is down to us?

Human Centered Business Agility

The search for value and meaning in work through deliberate practice in curiosity, trust, collaboration, flow, adaptation and lagom*.

* "just enough" (Swedish)

Research on meaning at work

Finding meaning at work is a key driver of employee engagement and effectiveness.

To find work meaningful, people need:

- authenticity
- self-efficacy
- self-esteem
- purpose

- belongingness
- transcendence
- cultural and interpersonal sensemaking

Brent D. Rosso, B., Dekas, K. & Wrzesniewski A. (2010),
On the meaning of work: A theoretical integration and review,
Research in Organizational Behavior, 30 (2010), 91-127

Executive Recruitment Example

Tell me about a time when you've been so bored in an interview that you've fallen asleep.

Make it collaborative

Make it real

Doing strategy together

How will business agility help me deal with Brexit?

Breaking bread together

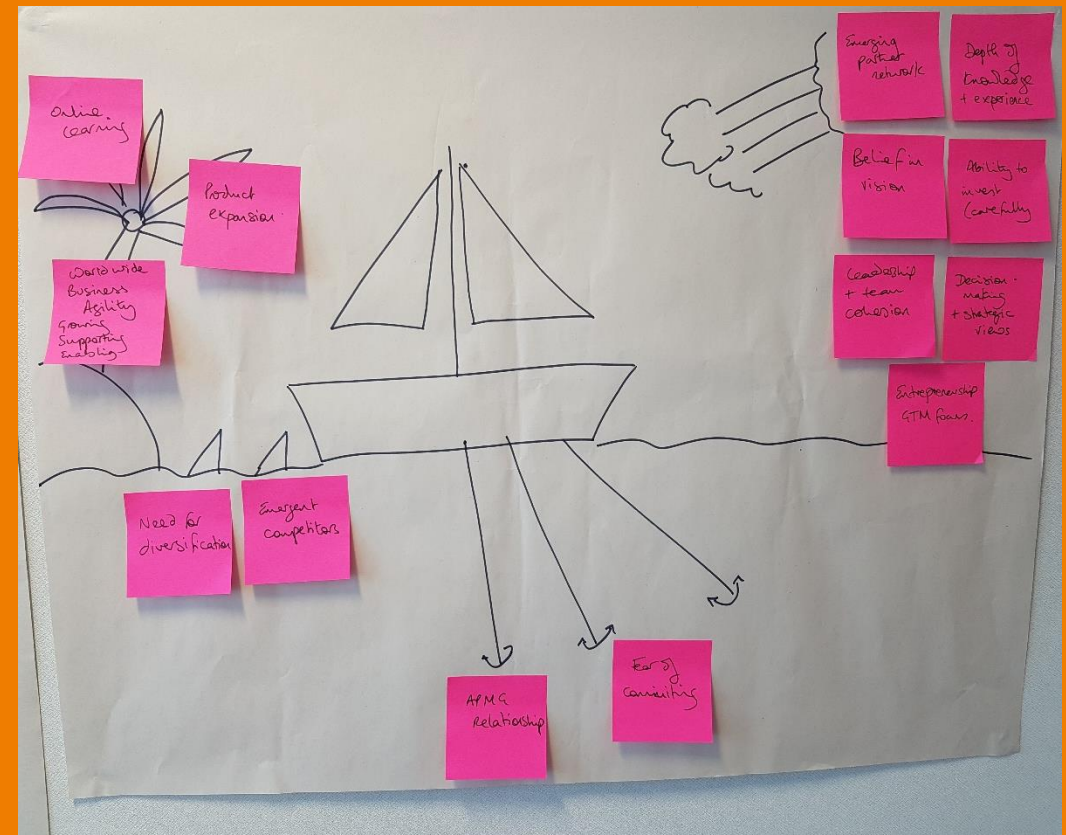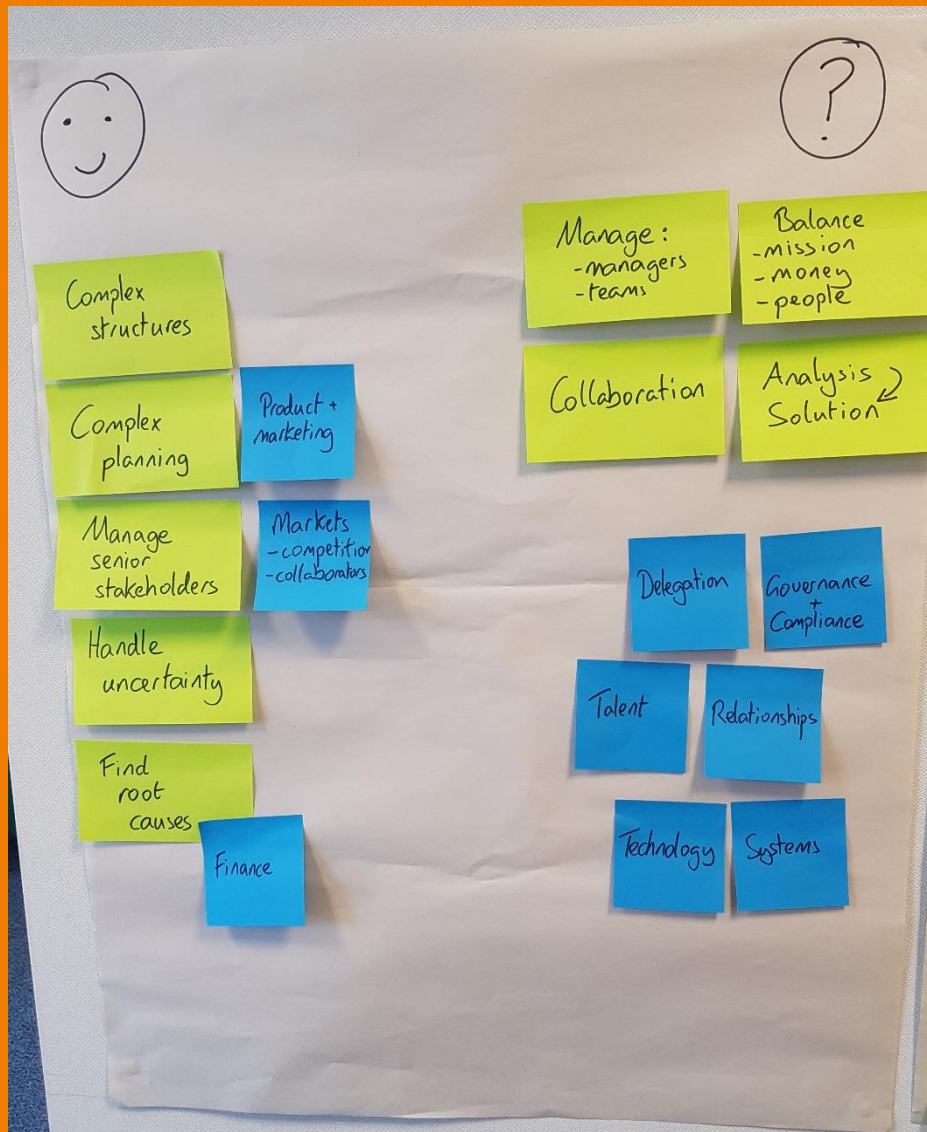Staff team interview

The Interview

What did we learn?

People are more real when context is more real.

Real collaboration is hard to do, but better for everyone.

A little trust allows people to shed some armour.

Who the people in front of us really are.

Research findings

"I am so fucking sick of talking about Scrum. [laughter] I don't give a shit about Scrum, I don't give a shit.

It almost makes me feel a little bit dirty, it almost makes feel like I'm pimping something.

I think at the beginning, early stages, I probably advocated some of those things more, but more because I genuinely felt it, I genuinely felt it. It seemed like this is something good here."

Luca

We need to talk about…

Wagner E.,Newell S., Ramiller N., Enders J. (2018),
From public ideology to socio-material reproduction of agile principles: The case of pivotal labs,
Information and Organization 28 (2018) 192–210

what about…?

The search for value and meaning in work through deliberate practice in curiosity, trust, collaboration, flow, adaptation and lagom*

frameworks

agile ideology

How could you make the search for human value and meaning more central to your business agility journey?

Get in touch

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