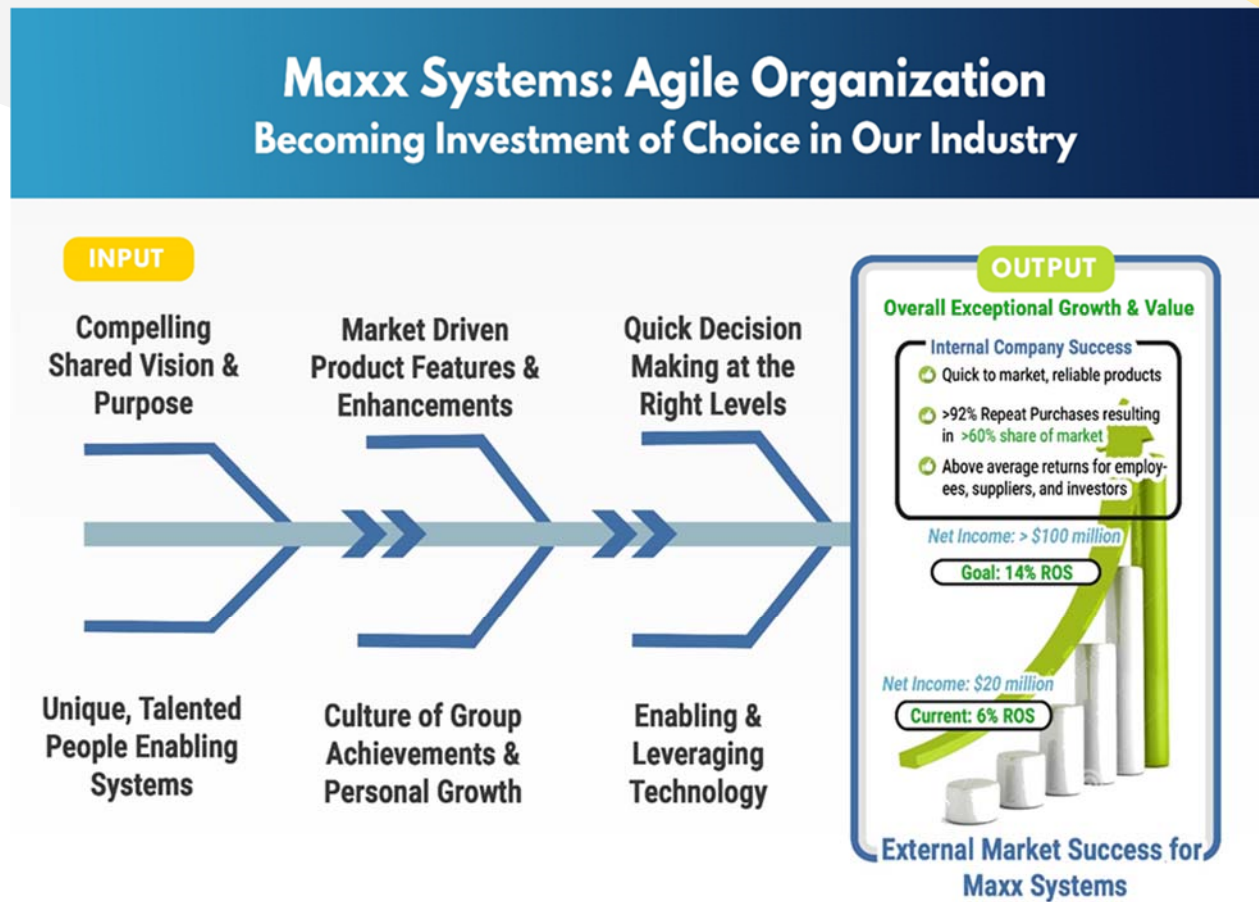# Welcome to the World of the Agile Organization Enterprise

"Quick to Market with the Best"

Guide to Maxx Systems Virtual World Exercise

Maxx Systems: Agile Organization
Becoming Investment of Choice in Our Industry

INPUT

Compelling Shared Vision & Purpose

Market Driven Product Features & Enhancements

Quick Decision Making at the Right Levels

Unique, Talented People Enabling Systems

Culture of Group Achievements & Personal Growth

Enabling & Leveraging Technology

OUTPUT

Overall Exceptional Growth & Value

Internal Company Success
- Quick to market, reliable products
- >92% Repeat Purchases resulting in >60% share of market
- Above average returns for employees, suppliers, and investors

Net Income: > $100 million

Goal: 14% ROS

Net Income: $20 million

Current: 6% ROS

External Market Success for Maxx Systems

<u>For Participants and Facilitators: each person should have a printed copy.</u>

Overview:

The purpose for this exercise is to introduce the Agile organization enterprise and its potential benefits for companies. The company is modeled after a real company in the appliance industry.

The exercise is:

- An adventure in the science of cognition in the adaptive unconscious after Wegner (2002), Wilson (2004), Gladwell (2007), DiBello (2013), Kahneman (2013), and oth-

ers.

- Immersive and participative — exercise built on a driver of a must be achieved goal.
- A multi-part, rehearsal methodology, for the accelerated development of expertise.

This method has worked for hundreds of leaders in over thirty companies across four continents; it as developed with the contributions from research in 18 peer reviewed grant awards.

Storyboard

In the exercise you will be introduced to two practices of an Agile Organization: 1) market driven product feature development, and 2) the user experience driven product enhancement. Both benefit from an organic practice where ideas emerge and practices perform well when new opportunities are captured. Research shows there are actually seven or more practices employed in Agile Organizations for a wide range of businesses. These two embrace the attributes of the range of practices.

What is an agile organization?

An **Agile Organization** is one that is quick in responding to changes in the marketplace or environment. The 'agile organization' is known as 'the entrepreneurial **organization**' and 'the resilient **organization.**' This kind of **organization** focuses on the customer's needs.

Characteristics of individuals in entrepreneurial, agile, self-organizing organizations:

1. Their actions are those of self-aware individuals in self-organizing teams focused on the goal.
2. Their leadership is inspiring without losing the cohesion within the development environment.
3. Their organization is based on continuous learning.
4. Their transparent in contributing to open communications, collaboration and sharing.
5. Their governance is based upon business goals, customer benefits, values, and adaptation.
6. Their members seek mastery in their respective skills.

Reference: mbashool.com

The Agile Organization Enterprise contrasts with the traditional Waterfall organization practices. In a Waterfall approach scope is to be well defined at the beginning and opportunities that arise during the project must be deferred to the next project or the project is stopped and a new project scoped and started.

Many organizations may be a mix of Agile and Waterfall strategies. There are over 100 training programs for individual's skills in either Agile or Waterfall Organizations (Project Management Institute, Agile Enterprise, Platinum Edge, Scrum Alliance, and others). The Maxx exercise is targeted for a higher-level decision makers where leadership sets the path that is considered best for the mission of the organizations. For example, in the environment of developing software, Smart IoT products, or education, opportunities to further enhance the outcomes may arise during execution and the organization is poised to grasp them as they arise. There will be a guiding object or purpose within which the exploited opportunities can expand and change during execution of the project. With an Agile Organization strategy these opportunities will be brought to market quickly.

The exercise is executed in two rehearsal exercises. Each rehearsal 1) a market driven product feature part and 2) a user experience driven product enhancement part. Each period is 30

minutes (approximating a month in the life of the organization)

There will be occasional discussions with a behavioral-facilitator to discuss learning constructs, behaviors, and outcome performance.

There is also a Help Desk for participants to contact when encountering a mechanical difficulty in executing the activities within the virtual world.

The flow of activities is shown in the storyboard exhibit.