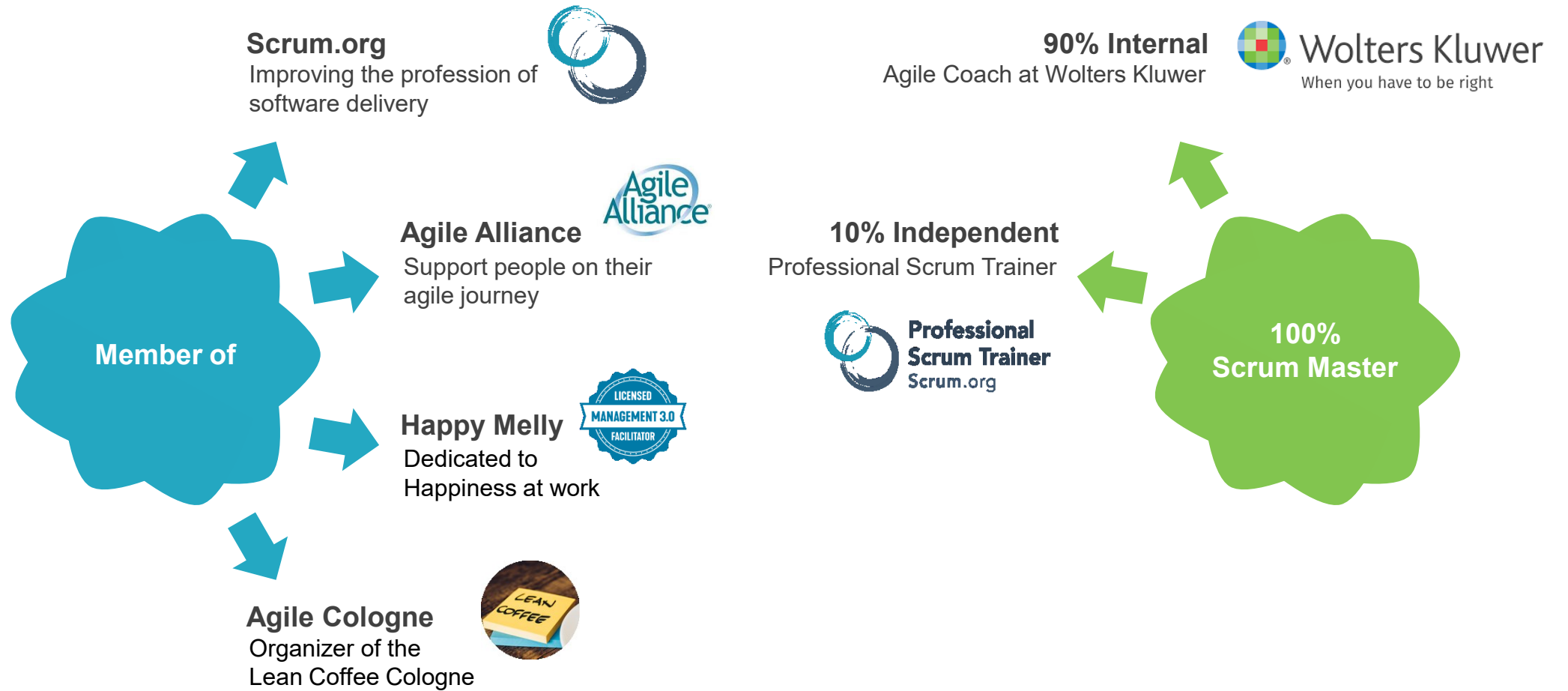




What Brazilians and Germans can learn from each other about Business Agility



Your Presenter – Alexander Hardt



A man in a dark suit stands with his back to the camera on the edge of a rocky cliff. He is looking out over a vast city skyline, likely New York City, with numerous skyscrapers and a body of water in the distance. The sky is a clear, light blue. The overall color palette is dominated by blues and greys, with a vertical bar of green and cyan on the right side of the image.

Agenda

01 **Setting the stage**
Definition of “Business Agility”

02 **Brazilians**
Continuous Happiness.

03 **Germans**
Continuous Discomfort

04 **The curtain falls**
Time for Q&A, - Feedback.

Definition of Business Agility



“Business agility is the ability of an organization to sense changes internally or externally and respond accordingly in order to deliver value to its customers.

Business agility is not a specific methodology or even a general framework. It’s a description of how an organization operates through embodying a specific type of growth mindset that is very similar to the agile mindset often described by members of the agile software development community. The nature of that mindset is described in the Values and Principles section.

Business agility is appropriate for any organization that faces uncertainty and rapid change.

Business agility values individuals and their interactions, collaboration, driving toward outcome and constant learning, similar to agile software development. The principles that serve the foundation of business agility include iterate to learn and reflect on feedback and adapt both product and process.”

There are no prescribed Practices, Roles and no prescribed Lifestyle.

Passion – The Fundament of Happiness



1994

During games:
Nervousness,
Stress, Shouting,
Insecurity

After games:
Togetherness,
Celebration,
Joy, Proud

Your captain
Dunga "O Alemão"

Photo by William White on Unsplash

Empiricism – Assumptions and Validation



Photo by Chema Photo on Unsplash

1994

“A man who carries a cat by the tail learns something he can learn in no other way.” Mark Twain

Sense & Respond

win in a world of continuous change

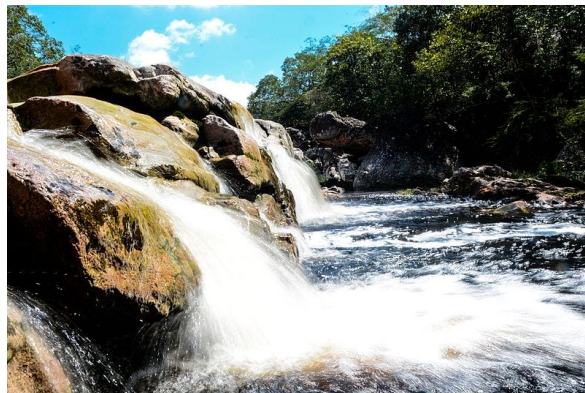
Trust – The Fundament for Empiricism



*Lençóis,
Bahia,*



Chapada Diamantina



1994

Trust is the fundament for the three pillars of empiricism: Transparency, Inspection & Adaption

Trust is based on our behaviour that is driven by our passion

Isn't it all about Continuous Improvement?



1998

Even if everything seems to be clear,
The future is unpredictable

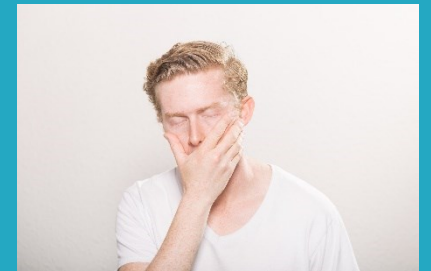


Photo by Kyle Glenn on
Unsplash

It's only how good you play the game!



2002

“Sou Ronaldo,
Igal a todo
brasileiro
eu sou guerreiro,

Às vezes caio,
mas eu me levanto
... Eu não me
intimido e parto
pra cima”

Marcelo D2

Technical Excellence



Photo by Miguel Ángel Sanz on Unsplash

Commitment & Persistence

Over 600 years of
construction

Having an
inspiring goal and
a clear mission
and sponsorship,
people can grow
together beyond to
get great things
done

Entrepreneurship

Innovation & Preservation

What made us big
could turn to our
disadvantage

Reinvent yourself
and
don't lose your
ability to innovate



Photo by lost design on Unsplash

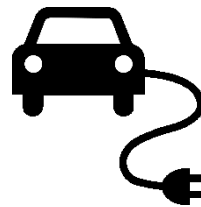


Photo by Jack Anstey on Unsplash

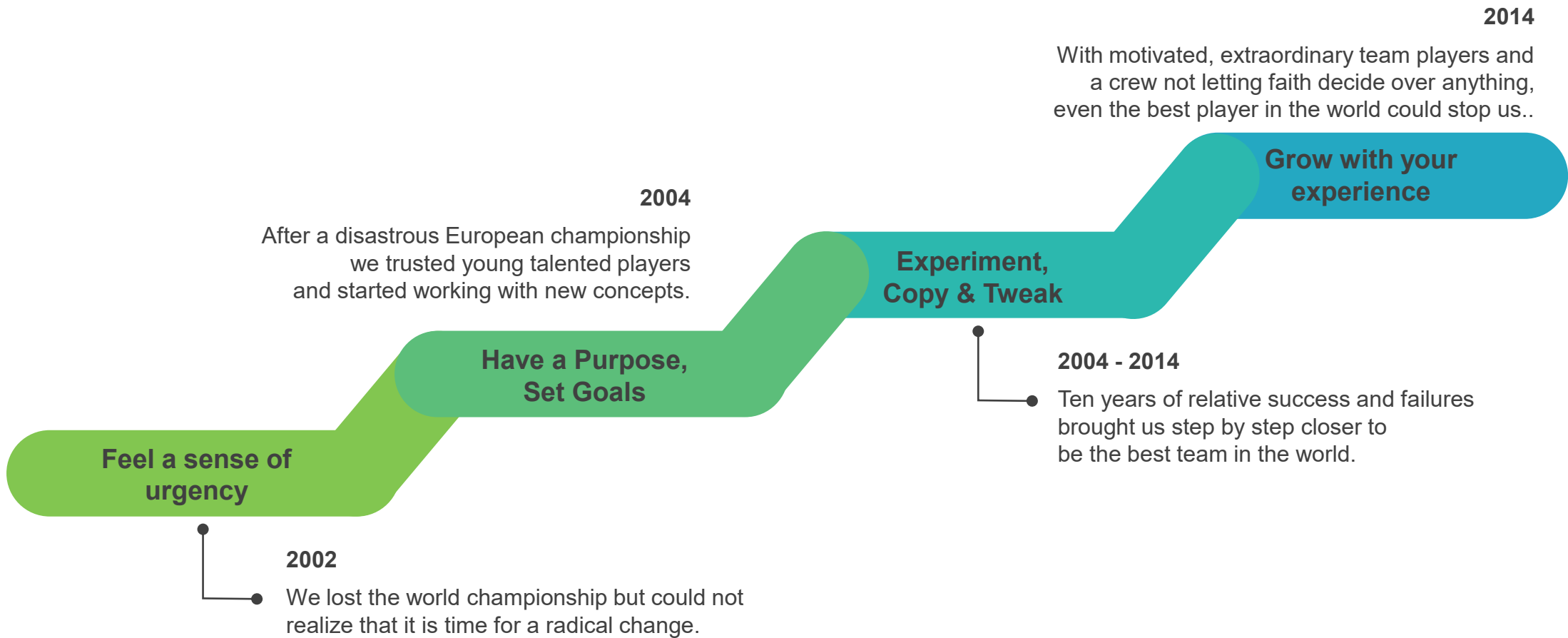
Don't come up with a complex solution for a complicated problem!



Never cheat, you should know better!

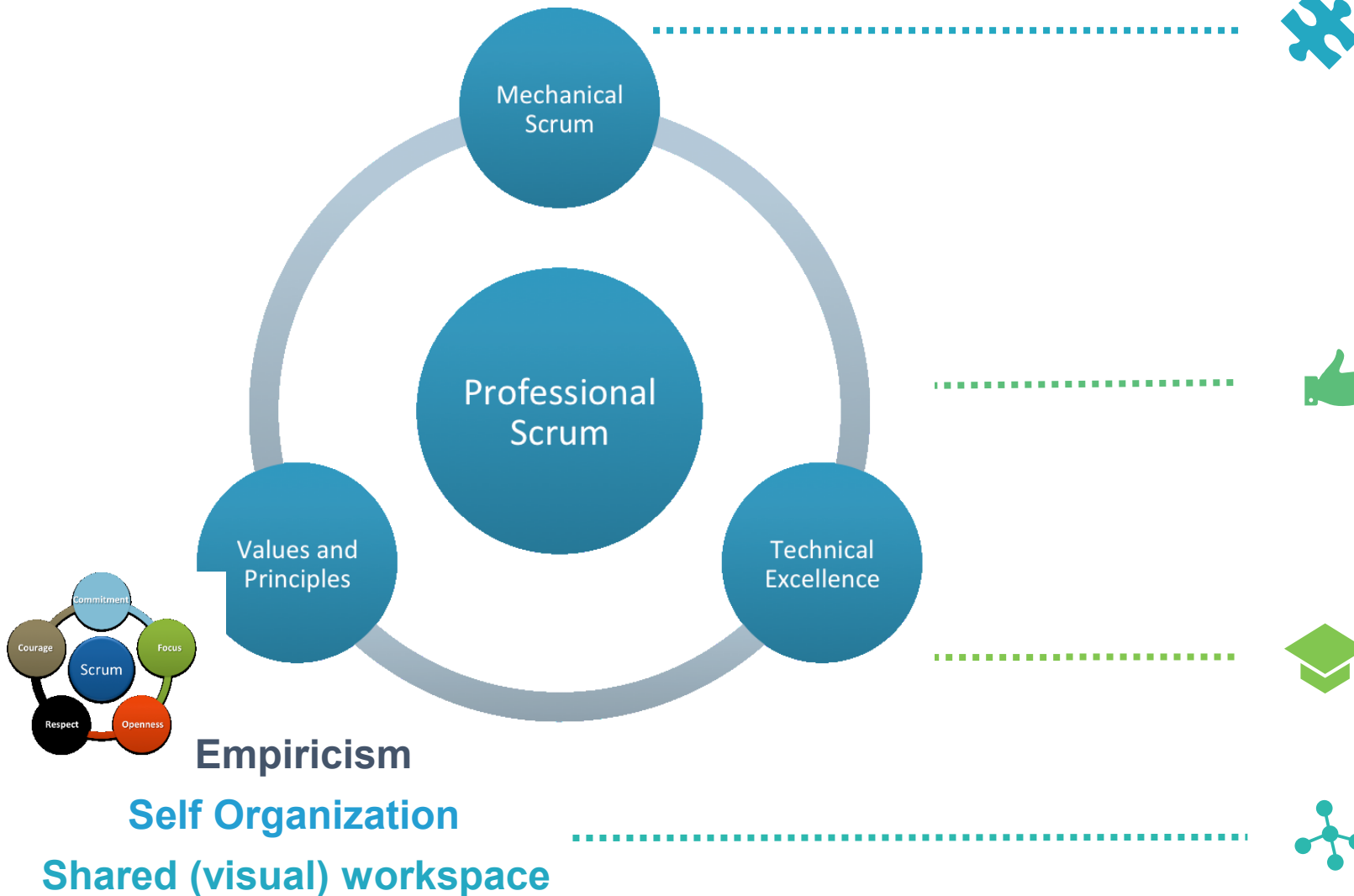


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When you have a goal and discipline you can do it!

Getting out the most of both cultures



Set up Scrum as defined in the Scrum Guide

See Scrum as a jigsaw where all pieces have to fit together, enact it to continuously improve your product and the way of working, with German discipline and Brazilian ability for improvisation.

Being Professional

With Brazilian passion and a compelling mission, combined with the three outer circles, we have what is needed to deliver outstanding products or services.

Striving for excellence

Learn from each other, share your knowledge, have the German discipline and go forward to be the best version of yourself.

Having the right mindset

With mutual respect and commitment, having the courage to use the Brazilian openness and spirit to grow with the principles, while focusing like German.

Waves of Scrum



Photo by Austin Schmid on Unsplash

#ScrumOn





it comes to light

Final Q&A



Thank You

Keep calm and Scrum On

