

## ***Agile Real Estate London “AREL”***

You are the senior management team of AREL. Your company has successfully built a 12 strong chain of Real Estate Agents in London based on Agile principles. So far you have continued to break even during the market downturn. Still it is only prudent to conduct a review of operations. You have chosen the dialogue sheet technique to help you with this review.

Before you start the dialogue sheet each member of the team should spend a few minutes contemplating some of these questions:

- What does success look like?
- What benefit does being Agile bring to the Real Estate market?
- How does your Agile business differ from your non-Agile competitors? What do you do differently?
- Who are your customers? How do you know what your customers want?
- Outline your staff reward, retention and training practices and how (if at all) these differ from your competitors?
- What do you measure? What targets do you set?
- How do you measure cycle time? How can a shorter cycle time improve your performance?

## **Agile Fashion**

Your team are the directors of Agile Fashion, a chain of 51 high street stores selling women's fashion in the South East of England. Your lean supply chain and approach to retailing has allowed you to compete successfully with the likes of Karen Millen, Debenhams, JK Bennett and others.

Despite the VAT cut the pre-Christmas market has proved disappointing and you are now reviewing your strategy for 2009 by using a dialogue sheet.

Before starting the exercise each member of the team should spend a few minutes thinking about the following questions:

- What does success look like?
- What benefit does being Agile bring to high street retail?
- How does your Agile business differ from your non-Agile competitors? What do you do differently?
- Who are your customers? How do you know what your customers want?
- Outline your staff reward, retention and training practices and how (if at all) these differ from your competitors?
- What do you measure? What targets do you set?
- How do you measure cycle time? How can a shorter cycle time improve your performance?

## **Holidays R Agile**

You are a team of management consultants brought in to assess the future prospects of Holidays R Agile, a package holiday company specialising in extreme sports. The holiday market has been under pressure for 12 months now and is suffering a long term decline due to the Internet.

The directors of the company have asked you to review operations. You have decided to use a dialogue sheet based technique.

Before starting the sheet each member of the team should spend a few minutes thinking about the following questions:

- What does success look like?
- What benefit does being Agile bring to the package holiday market?
- How does your Agile business differ from your non-Agile competitors? What do you do differently?
- Who are your customers? How do you know what your customers want?
- Outline your staff reward, retention and training practices and how (if at all) these differ from your competitors?
- What do you measure? What targets do you set?
- How do you measure cycle time? How can a shorter cycle time improve your performance?