Digital Business means Agile Business

allan@allankelly.net

@allankellynet

http://www.allankelly.net

Allan Kelly

Inspiring Agile Teams

- Writing
- Training
- Advising
- Troubleshooting

Welcome to Planet Digital

Digital

GPS

Big Data

Analytics

Internet of Things

Mobile phones

The Web

Smart phones

Online retail

Apps

Social media

Gig economy

Social marketing

Uberisation

Crowd funding

Sensors

3D printing

Lidar

Drones

Cloud

Robotics

AI

Self driving cars

Deep Learning

Digital is…

- Social marketing
- Unimaginable automation
- Death of the high street
- Efficiency in the small
  - Short rides in an Uber
  - Micro purchases in apps
  - Personal customization
  - …

Dear Mr. Consultant

What approach to business would you recommend to an Earth company commencing operations on Planet Digital?

Planet Digital requires

New ways of understanding the market

- Exploration of new technologies
- Exploration of customer need and value

Which approach do you recommend?

a) Traditional planned approach
b) Reactive just in time “Agile”
c) Other, please specify

Planet Digital requires

Rapid delivery & Efficiency at speed

- Control costs
- Despite changing markets & technology evolving

Which approach do you recommend?

a) Traditional planned approach
b) Reactive just in time “Agile”
c) Other, please specify

Planet Digital requires

Relentless customer focus

- New ways to unlock business value
- Disruption of current buying habits

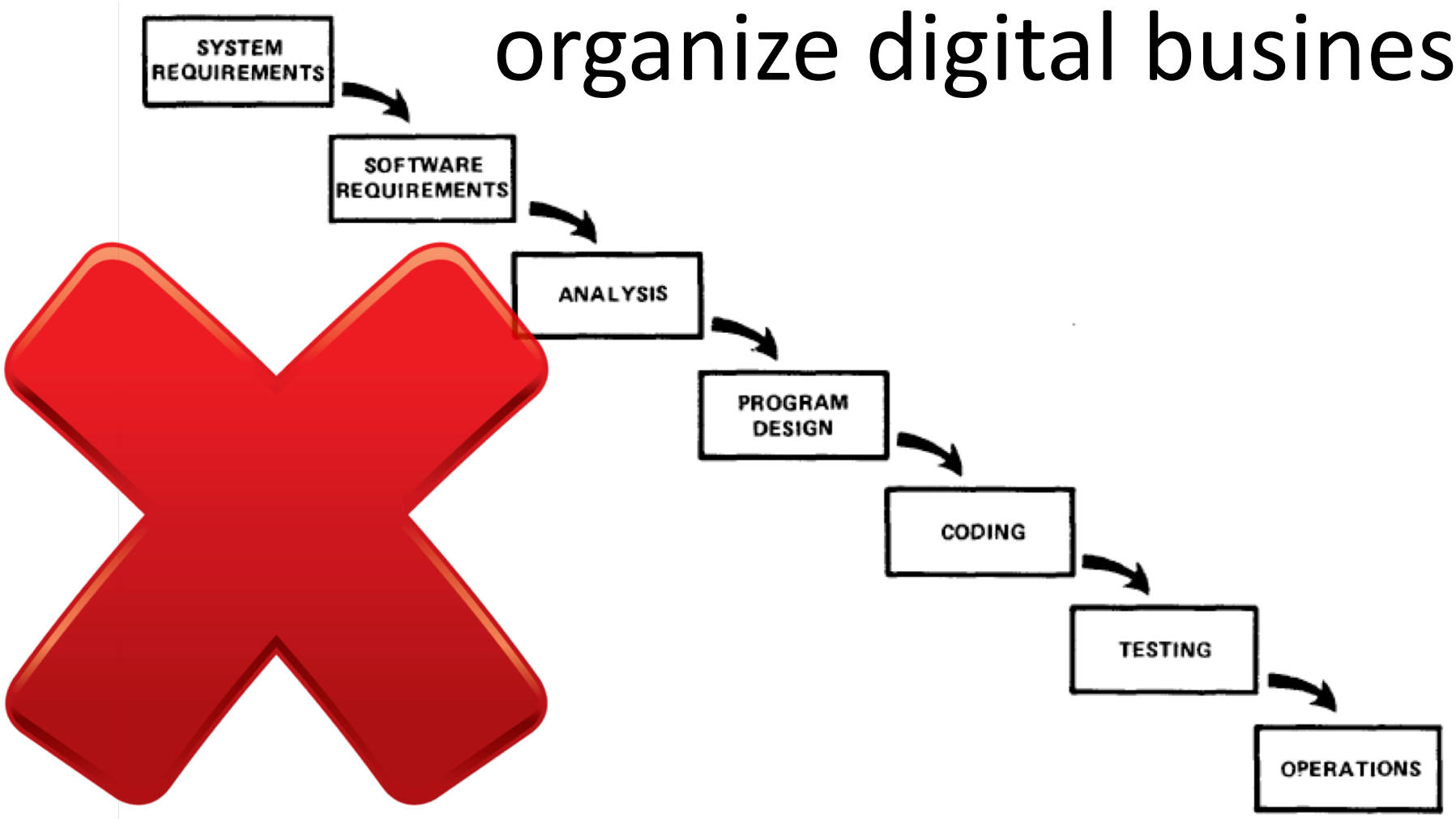
Which approach do you recommend?

a) Traditional planned approach
b) Reactive just in time “Agile”
c) Other, please specify

Agile software development is no longer about a better way to develop software.

Agile **is** about creating digital technologies, products and services that create competitive advantage and business growth.

Nobody is suggesting this is the way to organize digital business



Yesterday’s Agile challenges

- Deliverable products every two weeks
- Meeting deadlines
- Reduced bugs
- Persuading Managers the Agile is a good thing

Today’s Agile challenges

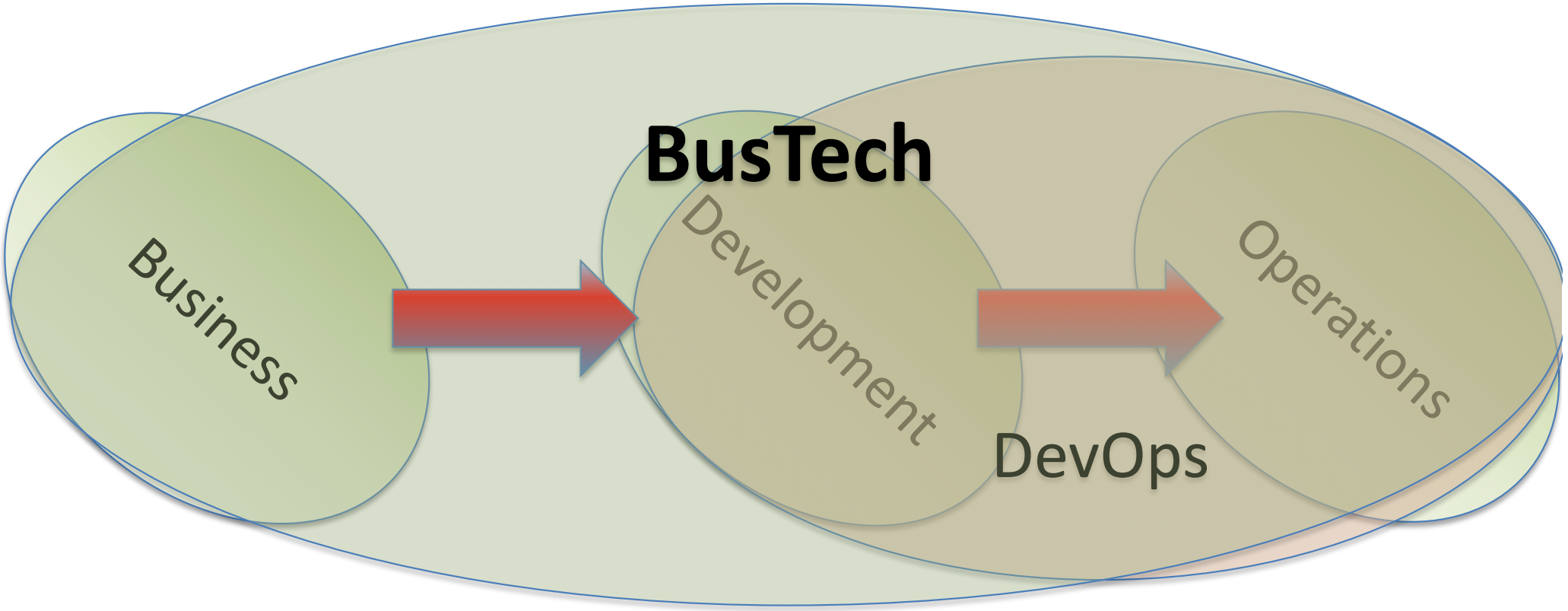
- DevOps
- Continuous Delivery
- Business buy-in
- Scaling: building on Agile Island
- Persuading Developers that Agile is a good thing

Tomorrow’s Agile challenge

Digital is Business As Usual

- Continuous Digital / #NoProjects

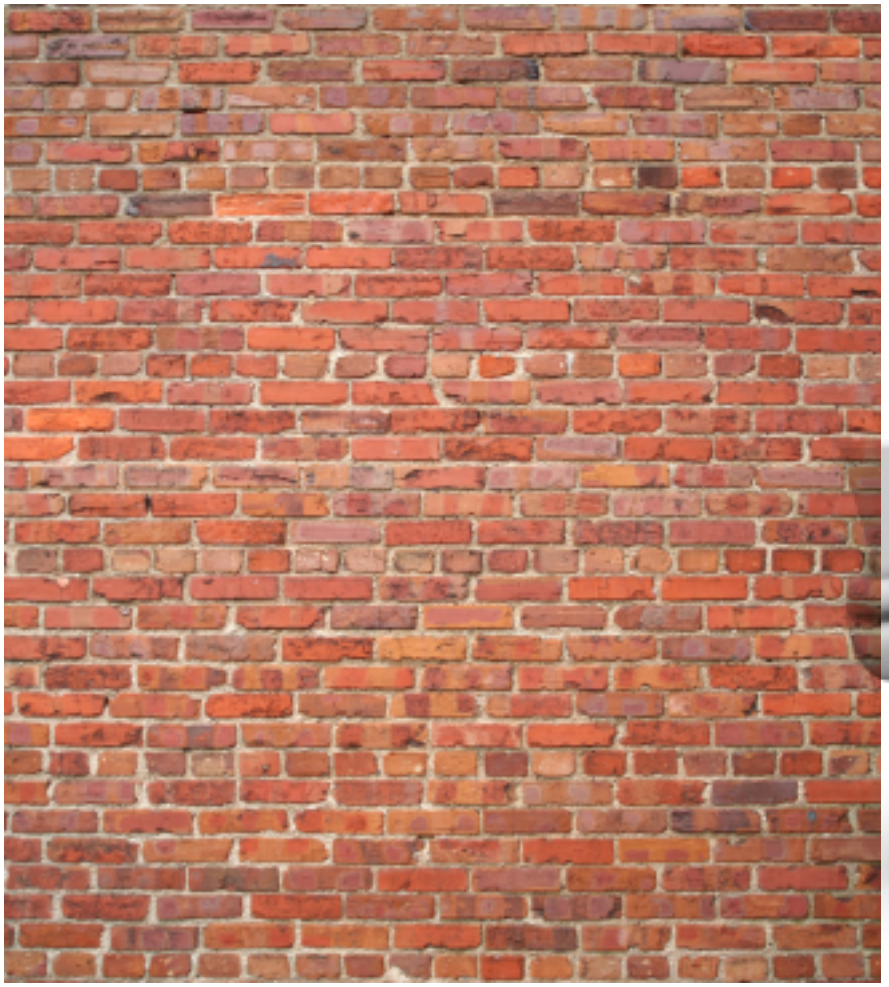
BusTech – Team expands back



1 Team – No divide

BusTech

Business

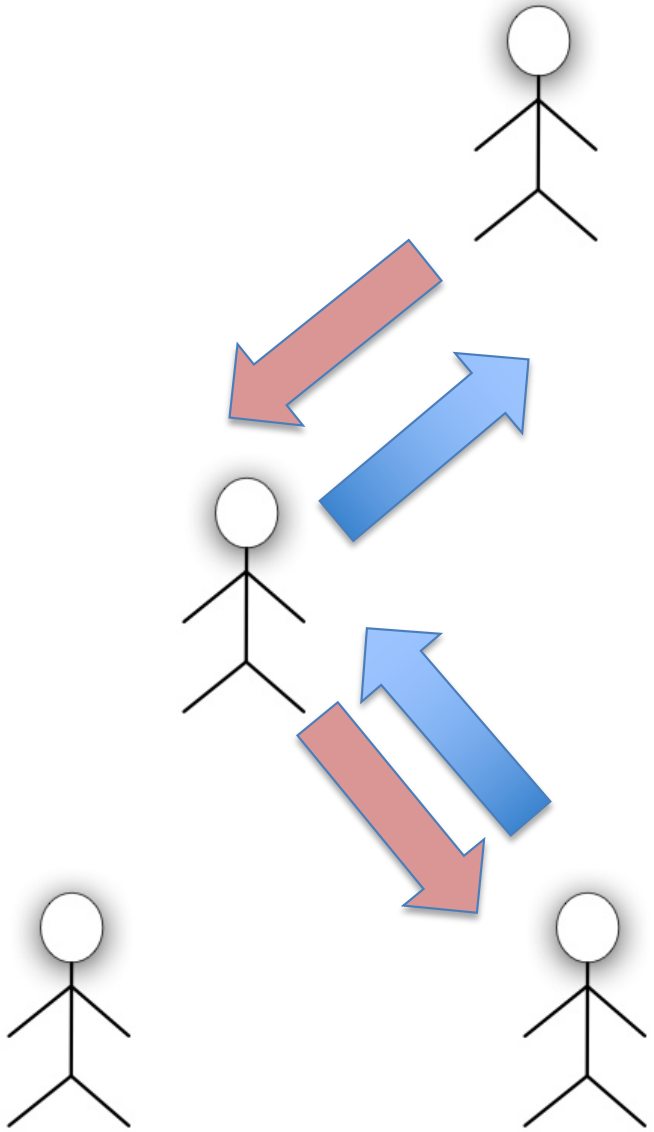


Technology

Devolve authority

People as decision makers

Devolve authority to front line staff



People make decisions machines can’t - so trust them

Which is better for the customer?

Governance

In an age of radical uncertainty

- You can’t plan
- So you can’t govern work by adherence to plan
- You need experiments

Governance needed to weed out under performing initiatives

Effectiveness is Digital Strategy

Most of your competitors are wrestling with the same problems

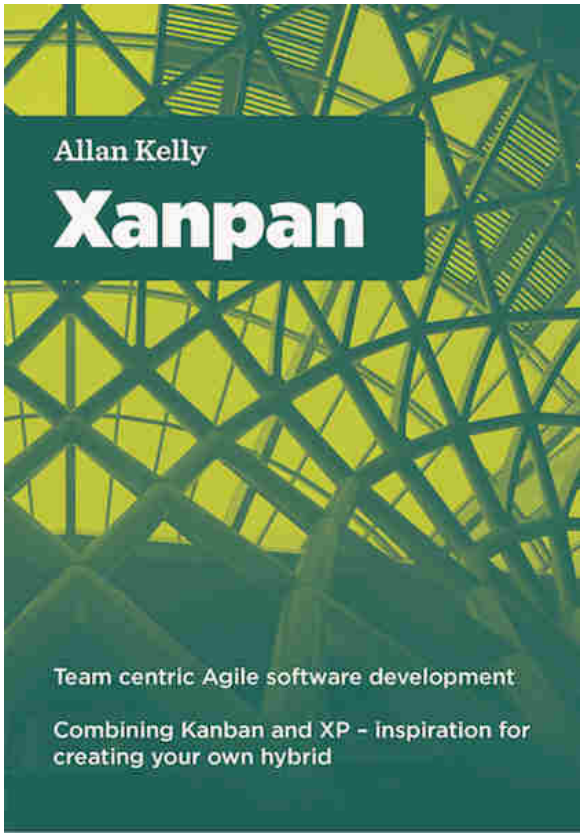
Grow capabilities rapidly, then attack

Disrupt before you get disrupted

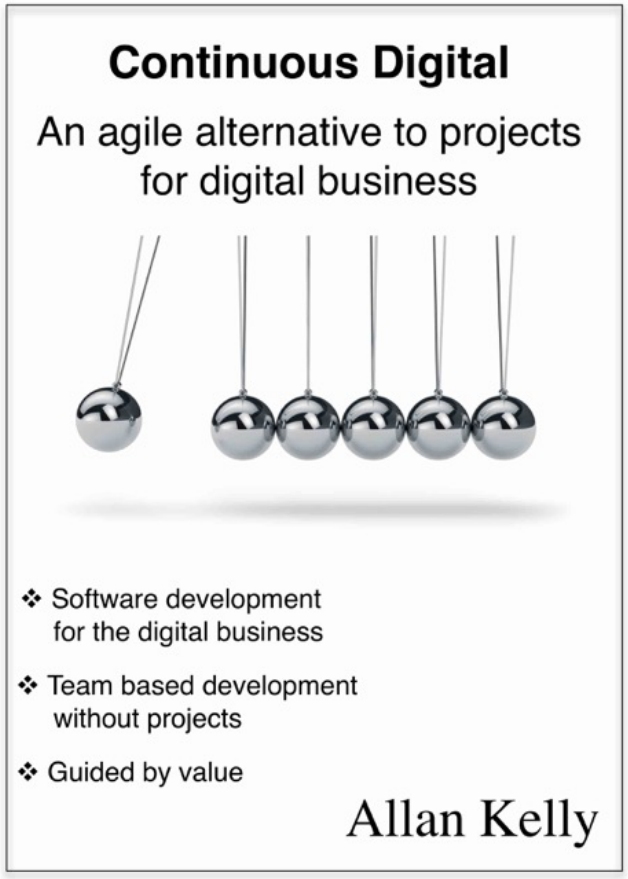
Tomorrow’s Agile challenge

- *Digital is Business As Usual*
  - Continuous Digital / #NoProjects
- BusTech
- Devolve authority
- Experiment friendly Governance
- Leverage effectiveness

Xanpan



Continuous Digital



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Questions?

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Digital is Business As Usual

Allan Kelly

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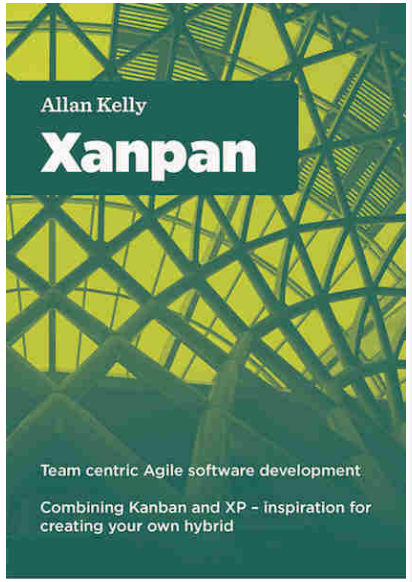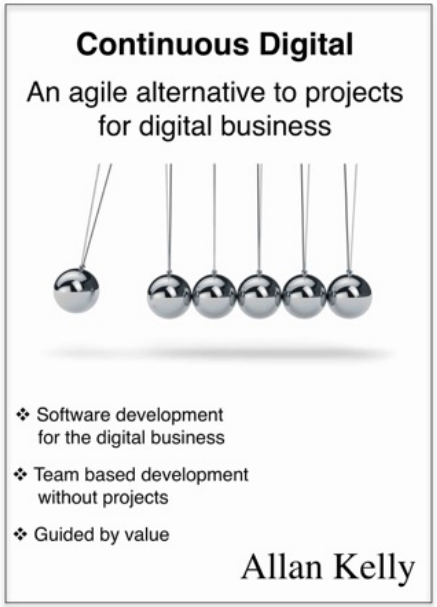
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