

THE AGILE VALUE REVOLUTION

How agile methodologies help teams facilitate more value from less work.

Agile: The New Mindset



- ✓ Obsession with facilitating great customer outcomes.
- ✓ All work in small teams in short cycles to create great customer outcomes at speed.
- ✓ Organize the firm as a network not a hierarchical bureaucracy.

New Uncertainty



- V Volatile
- U Uncertain
- C Complex
- A Ambiguous

Facilitate New Value Outcomes For Customers



- ✓ You can't create value.
- ✓ You can't plan.
- ✓ Even customers can't imagine what value they'll experience from new innovations.

Fit Into Your Customer's Life



- ✓ Don't respond – keep up.
- ✓ Customer anthropology,

New Use of Time



- ✓ Speed is value.
- ✓ Use time as a strategic weapon.

Eliminate All Waste



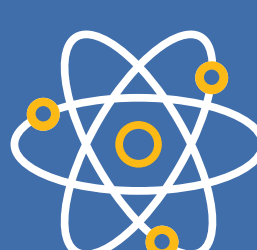
- ✓ No value is created inside the firm.
- ✓ Eliminate 20-50% of what you do internally.
- ✓ Export it to the customer.

Flexible, Dynamic Capital Allocation



- ✓ Move capital around quickly.
- ✓ Be ruthless in eliminating non-value projects.

The Firm Is A Network



- ✓ A flotilla of speedboats.
- ✓ New process – from LEAN to FLOW.
- ✓ New leadership – in teams close to the customer.

For More on Agile, read *The Age of Agile* by Stephen Denning

Let Austrian Economics Guide Your Agile Facilitation of Value.

Economics For Entrepreneurs is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.

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