**ABID CORE: INCOMPANY AGILE BUSINESS INNOVATION DESIGN**

**ICF accredited**

**EMCC accredited within senior practitioner program**

**PURPOSE**

The purpose of this in-company program is to support the transformation of the organization towards an agile and innovative company within 38 weeks.

**TARGET GROUP**

This workshop is for leaders and professionals in organizations who are responsible for the management and change of the structure, culture and leadership.

**ULTIMATE RESULT**

By the end of the program the organization will have :

- Understood the four dimensions, eight factors of agile business innovation
- Explored the agility and innovation priorities in their organization
- Learned how to apply them to their own organization through a tried and tested 8 step process
- Executed all the steps necessary to transform the organization into an agile and innovative business
- Made an action plan to cascade the understanding of agility and innovation

**THE MODEL**



Agile Business Innovation Design
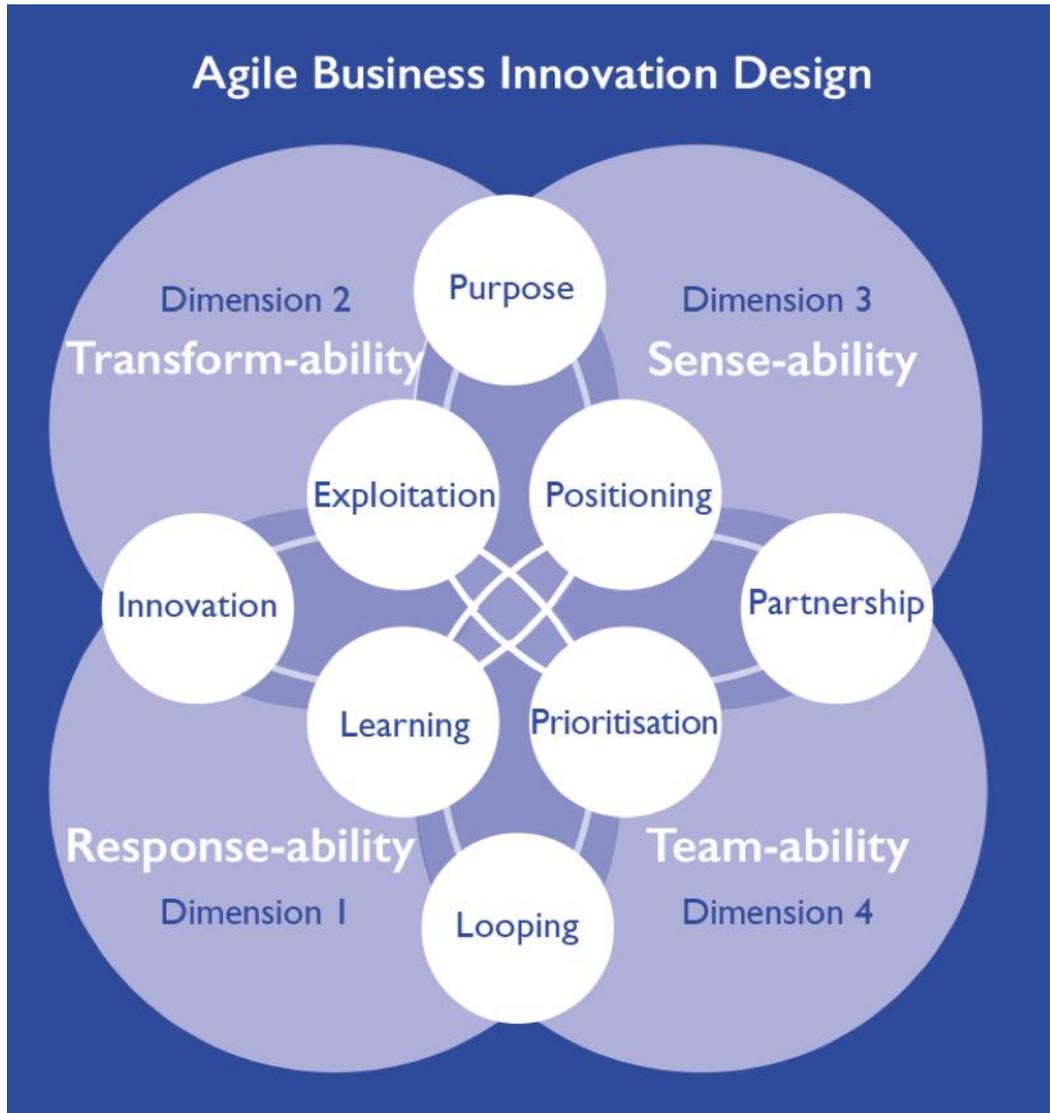
**THE PROGRAM**

The in-company program includes:

1. Change competency map
2. Eight one-day workshops for the transformation team
3. Executive and Leadership team coaching sessions
4. Must win battle project coaching processes
5. Development and support of communication for change strategy

**IN-DEPTH PROGRAM**

CHANGE COMPETENCY MAP:

The first step in any transformation is to understand the urgency, importance and capability for change. Within the agile business innovation program, we make the change competency map based on three steps: determining the metric for change, leadership profiles and finally the transformation map.

THE WORKSHOPS

The workshops pull the participants through an eight-step process, that leads to an agile and innovative business. Starting with purpose, customer profiles, eco-systems all the way to positioning, partnership and prototyping, By the end of the workshops the transformation team will have developed their knowledge and skills for change and will also have created actionable strategy plans for the organization.

**Workshop 1. Agile business Innovation overview**

The purpose of the workshop is to contract clearly for learning in the group, and to give an overview of what agile business innovation  is. We will explore the four dimensions, eight factors of agile business innovation, and describe the concepts that are applicable at each level. By the end of the workshop the priorities for change in the organization will have been mapped.

**Workshop 2. Response-ability**

Response-ability is the ability to anticipate the future, intuit customer needs, and learn from narrative data to accelerate product innovation. We see innovation as a co-creative process between the organisation and the customer, the service provider and the service need. Looping is the ability to engage, explore and exploit customer data. Learning is the ability to create meaning out of this customer data to enhance responsiveness to customer needs. The result is narrative profiling. In this workshop we will use design thinking methods to create customer profiles and choose the core customer focus.

**Workshop 3. Sense-ability 1**

The purpose of the workshop is to explore specific interventions to create clear purpose. The first two dimensions response-ability and transform-ability set up the innovative culture, for whom and what. Sense-ability gives you the why in the form of a redefined purpose and the how, in the form of a congruent and aligned structure. By the end of the sense-ability 1 workshop the organisation will have a clear purpose, based on actionable leadership values.

**Workshop 4. Sense-ability 2**

The purpose of the workshop is to explore specific interventions to create a new busines model Sense-ability gives you the why in the form of a redefined purpose and the how, in the form of a congruent and aligned structure. The aligned structure has to be based on a business model canvas, which brings together all the elements of the new agile band

innovative usiness. By the end of the sense-ability 2 workshop the organisation will have a renewed business model, which supports the realization of the purpose..


**Workshop 5. Transform-ability**

The purpose of the workshop is to explore specific interventions to accelerate transform-ability. Transform-ability is the ability to take the data from narrative profiling to a new and lucrative product or service that fulfils the next customer need. Innovation is the ability to create disruptive assets. Exploitation is the ability to monetize them. The result is a stream of viable prototypes, which the customer is willing to pay for.

**Workshop 6. Team-ability 1**

Team-ability is the ability to move from a group to a focussed team mind set. In the first team-ability workshop we will focus on prioritization. Prioritization requires setting a small number of product and business innovation priorities every six months for which the whole leadership team is responsible.

**Workshop 7. Team ability 2**
Team-ability is also the ability to move from a proudly invented here to a partnership mindset. The central question is: what can we only do together that we can't do alone? Partnership requires creating communities of cooperation internally and complimentary partnerships externally. The result is leadership focus.

**Workshop 8. Accreditation**

The last workshop is focused on preparing a customer lab day, where existing and potential customers are invited to co-create products and new partnerships. During the following customer day the renewed agile and innovative business will be launched.

EXECUTIVE AND LEADERSHIP TEAM COACHING

Coaching offers a safe environment to reflect on personal and professional performance. The aim of coaching is to optimize individual and team performance through personal and professional development. We normally offer six executive and six leadership team coaching sessions during the program,. The goal is to integrate and apply the learning in your organization.

MUST WIN BATTLE PROCESS

Must-Win Battles show leaders exactly how to identify the 3 to 5 critical challenges most likely to make or break their businesses -- and then mobilize people and resources to successfully execute on them.During the agile innovation process the project leaders are coached, to adopt an agile project method.

COMMUNICATION FOR CHANGE

Communication is an essential success factor for transformation. Through a variety of channels and tools, involvement and participation is kept high throughout the process. This supports a maximum rate of adoption and innovation during the process.

**PLANNING AND COSTS**

The program is given in-company on location.

The program is in English, with the possibility of different translations.

The duration of the program is 38 weeks and includes 50 consultancy days.

**REGISTRATION**

Register through:https://www.agilebusinessinnovation.com

When registering for Agile Business Innovation programs you also commit to adhering to our ethical code and the registration conditions.

**PROGRAM DIRECTOR**

Drs Sari van Poelje is an international team coach and expert on agility and innovation. Sari has been the director of Intact Academy since 1992, training coaches and consultants all over the world. She works as a consultant in Agile Business Innovation with multinationals, family businesses and startups to help them innovate their business more quickly than their products, so that they can accelerate their time to market. Sari has 35 years' experience of coaching and consulting with managers and directors and has been a director in various multinationals for 23 years.

She is a licensed teaching and supervising transactional analyst, PCM trainer, NOBCO-EMCC accredited master coach, master systemic team coach. She has published numerous articles and books on leadership, coaching and organizational change.

A variety of internationally accredited trainers, consultants and leaders can be involved in the program.