



WoW! AGILE

Description – The WoW! Agile Framework Flexibility model

From framework dependency to adaptable execution

Framework Flexibility

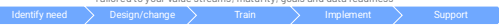
We don't implement frameworks. We design ways of working that deliver results.



Framework-agnostic execution

We combine the right practices to fit your context –not the other way around

Tailored to your value streams, maturity, goals and data readiness



What this enables



Proven in large-scale banking and telecom transformations (e.g. Handelsbanken PLC, Liberty Global)



The WoW! Agile Framework Flexibility model

From framework dependency to adaptable execution

High-performing organisations adapt their execution models to business needs rather than forcing the business to adapt to rigid frameworks.

Executive Summary

Many organisations adopt agile frameworks expecting them to improve execution.

Yet despite significant investments in transformation initiatives, organisations often experience increased complexity, low adoption, rigid governance, and ways of working that do not fit the realities of the business.

The problem is rarely the framework itself. It is that execution models are implemented too rigidly, without sufficient adaptation to organisational context, value flows, decision structures, and business needs.

The WoW! Agile Framework Flexibility model provides a practical and framework-agnostic approach to designing ways of working that fit the organisation, rather than forcing the organisation to fit a predefined model.

It enables organisations to combine proven structures, methods, and practices based on what creates the best outcomes in their specific context.

Ways of working evolve with business needs.

Framework Flexibility is part of the **Enablement layer** of the WoW! Agile Toolbox. It ensures that execution models remain adaptable, scalable, and aligned with business objectives, while avoiding unnecessary framework overhead and organisational friction.

The objective is not methodology compliance. It is execution effectiveness.

Outcomes

When applied effectively, the Framework Flexibility model delivers:

- Faster and more adaptable execution
- Reduced framework overhead and organisational friction
- Higher adoption and engagement across teams
- Better alignment between ways of working and business needs
- Improved collaboration across organisational boundaries
- More sustainable scaling of agile and lean practices



- Faster learning and continuous improvement
 - Increased ability to adapt to change without large-scale disruption
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What it enables

The Framework Flexibility model enables organisations to:

- Design ways of working that fit their organisational context
- Combine practices from multiple frameworks where appropriate
- Adapt execution models to value streams, maturity, and business goals
- Reduce unnecessary process overhead and complexity
- Improve adoption and engagement across teams and leadership
- Scale execution models more sustainably
- Enable continuous improvement without large structural disruptions
- Focus on measurable outcomes rather than methodology compliance

The outcome is not framework standardisation.

It is a practical and adaptable execution capability designed around how the organisation creates value.

What challenges it addresses

Many organisations struggle with agile adoption because frameworks are implemented too rigidly or disconnected from real operational needs.

Common challenges include:

- Frameworks creating additional complexity instead of reducing it
- Teams struggling to apply prescribed structures in practice
- Resistance to change caused by imposed ways of working
- Governance models slowing down execution
- Different parts of the organisation requiring different operating models
- Scaling approaches that reduce flexibility and local adaptability
- Excessive focus on methodology instead of measurable outcomes
- Transformations becoming framework-centric rather than business-centric

The result is often high transformation activity but limited improvement in execution performance or business outcomes.



The Framework Flexibility model

The WoW! Agile Framework Flexibility model is not another framework.

It is a structured approach to selecting, adapting, combining, and evolving ways of working based on organisational goals, maturity, structure, and execution needs.

The model recognises that no single framework is optimal for every organisation, every value stream, or every stage of organisational growth.

Instead of implementing frameworks as rigid operating models, Framework Flexibility helps organisations create execution structures that:

- Support business outcomes
- Improve flow and decision-making
- Fit existing organisational realities
- Scale sustainably over time
- Enable continuous improvement and adaptation

The objective is not framework compliance.

It is execution effectiveness.

How it fits in the WoW! Agile Toolbox

Framework Flexibility is part of the **Enablement layer** of the WoW! Agile Toolbox.

It supports and strengthens the other Toolbox components by ensuring that execution structures can be adapted to the organisation's needs rather than constrained by a single predefined model.

It builds on:

- Vision & Strategy – defining direction and business priorities
- Target Steering – aligning objectives and execution across organisational levels
- Value Streams – organising work around customer value and flow
- VDR – enabling value-driven prioritisation and delivery decisions
- Lean Portfolio Management – supporting governance and investment alignment
- QuickStart – accelerating implementation and practical adoption

Framework Flexibility ensures that these models are applied in ways that fit the organisation's context, maturity, constraints, and strategic ambitions.

This creates a more adaptive operating environment where execution can evolve continuously as business needs change.



How it works

The model establishes a practical and adaptable approach to organisational execution through a structured sequence:

- Identify organisational goals, constraints, and execution challenges
- Assess existing frameworks, structures, and maturity levels
- Clarify where current models create friction or inefficiency
- Select relevant practices, structures, and governance models
- Adapt ways of working to value streams, teams, and decision flows
- Combine frameworks and methods where beneficial
- Introduce practical implementation and feedback loops
- Continuously improve based on outcomes and organisational learning

The approach is framework-agnostic and designed to evolve over time.

This enables organisations to maintain stability where needed while adapting rapidly where necessary.

Typical use cases

The model is used when:

- Existing frameworks create unnecessary complexity
 - Teams struggle to apply standardised agile models in practice
 - Different organisational areas require different execution approaches
 - Leadership wants greater flexibility without losing alignment
 - Agile transformations have stalled or created resistance
 - The organisation wants to combine practices from multiple frameworks
 - Scaling approaches need to become more adaptive and business-focused
 - AI and digital initiatives require faster experimentation and learning cycles
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Closing positioning

Frameworks should support execution – not control it.

The WoW! Agile Framework Flexibility model helps organisations move beyond rigid framework implementations and instead design ways of working that fit the business, the people, and the strategic goals of the organisation.



By combining structure with adaptability, the model enables execution systems that are scalable, outcome-driven, and capable of evolving continuously as organisational needs change.
