

◀ **AN OPERATING SYSTEM FOR EXECUTION**

For complex organisations

The Execution Problem

Why Strategy Breaks Down in Execution

Most organisations do not fail because of poor strategy. They fail because execution is not designed as a system.

- Common symptoms:
 - Strategy does not translate into daily priorities
 - Leadership teams pull in different directions
 - Too many initiatives compete for attention
 - Decision-making slows as complexity grows
 - New capabilities like AI stall in the organisation

The problem is rarely competence.

It is how execution is designed.

Why This Happens

In many organisations:

- Strategy is defined separately from delivery
- Governance slows decision-making
- Teams optimise locally instead of strategically
- Frameworks are introduced without solving alignment

The result:

More activity – but not necessarily more progress.

The Real Problem Is Not Agile

What organisations think the problem is

- Frameworks
- Productivity
- Scaling agile
- Technology

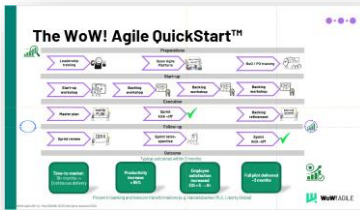
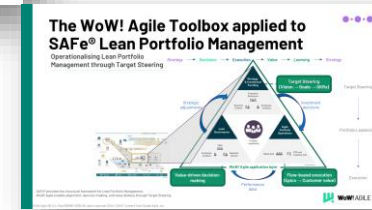
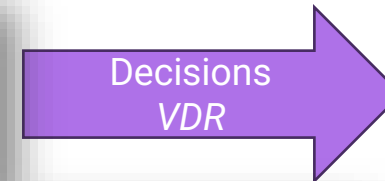
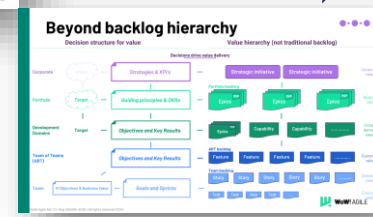
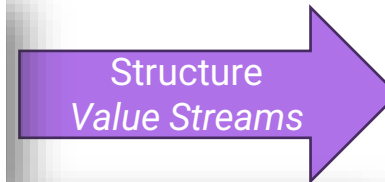
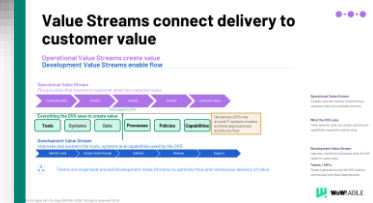
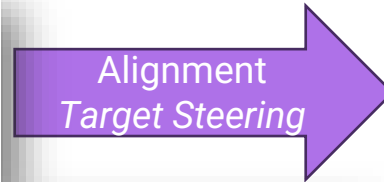
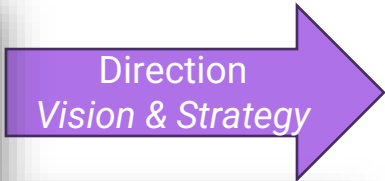
What the real problem is

- • Execution design
- • Strategy
- • Governance
- • Delivery

The WoW! Agile Toolbox

An operating system for execution

An operating system for execution



Enablement
QuickStart, Framework Flexibility & AI-Ready Organisation





What Organisations Achieve

When execution is properly designed:

- Strategy translates into clear priorities
- Leaders make faster decisions
- Teams focus on the work that matters
- Organisations adapt faster
- New capabilities like AI can scale



The WoW! Agile Toolbox

A practical system designed to fix three structural execution problems:

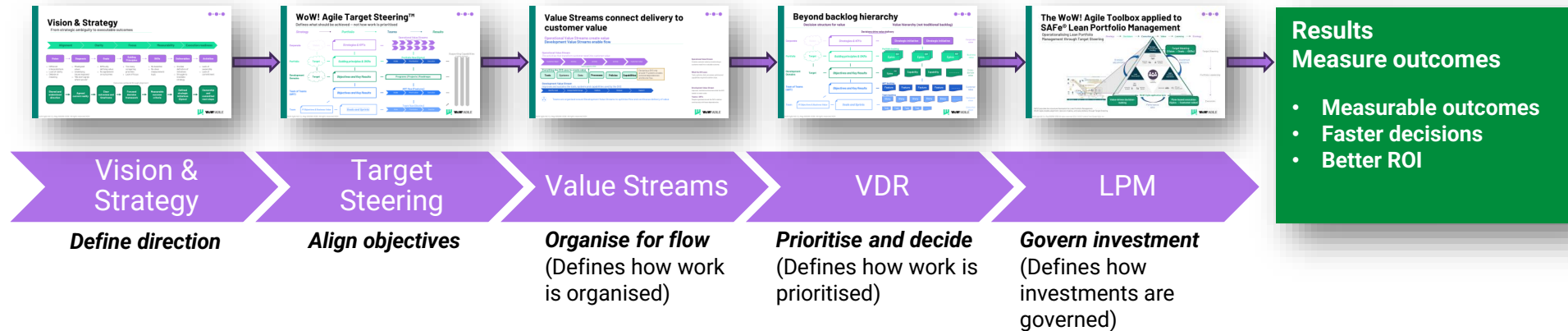
- 1. Strategy does not translate into priorities**
- 2. Organisations are not designed for fast learning and delivery**
- 3. Transformations take too long before results appear**

The WoW! Agile Toolbox provides a structured way to solve these problems.

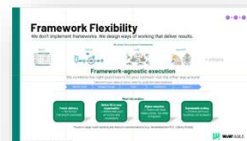
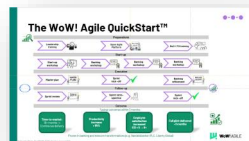


How the WoW! Agile Toolbox Works Together

Execution works as a connected flow—from strategy to measurable results



Enablement: QuickStart | Framework Flexibility | AI-Ready Organisation





The WoW! Agile Toolbox – Key benefits

- Execution structures enable fast decision-making and smooth AI integration into workflows
- Maximum flexibility – built around what actually works in your context
- Proven methods + hands-on experience = effective and realistic implementation
- Rapid results with clear structure and defined timeline

[More...](#)



How the Toolbox Solves the Execution Problem

Problem

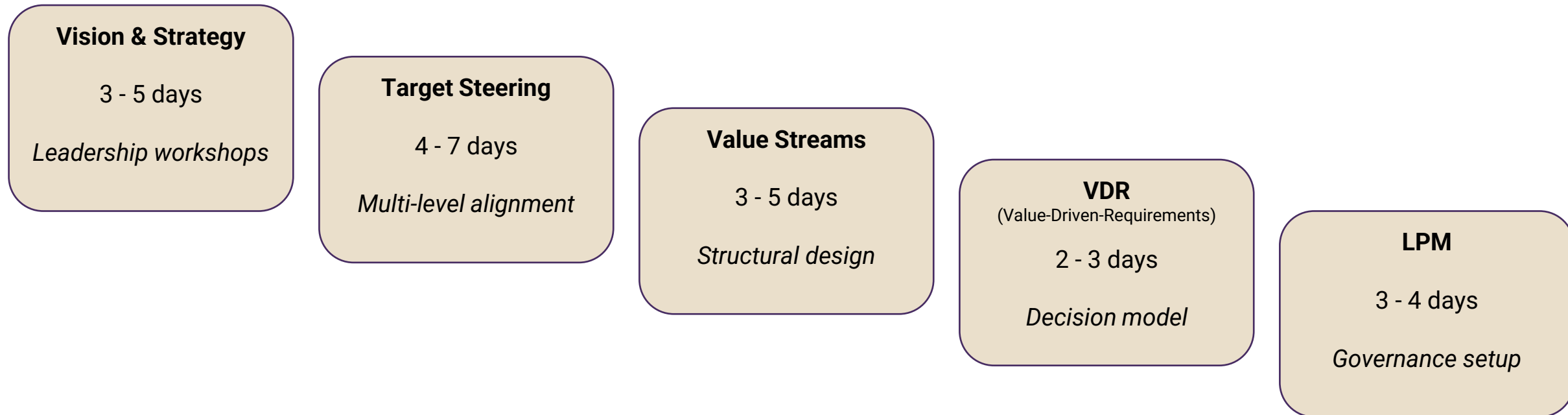
- Strategy does not translate into action
- Work is not organised for flow
- Prioritisation is inconsistent and unclear
- Investment decisions drift from strategy
- AI initiatives stall
- Transformations take too long to deliver results
- Frameworks create complexity

Tool

- ➔ • Vision & Strategy + Target Steering™
(Align strategy, objectives, and daily work)
- ➔ • Value Stream Thinking
- ➔ • Value-driven Requirements & Delivery (VDR)
- ➔ • Lean Portfolio Management
- ➔ • AI-Ready Organisation
- ➔ • QuickStart™
- ➔ • Framework Flexibility

Typical implementation footprint

Designed to deliver results within weeks—not months



Typical engagement starting point

Most clients start with:

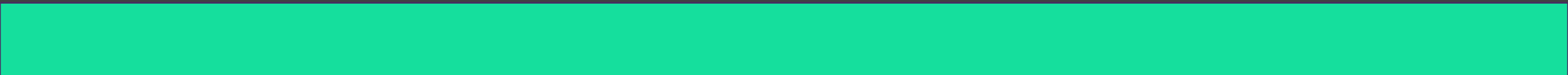
- Vision & Strategy (3–5 days)
- Target Steering (4–7 days)
- QuickStart (6–8 weeks)

Result:

- Strategy aligned
- Execution started
- First measurable outcomes delivered



Vision and Strategy



Strategy is often unclear or interpreted differently



Common symptoms:

- Leaders agree on strategy but define priorities differently
- Teams lack clarity about the company's direction
- Strategic initiatives compete instead of reinforcing each other



Outcome

- Clear strategic direction
- Leadership alignment
- Faster transition from strategy to action



Solution

Vision & Strategy Workshop

A structured 8-step process to:

- define the vision
- clarify goals and priorities
- translate strategy into concrete deliverables



The Vision and Strategy workshop

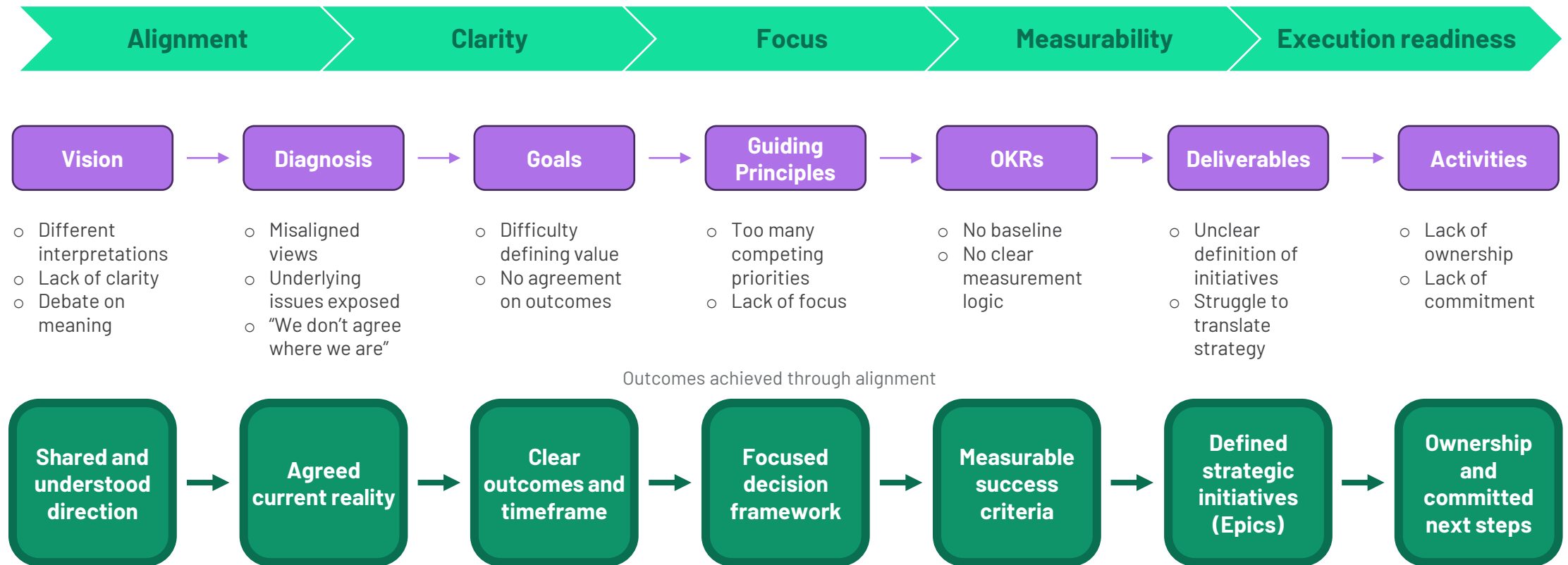
- A 2 - 3-day event that takes the attendees through our 8-step method to develop a strategy
- For any company or department who wants to understand and align around their corporate vision and develop a strategy to fulfil it.
- The attendees leave the workshop with a clear focus on what to do and where to start.

[More...](#)



Vision & Strategy

From strategic ambiguity to executable outcomes



The Vision and Strategy workshop – Key benefits



- Focus on the right deliverables helps reaching targets (vision) sooner
- Attendee ownership and “buy-in” of the resulting strategy and plan gives strong support for the execution
- Connects execution with strategy regardless of context
- Short time from workshop completion to first delivery - quick result

[More...](#)

Vision & Strategy – Implementation footprint

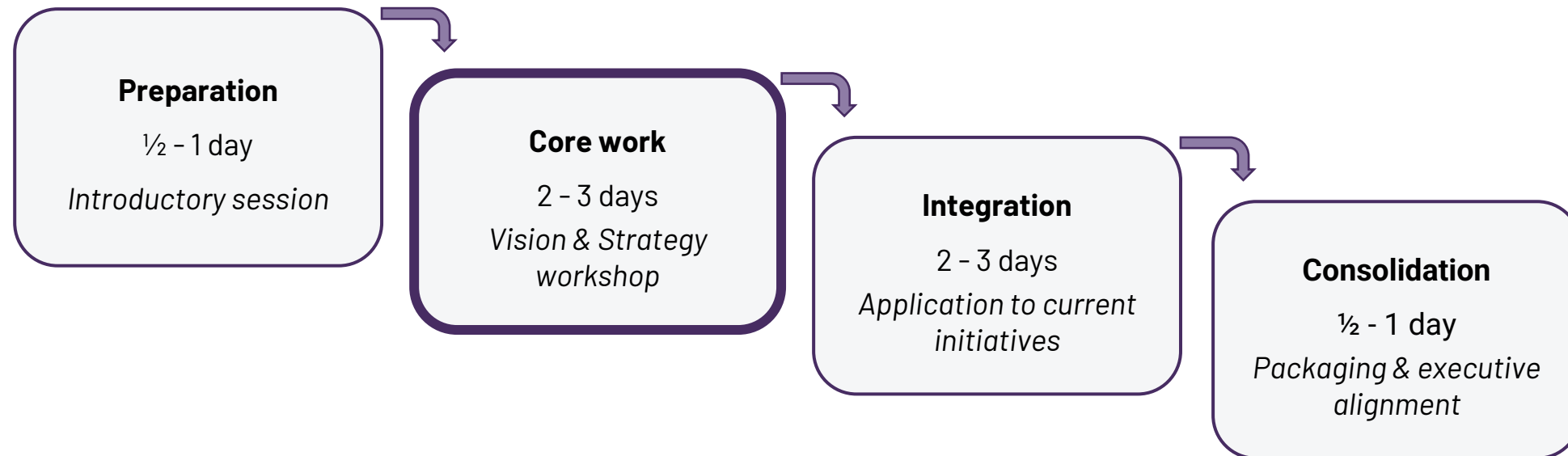
Measurable results within weeks—not months

Objective

Define direction and translate into deliverables

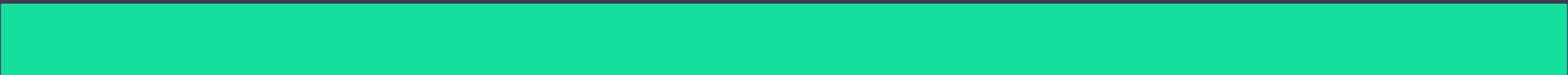
Participants

Leadership teams · Business representatives · Architects · Cross-functional stakeholders





Target Steering™



Strategy often stops at the executive level



because daily decisions are not linked to strategic priorities

Symptoms:

- Teams optimise locally
- Priorities constantly change
- Leaders struggle to track progress



Outcome

- Strategic alignment across the organisation
- Clear priorities at every level
- Faster and better decisions



Solution

The WoW! Agile Target Steering™

A system linking:

Strategy → Objectives → Work → Results

This allows organisations to:

- ensure that every initiative supports strategy
- help the teams understand their contribution
- measure real progress



Where Strategy Usually Breaks

Strategy → Initiatives → Daily Work

Often poorly connected

Result:

- local optimisation
- shifting priorities
- unclear progress

Target Steering creates that connection.



The WoW! Agile Target Steering™

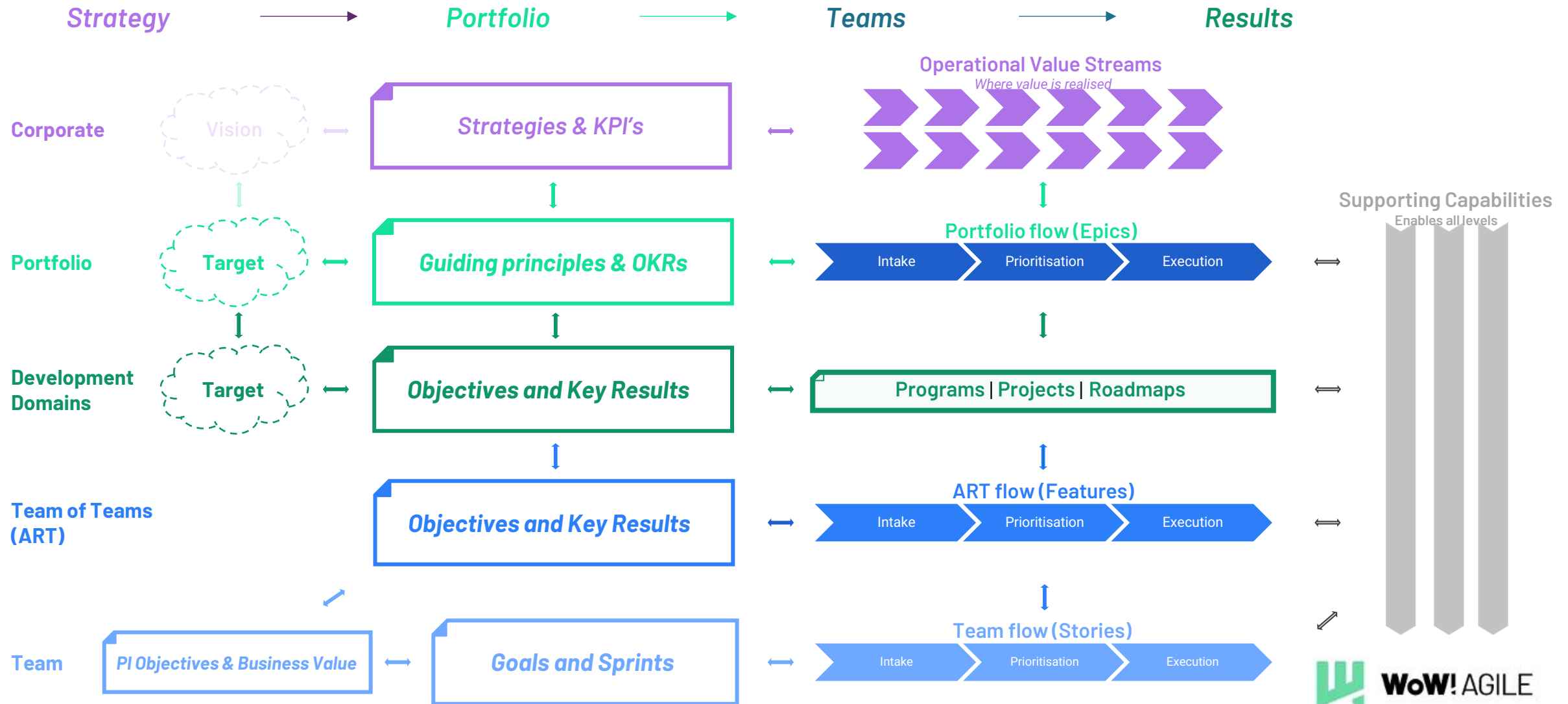
- Focusing on aligning every aspect of development with the company's main goals and KPI's
- Clear objectives at every level ensures that every project contributes to the overall success
- Eliminates confusion and ensures everyone is working towards common objectives
- With clear indicators (metrics) to track progress and a flexible, six-part structure, the model is adaptable to fit any organisation's unique needs

[More...](#)

WoW! Agile Target Steering™



Defines what should be achieved – not how work is prioritised



The WoW! Agile Target Steering™ - Key benefits



- Strategic alignment across the organisation
- Clear, measurable, objectives at every level of the company
- Step-by-step company-wide transformation
- Connecting all individuals to the corporate vision and strategy
- Employee satisfaction, commitment and engagement

[More...](#)

Target Steering – Implementation footprint

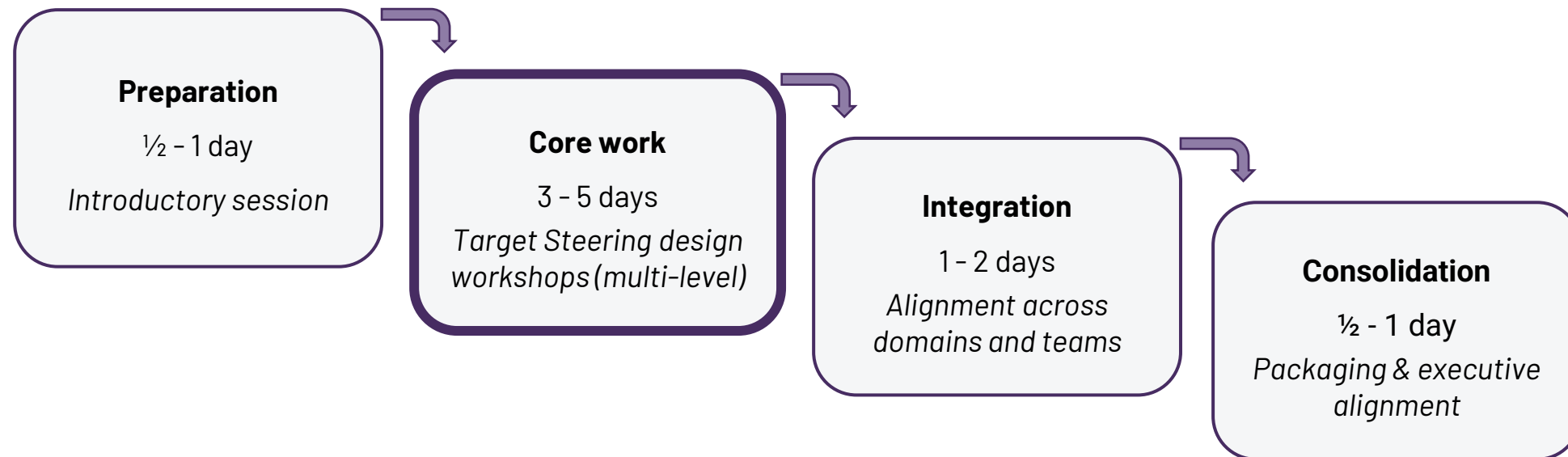
Measurable results within weeks—not months

Objective

Align strategy, objectives and daily work across the organisation

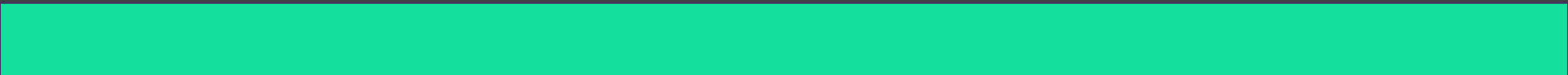
Participants

Leadership teams · Business representatives · Team leads · Cross-functional stakeholders





Value Stream Thinking





Many organisations are structured around functions instead of value

This creates:

- handovers
- delays
- unclear ownership
- slow delivery



Outcome

- Clear ownership of value delivery
- Reduced handovers and delays
- Faster end-to-end flow

Designing the organisation around how value flows



Defines *how the organisation is structured to deliver value* – not how work is prioritised

This allows to:

- see how value is created
- remove bottlenecks
- improve flow



Working with Value Streams – A Smarter Way to Deliver Value

Structure before optimisation

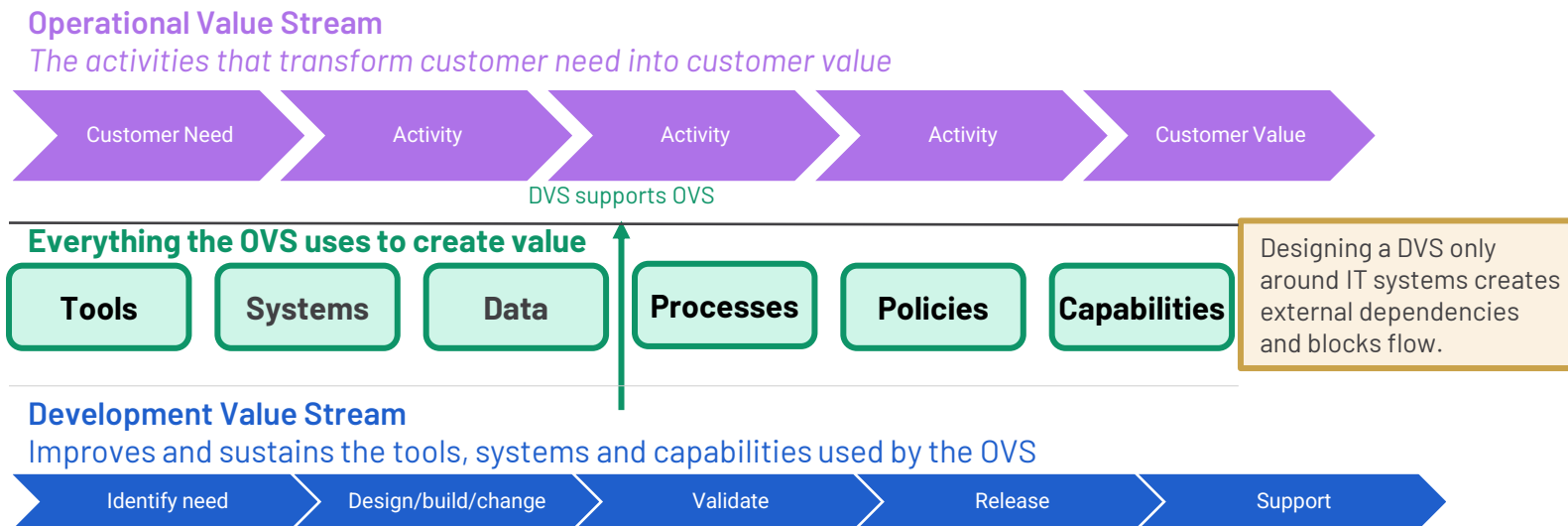
- If you don't understand how value is created – Can you ever deliver value??
- By identifying and structuring work around the end-to-end activities required to deliver value, organisations create greater clarity in how they operate and where and why to improve.
- Organising around value streams enables companies to operate with increased transparency, efficiency, and agility – optimised for the era of AI

[More...](#)



Value Streams connect delivery to customer value

Operational Value Streams create value
Development Value Streams enable flow



Operational Value Stream
Creates customer value by transforming a customer need into a valuable outcome.

What the OVS uses
Tools, systems, data, processes, policies and capabilities required to deliver value.

Development Value Stream
Improves, maintains and evolves what the OVS needs to create value.

Teams / ARTs
People organised around the DVS to deliver continuously with fewer dependencies.



Teams are organised around Development Value Streams to optimise flow and continuous delivery of value



Value Stream Thinking – Key benefits

- Enhanced Customer Focus
- Faster Time-to-Market
- Increased Efficiency & Cost Reduction
- Better Decision-Making with Data
- Stronger Alignment with Business Strategy

[More...](#)

Value Streams – Implementation footprint

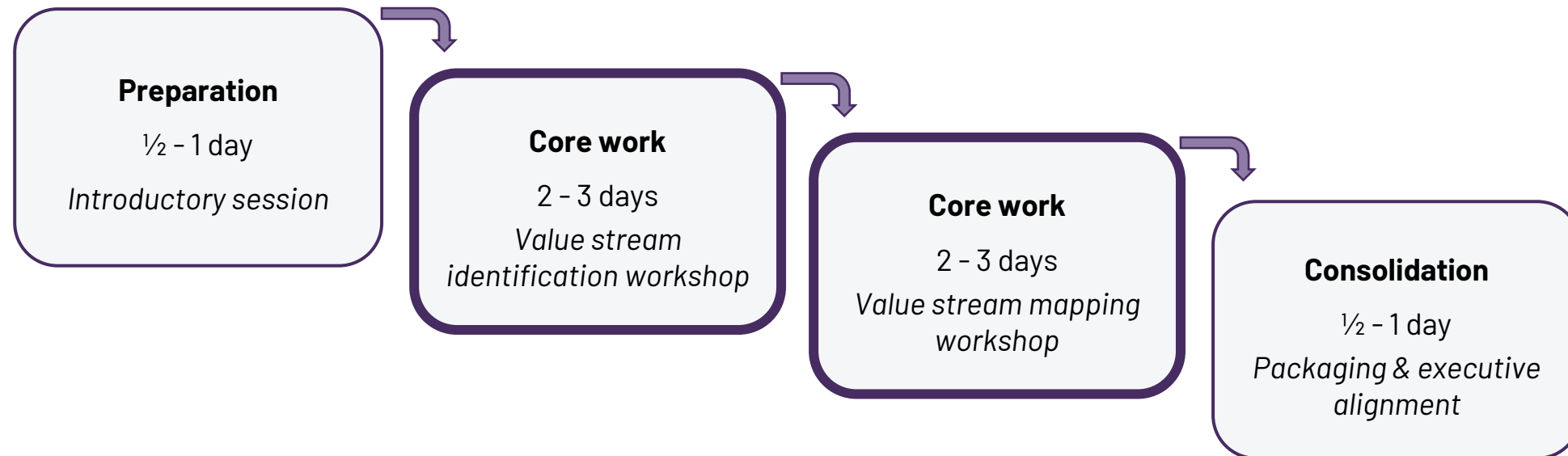
Measurable results within weeks—not months

Objective

Design the organisation around value delivery

Participants

Leadership teams · Architects · Team leads · Cross-functional stakeholders · Line managers





Value-driven Requirements & Delivery

If you don't understand how value is created – Can you ever deliver value??

Most organisations are busy – but not effective



They deliver a lot – but achieve less than expected.

- Output is delivered, but outcomes are unclear
- Prioritisation is inconsistent across teams
- Strategy is not reflected in daily decisions
- Too many initiatives dilute impact

VDR connects strategy, prioritisation, and delivery through value



Outcome

Your organisation gains:

- Consistent prioritisation across all levels
- Clear link between work and measurable outcomes
- Reduced waste in development
- Faster learning cycles

This leads to shorter time-to-market, improved decision quality, and stronger return on investment across initiatives.



Value-driven Requirements & Delivery

Defines how decisions are made within the value streams

- Define value
- Translate into actionable work
- Prioritise and decide based on impact
- Deliver and learn
- Measure outcomes



The decision engine of execution

The decision engine of execution:

- Connect strategy to work
- Enables prioritisation based on value
- Drives continuous learning

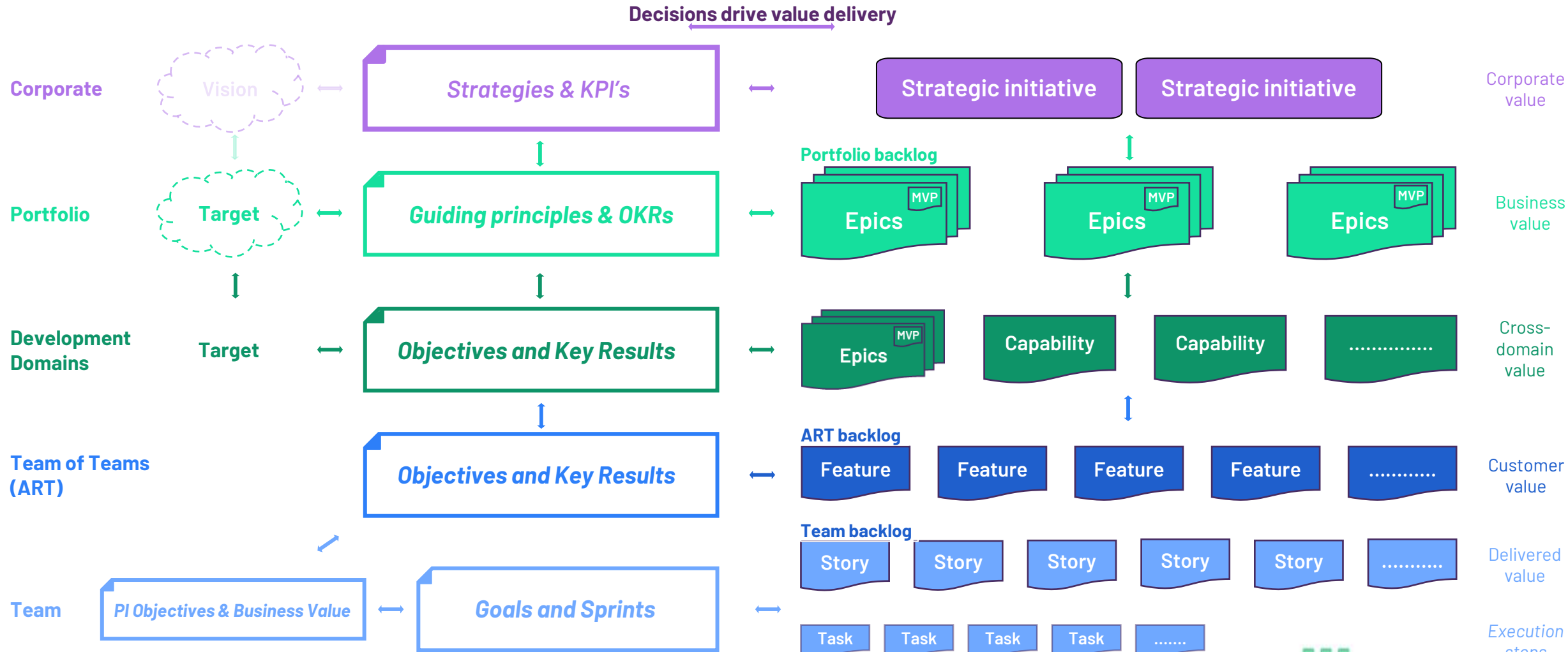
[More...](#)

Beyond backlog hierarchy



Decision structure for value

Value hierarchy (not traditional backlog)



Value-driven Requirements & Delivery –

Key benefits



- Reduced lead time
- Faster decision cycles
- Better ROI on initiatives
- Increased customer satisfaction
- Clarity and alignment

[More...](#)

VDR – Implementation footprint

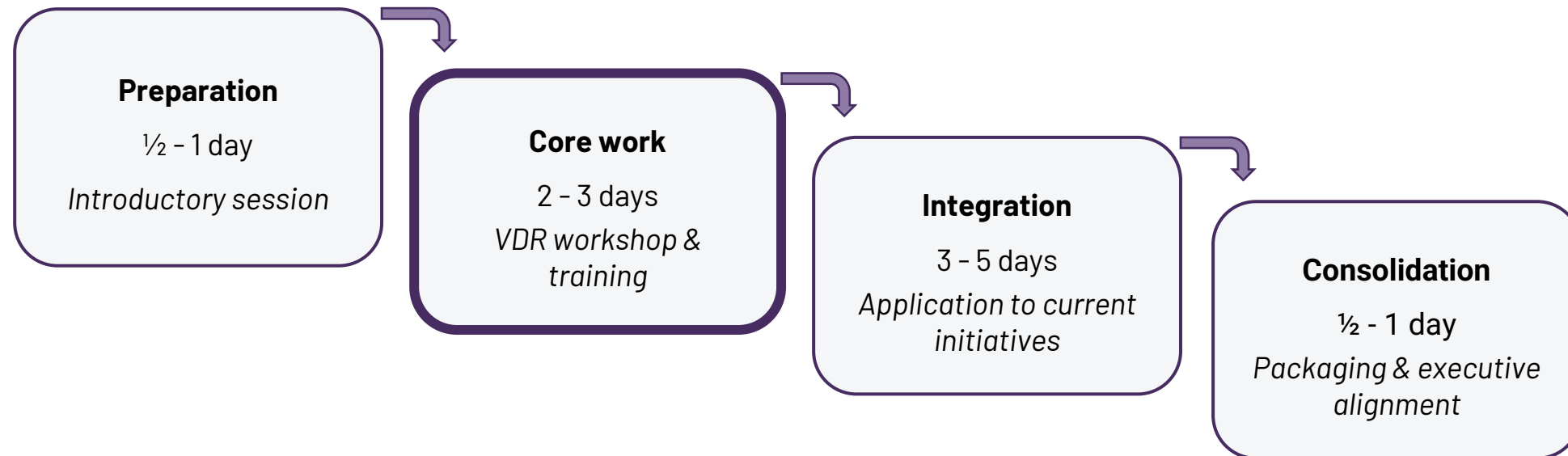
Measurable results within weeks—not months

Objective

Establish a value-based decision model for prioritisation and delivery

Participants

Leadership teams · Business representatives · Delivery teams · Architects · Cross-functional stakeholders





Lean Portfolio Management



Investment decisions are often disconnected from strategy

Symptoms:

- projects compete for funding
- priorities change frequently
- strategic initiatives stall



Outcome

- better prioritisation of initiatives
- faster response to change
- stronger alignment between strategy and execution



Solution

Lean Portfolio Management - Focuses on investment decisions, not operational prioritisation

Connecting:

Strategy → Funding → Delivery

Using value streams and lean governance.

SAFe® Lean Portfolio Management – Aligning strategy with execution



- “Lean Portfolio Management (LPM) aligns strategy and execution by applying Lean and systems thinking approaches to strategy and investment funding, Agile portfolio operations, and governance”
- “LPM provides an alignment and governance model for a specific portfolio, which contains a set of Development Value Streams (DVS) for a business domain in an enterprise”
- “LPM is one of the seven core competencies in SAFe® essential to achieving Business Agility. Each core competency is supported by a self-assessment, enabling the enterprise to assess its proficiency”

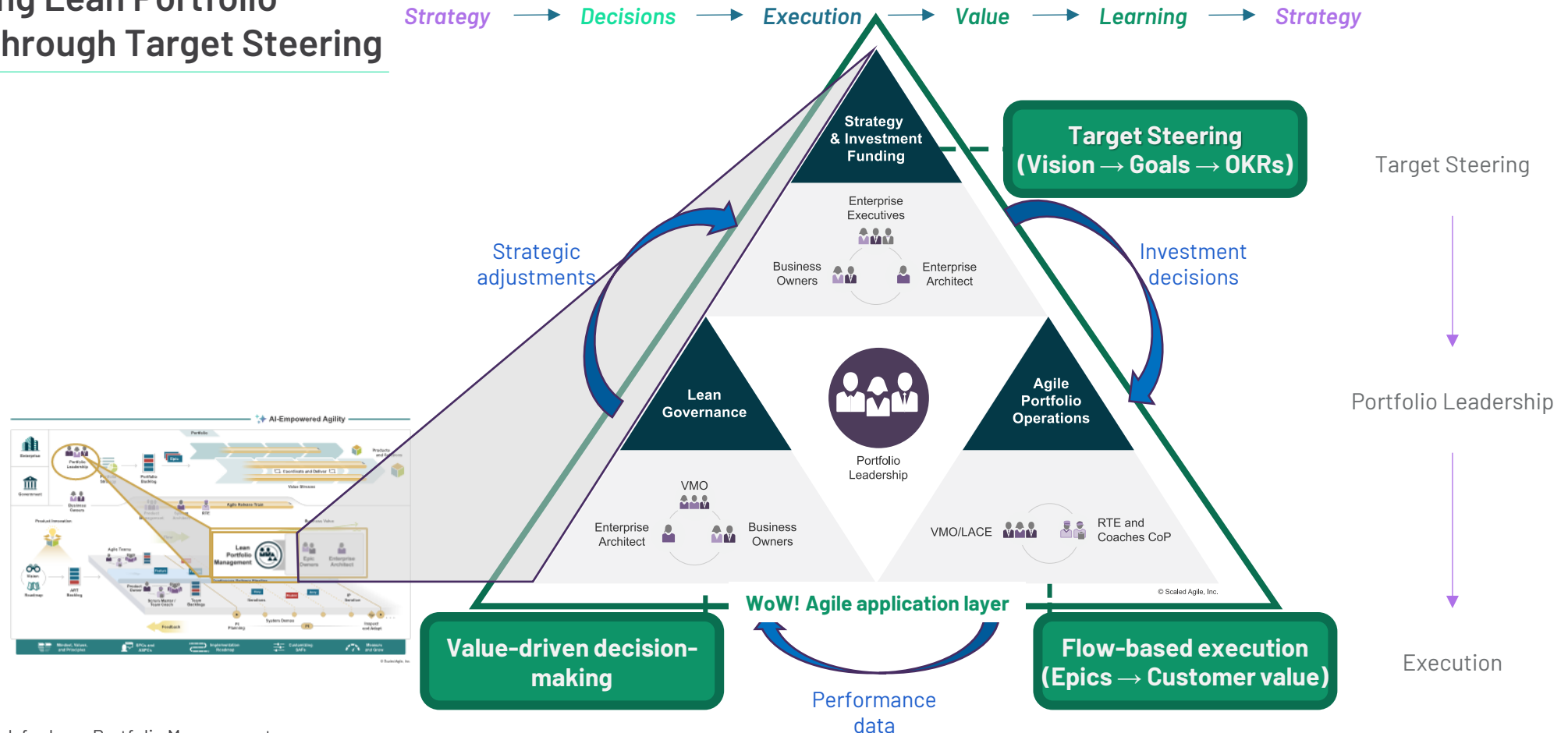
[More...](#)



The WoW! Agile Toolbox applied to SAFe® Lean Portfolio Management

Operationalising Lean Portfolio Management through Target Steering

Strategy → Decisions → Execution → Value → Learning → Strategy



- SAFe® provides the structural framework for Lean Portfolio Management.
- WoW! Agile enables alignment, decision-making, and value delivery through Target Steering.



SAFe® Lean Portfolio Management – Key benefits

- Improved alignment between business objectives and operational execution
- Faster response to market changes and customer needs
- Improved prioritisation of large initiatives
- Reduced overhead, improved transparency, and increased financial accountability
- Clear Portfolio guardrails shows Distribution of investment funds, Business owner commitment, Capacity allocation and prioritisation of significant initiatives [More...](#)

LPM – Implementation footprint

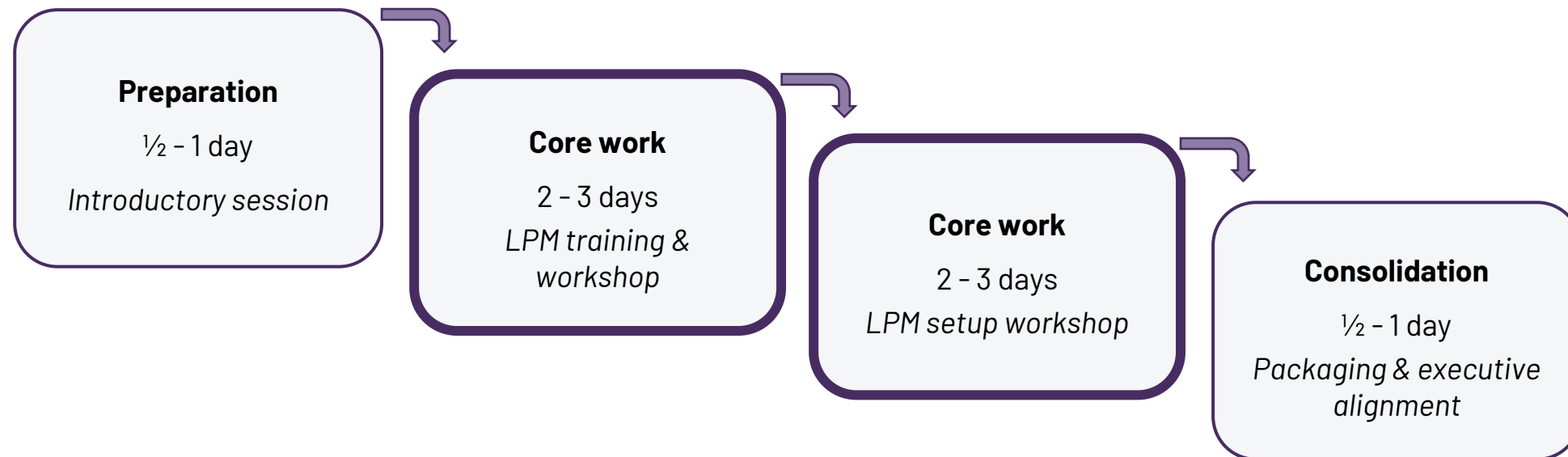
Measurable results within weeks—not months

Objective

Align investment decisions with strategy and value delivery

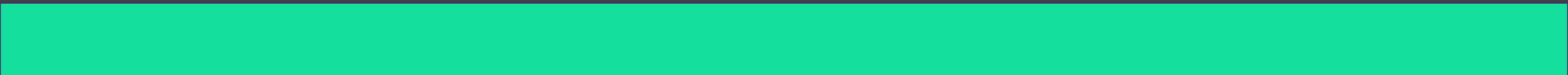
Participants

Leadership teams · Enterprise architects · Cross-functional stakeholders · Portfolio managers





QuickStart™



Large transformations often move too slowly



Typical issues:

- long preparation phases
- disruption of normal work
- little visible progress



Outcome

- visible progress within weeks
- low-risk transformation
- immediate traction



Solution

WoW! Agile QuickStart™

A **6–8 week launch** approach that:

- starts the new ways of working
- trains teams while delivering
- builds real backlog and deliverables

The WoW! Agile QuickStart™



- The QuickStart concept is to kick-off an Agile implementation for a group of people, start the new Ways of Working - WoW, and build the backlog while training
- Takes 6 – 8 weeks to complete, with the capability to scale by repeating the process for other groups
- Designed to work as a one-off implementation with a smaller group or as a building block in a much larger context

[More...](#)





The WoW! Agile QuickStart™



Preparations

Leadership training



Open Agile Platform



BuO / PO training



Start-up

Start-up workshop



Backlog workshop



Backlog workshop



Backlog workshop



Execution

Master plan



Sprint kick-off



Backlog refinement



Follow-up

Sprint review



Sprint retrospective



Sprint kick-off



Outcome

Typical outcomes within 3 months

Time-to-market:
18+ months ->
Continuous delivery

Productivity increase
> 95%

Employee satisfaction increased
ESI < 5 → 8+

Full pilot delivered
~3 months



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



The WoW! Agile QuickStart™ – Key benefits



- Minimising risk since implemented on an isolated area
- The teams in the target area will have executable deliverables to start with immediately
- Minimised negative impact on production capacity
- Practical work on own deliverables instead of theoretical use cases
- No startup time - Work has already started when QuickStart is done
- Short implementation time (6 – 8 weeks) with Measurable results

[More...](#)

QuickStart™ – Implementation footprint

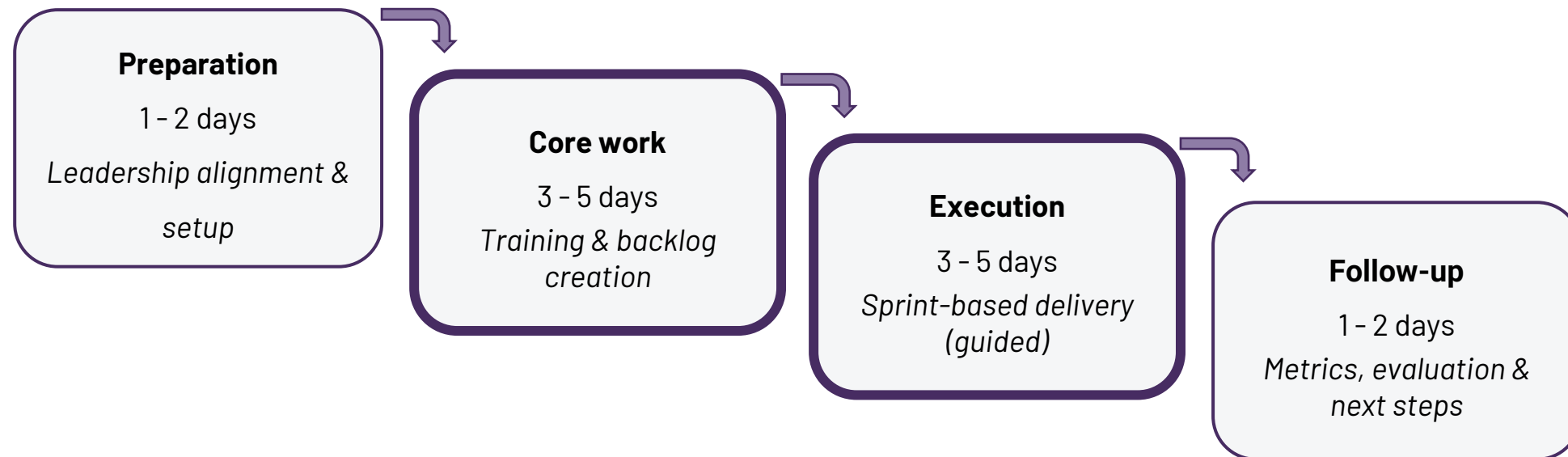
Measurable results within weeks—not months

Objective

Launch execution capability and deliver results within weeks

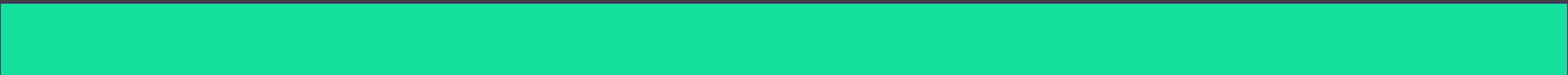
Participants

Business representatives · Delivery teams · Architects · Cross-functional stakeholders





Framework Flexibility



Many organisations believe adopting a framework will solve execution problems



But:

- frameworks are applied rigidly
- teams struggle to adapt them
- complexity increases



Outcome

- higher adoption
- less resistance to change
- a way of working that fits the organisation



Solution

Framework Flexibility

The WoW! Agile Toolbox is framework-agnostic.

We combine frameworks and practices based on what works in each organisation.



Framework Flexibility – Built around your needs

- Instead of committing to a single framework, we focus on what works for each specific organisation
- We tailor our approach to fit the goals, structure and maturity of each client – sometimes using a single framework, sometimes blending several
- We help organisations get the best of both worlds: a solid foundation and the flexibility to evolve
- In the end, it's not about the framework – it's about the outcome. Our clients don't adapt to a method; the method adapts to them

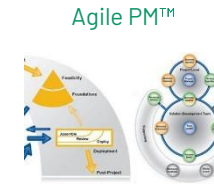
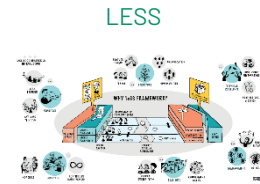
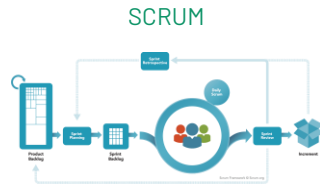
[More...](#)



Framework Flexibility

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

We draw from proven frameworks

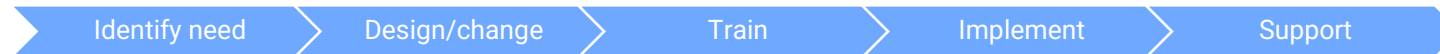


+ others

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

- Faster delivery**
→ No forced framework overhead
- Better fit to your organisation**
→ Works with your structure and constraints
- Higher adoption**
→ Teams use what makes sense, not what is imposed
- Sustainable scaling**
→ Evolves with your business, not locked in

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



Framework Flexibility – Key benefits

- Early benefits like faster feedback, better focus and improved flow
- Lower resistance to change through real participation and co-creation
- Maximum flexibility – built around what actually works in your context
- Better risk management through tested patterns
- Increased stakeholder trust and confidence from day one

[More...](#)

Framework Flexibility – Implementation footprint

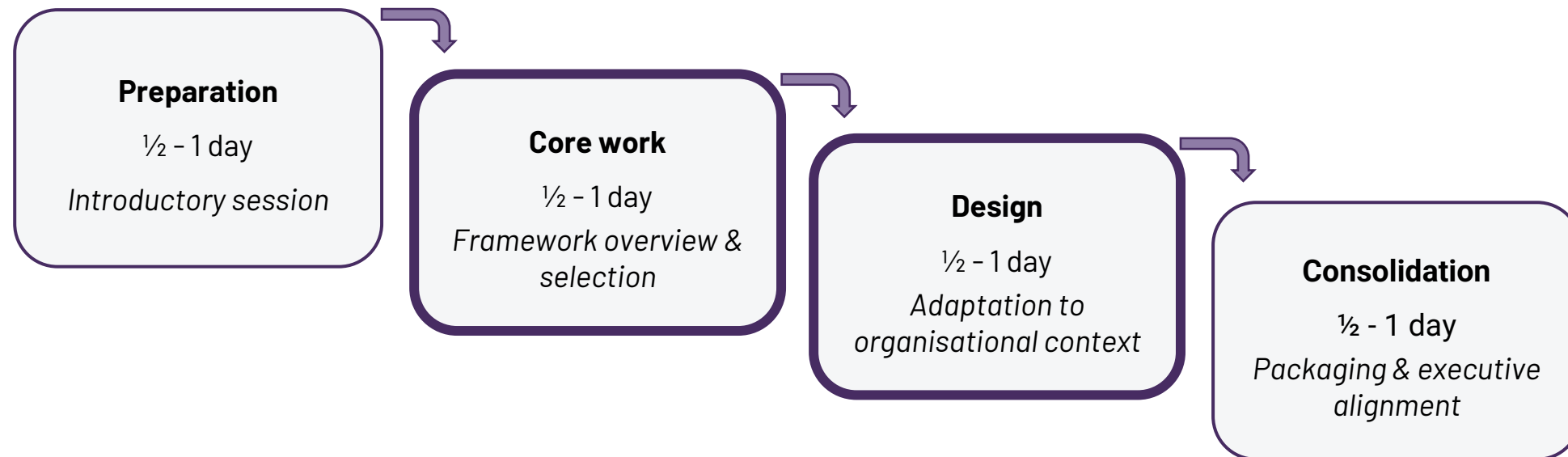
Measurable results within weeks—not months

Objective

Define a model for Way of Working tailored to the organisation

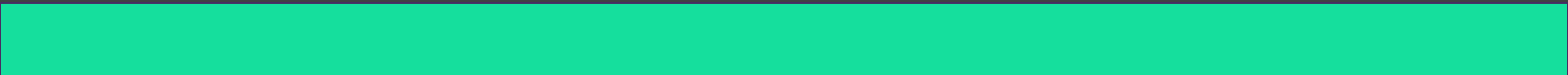
Participants

Leadership teams · Architects · Team leads · Cross-functional stakeholders · Line managers





AI-Ready Organisation



Many organisations want to use AI but struggle to implement it



Common challenges:

- slow experimentation
- unclear governance
- lack of collaboration between business and technology



Outcome

- faster AI adoption
- better decision-making
- automation of repetitive work



Solution

AI-Ready Organisation Design

Designing the organisation so it can:

- test AI ideas quickly
- integrate AI into workflows
- scale successful solutions



Agile enables smarter AI

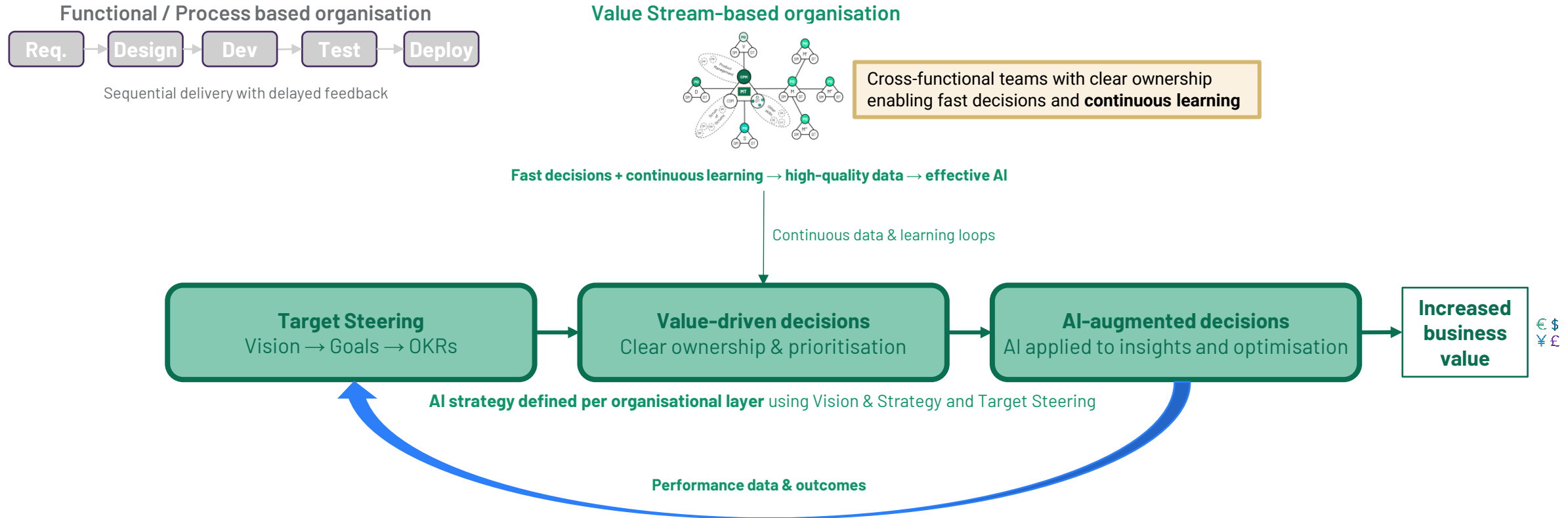
- Agile Ways of Working create the ideal environment for successful AI adoption
- AI enhances the way agile teams work. It supports smarter decision-making through predictive insights, increases efficiency by automating repetitive tasks, and enables faster feedback loops
- Together, Agile and AI form a powerful combination. Agile provides the learning system – AI adds intelligence and speed

[More...](#)



AI-Ready Organisation

Built through speed, learning, and value-driven decision-making





AI-Ready Organisation – Key benefits



Agile WoW supports AI implementation

- Agile teams iterate quickly, making it easier to test and refine AI solutions
- Agile structures enable fast decision-making and smooth AI integration into workflows

AI enhances Agile Ways of Working

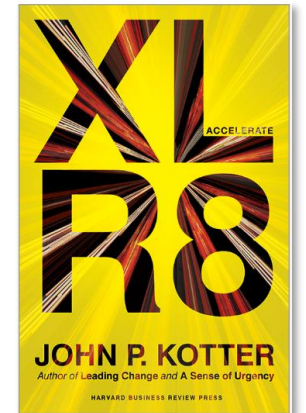
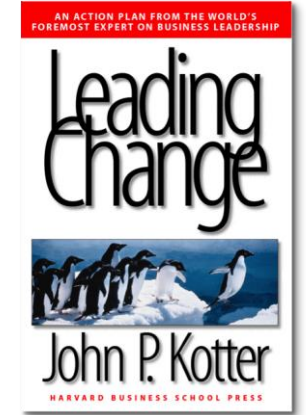
- AI provides predictive insights, helping teams respond faster and optimise resources
- AI streamlines repetitive tasks, freeing teams to focus on innovation and high-value work

[More...](#)

Kotter on Organisational Design



- John Kotter is best known for his change management theories. He argues that **traditional hierarchies are often too slow and rigid to handle rapid change**. Instead, he advocates for a more dynamic and flexible structure that adapts to shifting environments.



[More...](#)

AI-Ready Organisation – Implementation footprint

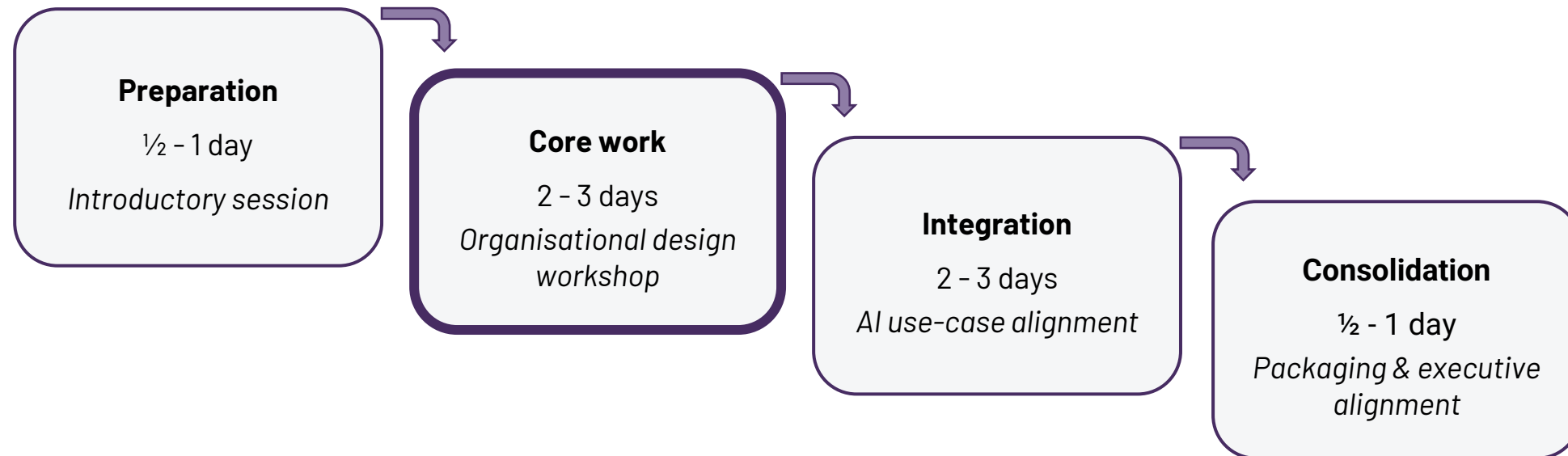
Measurable results within weeks—not months

Objective

Design the organisation to enable scalable AI adoption and integration

Participants

Leadership teams · Business representatives · Architects · Team leads · Cross-functional stakeholders · Line managers





The Real Question

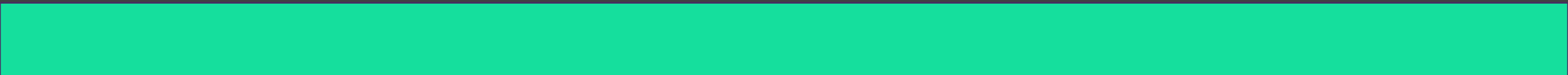
Is execution designed to deliver results?

How confident are you that it is - in your organisation?

Thank You!

Appendix

More details



The WoW! Agile Toolbox – Key benefits

- Better risk management and prioritisations
- Focus on the right deliverables helps reaching targets (vision) sooner
- The entire company is moving in one direction—toward the goals that matter most
- Minimal negative impact on existing delivery capacity
- Increased cash-flow due to shorter financial cycles
- Ability to quickly change direction
- Maximum flexibility – built around what actually works in your context
- Proven methods + hands-on experience = effective and realistic implementation
- Agile structures enable fast decision-making and smooth AI integration into workflows
- AI enhances agility by identifying patterns and automating improvements at scale
- Rapid results with clear structure and defined timeline
- Enables smooth transformation in waves – adaptable to company size and readiness
- Improved governance, tracking, and continuous delivery of value combined with improved prioritisation of large initiatives

The Vision and Strategy workshop

- The “Vision & Strategy” workshop is a 2-3-day event that takes the attendees through our 8-step method to develop a strategy. It is for any company or department who wants to understand and align around their corporate vision and develop a strategy to fulfil it. The workshop is also extremely well suited for developing a product strategy.
- The steps are:
 - Preparatory work presentation | Vision | Diagnosis | Goal(s) | Guiding Principles | Deliverables | Activities.
- Unlike many of our competitors, who only performs an analysis and deliver a report, our workshop is a very clear, fast and structured way of describing the corporate vision, developing a strategy to fulfil it and get “buy-in”, together with the leaders of the company.
- The attendees leave the workshop with a clear focus on what to do and where to start.

The Vision and Strategy workshop – Key benefits

- Understand and align around the corporate vision
 - Better risk management and prioritisations
 - Common language
 - Focus on the right deliverables helps reaching targets (vision) sooner
 - Clarity around vision attracts investors
- Well-structured 8-step method to develop a strategy and knowing how to fulfil it
 - The attendees leave the workshop with a clear focus on what to do and where to start
 - Effective use of all attendees' time since they can easily follow the logic of the workshop
 - Attendee ownership and “buy-in” of the resulting strategy and plan gives strong support for the execution
 - The result can be used immediately after the workshop
- Also, extremely well suited for a group or department to focus on a common goal, i.e. product development, project, programme, etc.
 - Connects execution with strategy regardless of context
 - Can easily be added to the company's own toolbox and used when needed
- Strong engagement and commitment on all levels for the developed strategy
 - Connects execution with strategy regardless of context
 - Short time from workshop completion to first delivery - quick result
 - Enables continuous delivery, maintenance and further development of the strategy and plan

The WoW! Agile Target Steering™

- The WoW! Agile Target Steering Model is a game-changer for businesses. Focusing on aligning every aspect of development with the company's main goals. It's not just about IT; this holistic strategy transforms how the entire company earns and grows. Aligning efforts from the top management to the development teams. This alignment eliminates confusion and ensures everyone is working towards common objectives.
- The model is all about connecting each team member to the company's vision, making the big goals personal and meaningful. It cuts out unnecessary work, focusing instead on actions that really move the company forward. With clear indicators to track progress and a flexible, six-part structure, the model is adaptable to fit any organisation's unique needs.
- By setting clear objectives at every level, it ensures that every project chosen contributes to the overall success. It's more than just guidelines; it's a complete transformation journey. Uniting everyone in the organisation, making work more efficient and effective, aligned with long-term goals.

The WoW! Agile Target Steering™ – Key benefits

- Strategic alignment across the organisation
 - Everyone understands why we are doing what we are doing
 - Eliminates confusion and increases focus
 - The entire company is moving in one direction—toward the goals that matter most
- Step-by-step company-wide transformation
 - Improved collaboration, decision making and growth across the company (not just IT)
 - Improve and customise after each step minimises risk
 - Minimal negative impact on existing delivery capacity
- Connecting all individuals to the corporate vision and strategy
 - One company, one language, one direction
 - Each individual can understand their impact on the bigger picture
 - Increased commitment and engagement
- Flexible and adaptable model made for customization
 - Shorter implementation time, faster adaption and better outcomes
 - Enhance the organisation's unique way of working to increase flow of customer value
 - Sustainable transformation
- Clear objectives at every level of the company
 - Elimination of unnecessary work - waste
 - Everyone knows what success looks like—and what needs to happen to get there
 - No guessing! Progress is tracked allowing for better and faster decisions
 - Everyone moves in the same direction
- Employee satisfaction, commitment and engagement
 - Minimised employee turnover
 - Less sick leave
 - Lower recruitment costs and time
 - Improved collaboration between individuals and teams

Working with Value Streams – A Smarter Way to Deliver Value

- If you don't understand how value is created – Can you ever deliver value??
- **Value stream thinking** is a modern, customer-centric approach to organising work. Instead of focusing on internal functions or departments, it puts the flow of value to the customer at the centre. By identifying and structuring work around the end-to-end activities required to deliver that value, organisations create greater clarity in how they operate and where to improve. This shift lays the foundation for smarter decisions, faster delivery, and more meaningful results.
- **Organising around value streams** enables companies to operate with increased transparency, efficiency, and agility. Waste and delays are reduced, teams become more aligned across functions, and strategic goals are more easily translated into concrete actions. This way of working supports better prioritisation, clearer ownership, and more effective collaboration—key drivers of both innovation and operational excellence.
- Ultimately, **value stream-based thinking** supports a culture of learning and continuous improvement. It helps organisations become more adaptable, responsive to customer needs, and better prepared for future change. Whether the goal is faster time-to-market, better customer experiences, or more sustainable growth, value streams provide a practical and scalable path to get there.

Value Stream Working – Key benefits

- **Enhanced Customer Focus**
 - Increased customer satisfaction
 - Increased customer loyalty
 - Recurring businesses
 - Customer tailored solutions
- **Faster Time-to-Market**
 - Increased cash-flow due to shorter financial cycles
 - Shorter time to revenue and result from dev. effort
 - Increased competitiveness and better marketing positioning
 - Faster feedback from real customers give better solutions
- **Increased Efficiency & Cost Reduction**
 - Lower development costs
 - Lower maintenance costs
 - Increased delivery capacity with current resources
 - Increased profitability with current resources
- **Improved Cross-Functional Collaboration**
 - Innovation and solutions that supports the entire value chain - business
 - Fewer delivery errors
- **Better Decision-Making with Data**
 - Prioritise and decide what gives business the best results - the RIGHT decisions
 - Faster decisions speed up time to delivery
 - Well-grounded decisions reduces risk
 - No guessing about progress - data reveals the truth
- **Agile and Scalable Organisational Structure**
 - Ability to quickly change direction
 - Ability to quickly grow or shrink the organisation
 - Minimal negative impact from organisational changes
- **Stronger Alignment with Business Strategy**
 - Innovation and solutions that supports the business
 - Development recourses focus on what supports the business' strategy
 - Development organisation understands the business needs
 - Everyone moves in the same (right) direction
- **Continuous Improvement & Learning Culture**
 - Employee satisfaction, commitment and engagement
 - Increased innovation that generates better results
 - Long-term organisational and business growth

Value-driven Requirements

A Smarter Way to Deliver Value

- **Understand value**
 - What is value in your organisation?
 - How do you define and measure it?
- **Connect value to work**
 - Translate business objectives into Epics, Features, and Stories
 - Ensure every requirement contributes to an outcome
 - Connect strategy, objectives, and daily work in a structured and measurable way
- **Prioritise based on impact**
 - Use Cost of Delay and WSJF
 - Make decisions based on value – not opinion
- **Work in uncertainty**
 - Use MVP thinking to test assumptions early
 - Learn fast and adapt
- **Enable flow**
 - Manage requirements across teams and levels
 - Reduce delays, handovers, and waste
- **Measure**
 - How can we measure value before we hear from our customers?
 - Define leading indicators and apply OKRs (Objectives and Key Results) to track value early.
- **Estimation**
 - Estimate work using practical techniques for stories, features, and epics

Value-driven Requirements - Key benefits

- If you don't understand how value is created – Can you ever deliver value??

Lean Portfolio Management – Aligning strategy with execution

- Lean Portfolio Management creates a direct connection between strategic goals and real execution. By shifting focus from projects to value streams, LPM helps organisations prioritise and decide the right work, make better funding decisions and maintain a clear line of sight from investment to outcome. This alignment is essential in fast-moving, customer-focused environments where adaptability is key.
- With Lean principles at its core, LPM enables faster and smarter decision-making across the portfolio. Visual tools and decentralised governance make it easier to track progress, reduce waste and respond to change. The result is a more transparent and collaborative way of working—where everyone understands not only what to do, but why it matters.
- By combining strategic alignment, financial flexibility and continuous improvement, LPM helps organisations deliver more value, more often. It becomes a scalable system that supports both innovation and operational excellence—ensuring that investments are focused, feedback is integrated, and outcomes are maximised over time.

Lean Portfolio Management – Key benefits

- Improved alignment between business objectives and operational execution
 - LPM ensures that all initiatives are directly tied to organisational goals and vision, maintaining a clear line of sight between strategy and execution
 - Develops a shared vision and roadmap for the portfolio, outlining key initiatives, milestones, and expected outcomes
- Portfolio Kanban visualizes the flow of work across the portfolio
 - Faster response to market changes and customer needs
 - Improved governance, tracking, and continuous delivery of value
 - Improved prioritisation of large initiatives
 - Increased transparency and collaboration across the organization
- Prioritisation with Lean Principles utilizes tools like WSJF (Weighted Shortest Job First) to prioritise work based on the cost of delay and business value relative to effort.
 - Better resource utilization and reduced waste
- Lean Budgeting replaces traditional project-based funding with value stream-based funding
 - Reduced overhead, improved transparency, and increased financial accountability
 - Eliminates project start and stop costs
 - Increased flexibility in planning
- Clear Portfolio guardrails shows distribution of investment funds, Business owner commitment, Capacity allocation and prioritisation of significant initiatives
 - Balance between short and long-term delivery
 - Ensures funding for long-term innovation
 - Ensures sustainable growth
 - Decreased legacy and technical debt
 - Increased understanding of corporate decisions
 - Clear, approved business case for all approved significant initiatives
 - All approved significant initiatives aligned with existing capacity
 - Balance between development, maintenance and removal of legacy and tech. debt
 - Approved significant initiatives will be completed
- Continuous Improvement with regular reviews
 - Agile responsiveness to change – enabling smarter investments over time
 - Ability to adjust the portfolio based on feedback, metrics, and market changes to optimize value delivery

The WoW! Agile QuickStart™

- The QuickStart concept is to kick-off an Agile implementation for a group of people, start the new Ways of Working - WoW, and build the backlog while training. The target group is then supported during two sprints/iterations, by a WoW! Agile coach. The WoW! Agile QuickStart will then be repeated until the whole company has adopted the new WoW, or as long as it is deemed appropriate.
- Our WoW! Agile QuickStart concept typically takes 6 – 8 weeks to complete, with the capability to scale by repeating the process for other groups. It is best used on groups of 10-50 persons but can be used for many more.
- The WoW! Agile QuickStart plays a very important role in our Agile corporate implementations. It is designed to work as a one-off implementation with a smaller group or as a building block in a much larger context. We always build an Agile delivery organisation using an Agile thinking. The WoW! Agile QuickStart is designed so it can be iterated until the whole company has adopted an Agile WoW - Ways of Working.

The WoW! Agile QuickStart™ – Key benefits

- Create an agile organisation of a group of people (10-50p) with a common goal
 - Easy to identify target individuals
 - Minimising risk since implemented on an isolated area
 - The teams in the target area will have executable deliverables to start with immediately
 - Minimised negative impact on production capacity
- Define the deliverables while training and adopting the new WoW
 - Immediate learning in real work context boosts understanding
 - Practical work on own deliverables instead of theoretical use cases
 - No startup time - Work has already started when QuickStart is done
- Short implementation time (6 – 8 weeks) makes it well suited for iterative implementation
 - Measurable results
 - Easy customisation to company context
 - Rapid results with clear structure and defined timeline
 - Minimised risk for impact of errors
- It is designed to work as a one-off implementation with a smaller group or as a building block in a much larger context
 - Can easily be added to the company's own toolbox and used when needed
 - Enables smooth transformation in waves – adaptable to company size and readiness
 - Useful both for small-scale pilots and as a core part of large enterprise rollouts

Framework Flexibility – Built around your needs

- At WoW! Agile, we don't believe in one-size-fits-all. Instead of committing to a single framework, we focus on what works for each specific organisation. Every business is different, and so should their way of working be. That's why we tailor our approach to fit the goals, structure and maturity of each client – sometimes using a single framework, sometimes blending several.
- We've worked successfully with many frameworks over the years – including SAFe®, Agile Project Management and LeSS – but our real strength lies in how we apply them. By combining structured models with deep, practical experience from real business environments, we help organisations get the best of both worlds: a solid foundation and the flexibility to evolve.
- In the end, it's not about the framework – it's about the outcome. Our clients don't adapt to a method; the method adapts to them. That's how we help teams move faster, work smarter and build agile ways of working that stick.

Framework Flexibility – Key benefits

- Agile as a mindset, not just a method. We help you start working agile even before choosing a framework – focusing on collaboration, learning and value.
 - Early benefits like faster feedback, better focus and improved flow
 - Lower resistance to change through real participation and co-creation
 - A solid, sustainable foundation for future growth and scaling
- Framework-independent and tailored to your reality. WoW! Agile doesn't lock you into a specific framework – we adapt to your goals, structure, and maturity level.
 - Maximum flexibility – built around what actually works in your context
 - Faster adoption across teams with different needs
 - Smooth scaling from small pilots to full enterprise transformation
- Practical expertise across frameworks. We combine structured models like SAFe® or LeSS with years of real-world consulting in diverse industries.
 - Proven methods + hands-on experience = effective and realistic implementation
 - Better risk management through tested patterns
 - Increased stakeholder trust and confidence from day one

Agile enables smarter AI

- Agile Ways of Working create the ideal environment for successful AI adoption. Iterative processes, fast decision-making and cross-functional collaboration enable teams to test, learn and improve AI solutions in real time. Agile brings structure to exploration and ensures that AI is developed to solve real business problems – not just technical challenges.
- AI, in turn, enhances the way agile teams work. It supports smarter decision-making through predictive insights, increases efficiency by automating repetitive tasks, and enables faster feedback loops. By embedding AI into the daily workflow, teams can move faster, deliver more value, and continuously optimise how they work.
- Together, Agile and AI form a powerful combination. Agile provides the learning system – AI adds intelligence and speed. The result is an organisation that adapts faster, delivers smarter, and builds a truly data-driven culture of continuous improvement.



AI-Ready Organisation – Key benefits

How Agile WoW supports AI implementation

- Data-Driven & Experimental
 - Agile teams iterate quickly, making it easier to test and refine AI solutions.
- Flexible & Adaptive
 - Agile structures enable fast decision-making and smooth AI integration into workflows.
- Cross-Functional Collaboration
 - Collaboration between AI experts, developers, and business leaders ensures AI solves real problems.
- Continuous Learning Culture
 - Agile fosters ongoing improvements, essential for training and optimising AI models.

How AI enhances Agile Ways of Working

- Better Decision-Making
 - AI provides predictive insights, helping teams respond faster and optimise resources.
- Automation & Efficiency
 - AI streamlines repetitive tasks, freeing teams to focus on innovation and high-value work.
- Faster Feedback Loops
 - AI-driven analytics help teams measure outcomes and adjust strategies in real time.
- Scalability & Optimisation
 - AI enhances agility by identifying patterns and automating improvements at scale.

Kotter on Organisational Design

- John Kotter is best known for his change management theories. He argues that **traditional hierarchies are often too slow and rigid to handle rapid change**. Instead, he advocates for a more dynamic and flexible structure that adapts to shifting environments.
- Dual Operating System: Organizations should balance a stable hierarchical structure with a flexible network for innovation and change.
- Leadership vs. Management: Leadership drives change and vision, while management ensures order and efficiency. Both are necessary.
- The 8-Step Change Model: A structured approach to leading change, including urgency, guiding coalition building, quick wins, and embedding change into culture.
- Flexibility & Engagement: Traditional hierarchies can stifle innovation; organizations must empower employees and encourage cross-functional collaboration.
- Speed & Adaptability: In a fast-changing world, organizations must be designed to react quickly and embrace continuous change.

