

Outperform the Market with Creativity

Strategy Applied with Design Thinking



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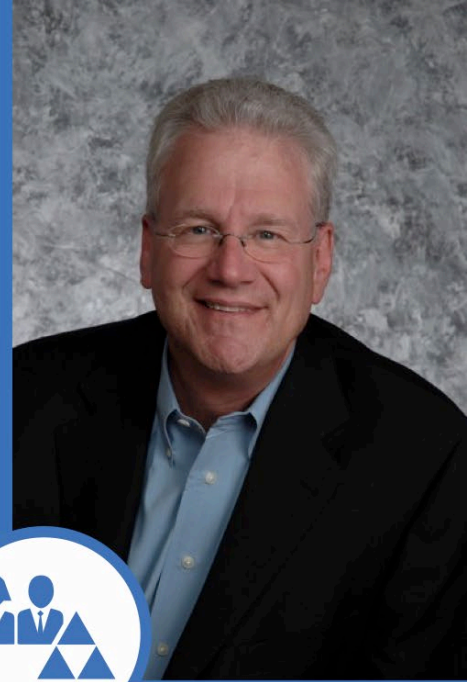
The Importance of the Lean Agile Strategy development

The current state of Strategy Work....

*Most strategy dialogues end up with executives talking at cross-purposes because ... nobody knows exactly what is meant by **vision** and **strategy**, and no two people ever quite agree on which topics belong where.*

That is why, when you ask members of an executive team to describe and explain the corporate strategy, you frequently get wildly different answers. We just don't have a good business discipline for converging on issues this abstract.

—Geoffrey Moore, *Escape Velocity*





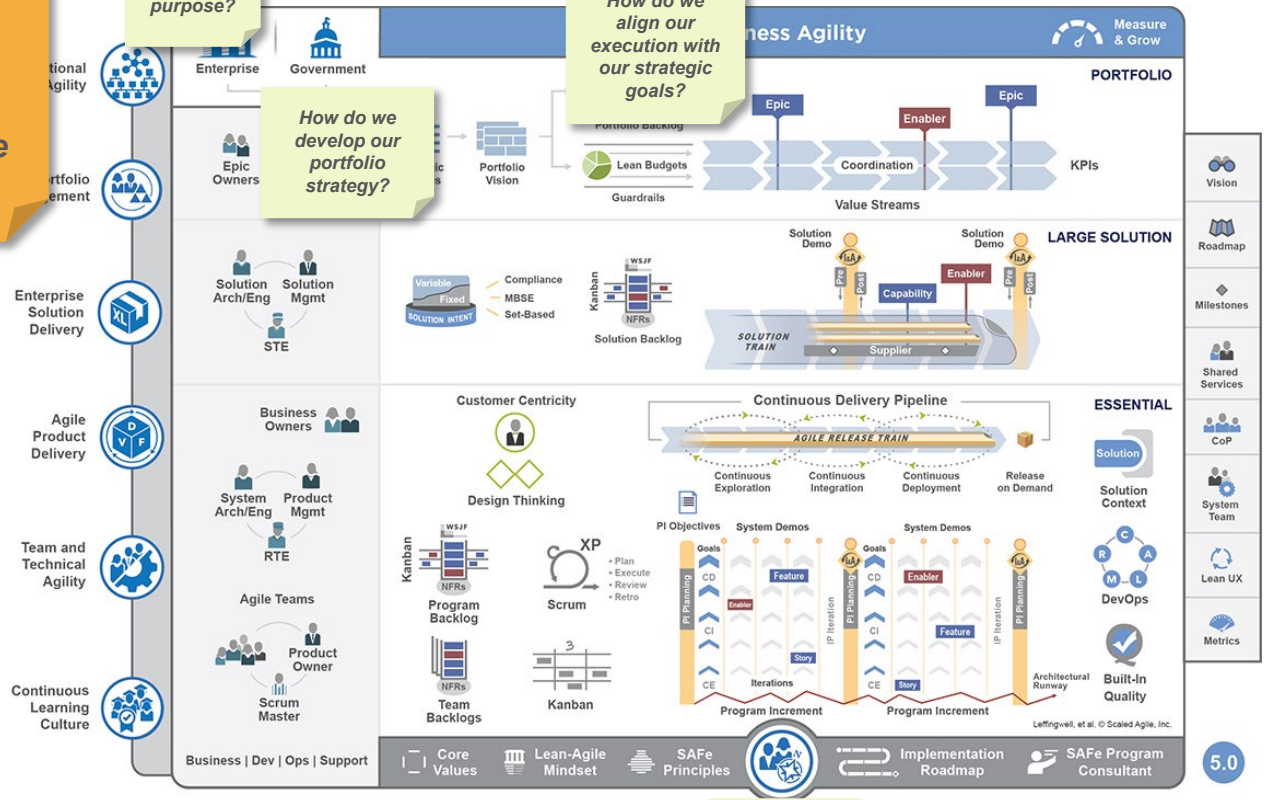
Lean Agile Strategy Definition:
The Jobs to be done

What is our purpose?

How do we develop our portfolio strategy?

How do we align our execution with our strategic goals?

Strategy is only relevant at the top!



Our Experiences

The image features a dark blue background with a white wavy line pattern that creates a grid-like effect. Two orange triangles are positioned on the page: one in the top right corner and another in the bottom center. The text "Our Experiences" is centered in a white, sans-serif font.

I. Purpose



"Google's mission is to organize the world's information and make it universally accessible and useful."

Google

"To bring inspiration and innovation to every athlete in the world."



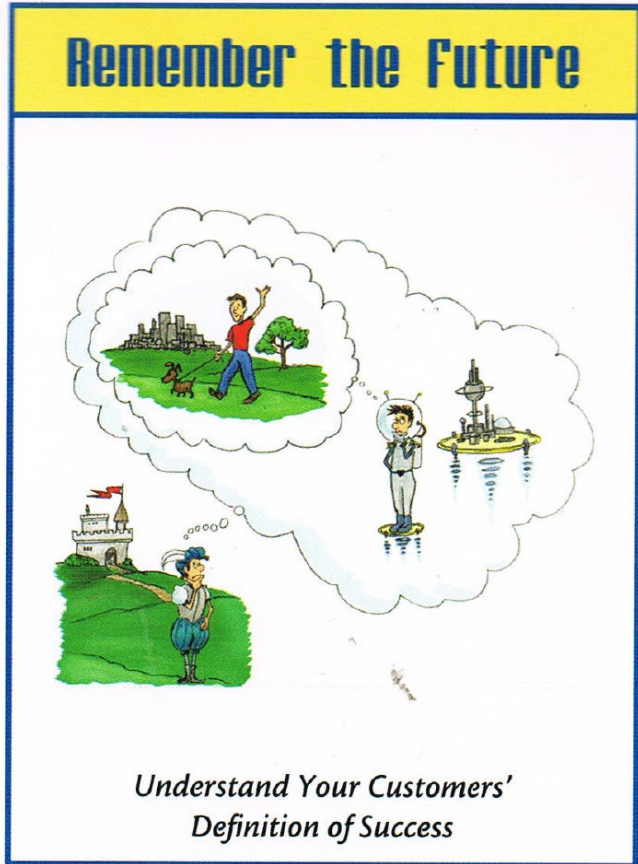
"To give people the power to share and make the world more open and connected."

facebook

"To give everyone the power to create and share ideas and information instantly, without barriers."



Our best Design Thinking Tool



► ..to make the purpose „feelable“

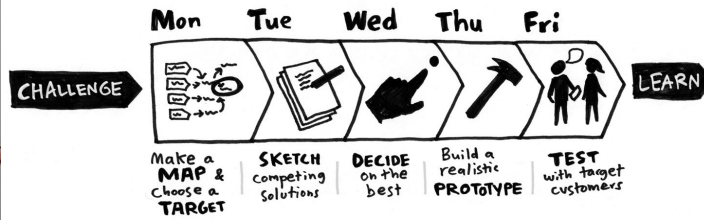
Participants: All knowledge workers of the system

Facilitation: Editable Intranet-Site or Whiteboard

Design Sprints



► ..to align to a common vision



Participants: Cross Hierarchical Team

Facilitation: - Ideation

- Workshop and Visualization

II. Cultural Change

The formulation of the strategic themes has to be an inclusive process according to our principles: ***Apply systems thinking*** and ***Decentralize Decision Making***

Culture eats strategy for breakfast

Behavior influences culture



Strategy process is also about creating alignment

Together, we formulate the OKRs as an input for our portfolio

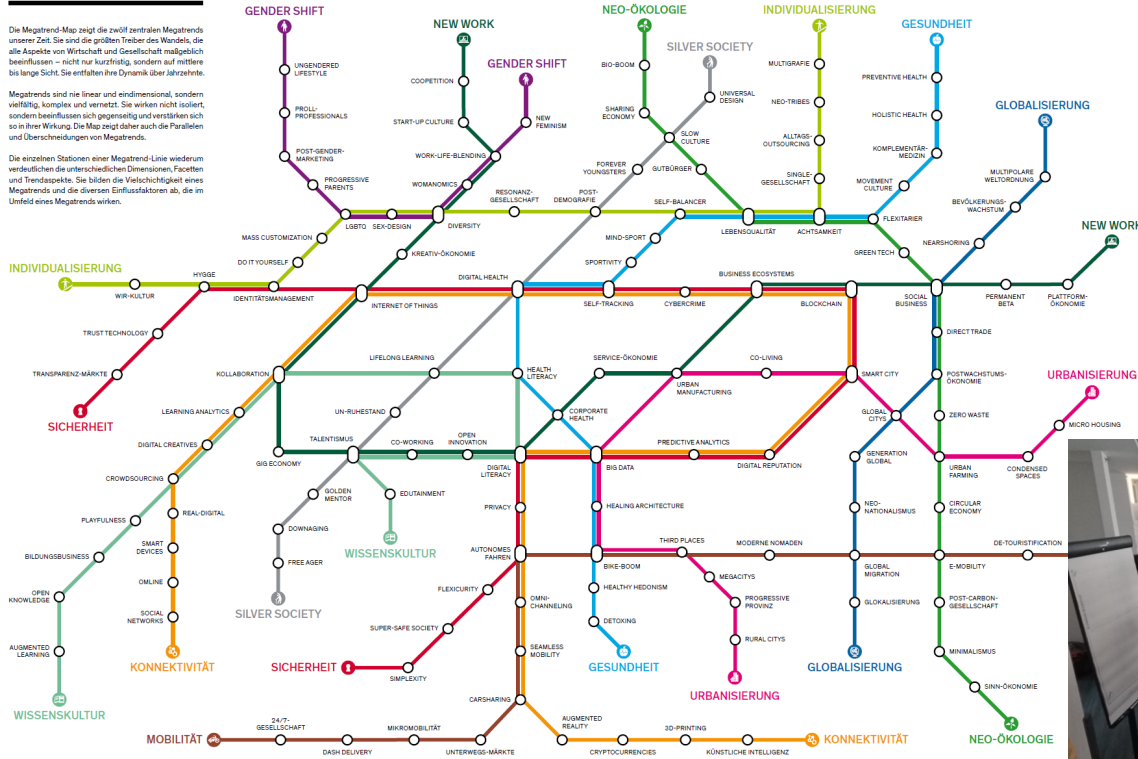
Our best Design Thinking Tool: Strategy Maps...

Megatrend-Map

Die Megatrend-Map zeigt die zwölf zentralen Megatrends unserer Zeit. Sie sind die größten Treiber des Wandels, die alle Aspekte von Wirtschaft und Gesellschaft maßgeblich beeinflussen – nicht nur kurzfristig, sondern auf mittlere bis lange Sicht. Sie entfalten ihre Dynamik über Jahrzehnte.

Megatrends sind nie linear und eindimensional, sondern vielfältig, komplex und vernetzt. Sie wirken nicht isoliert, sondern beeinflussen sich gegenseitig und verstärken sich so in ihrer Wirkung. Die Map zeigt daher auch die Parallelen und Überschneidungen von Megatrends.

Die einzelnen Stationen einer Megatrend-Linie wiederum verdeutlichen die unterschiedlichen Dimensionen, Facetten und Trendspekte. Sie bilden die Vielschichtigkeit eines Megatrends und die diversen Einflussfaktoren ab, die im Umfeld eines Megatrends wirken.



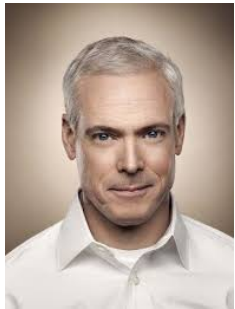
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III. Strategic Alignment

"Building a visionary company requires one percent vision and 99 percent alignment." —

Jim Collins & Jerry Porras in "Built to Last: Successful Habits of Visionary Companies"



Our bestStrategic Alignment Tool: Big Room Ranking

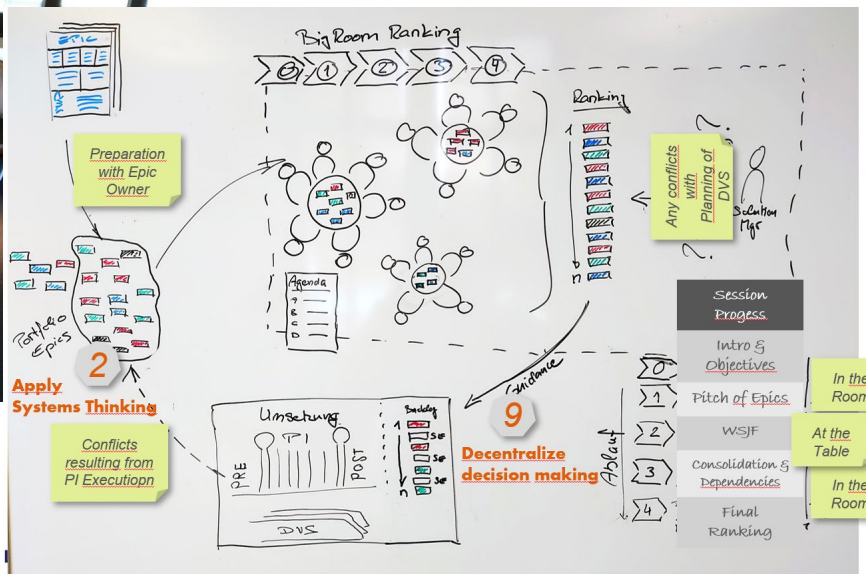
Business Owner

Solution Manager

Product Manager



Architect

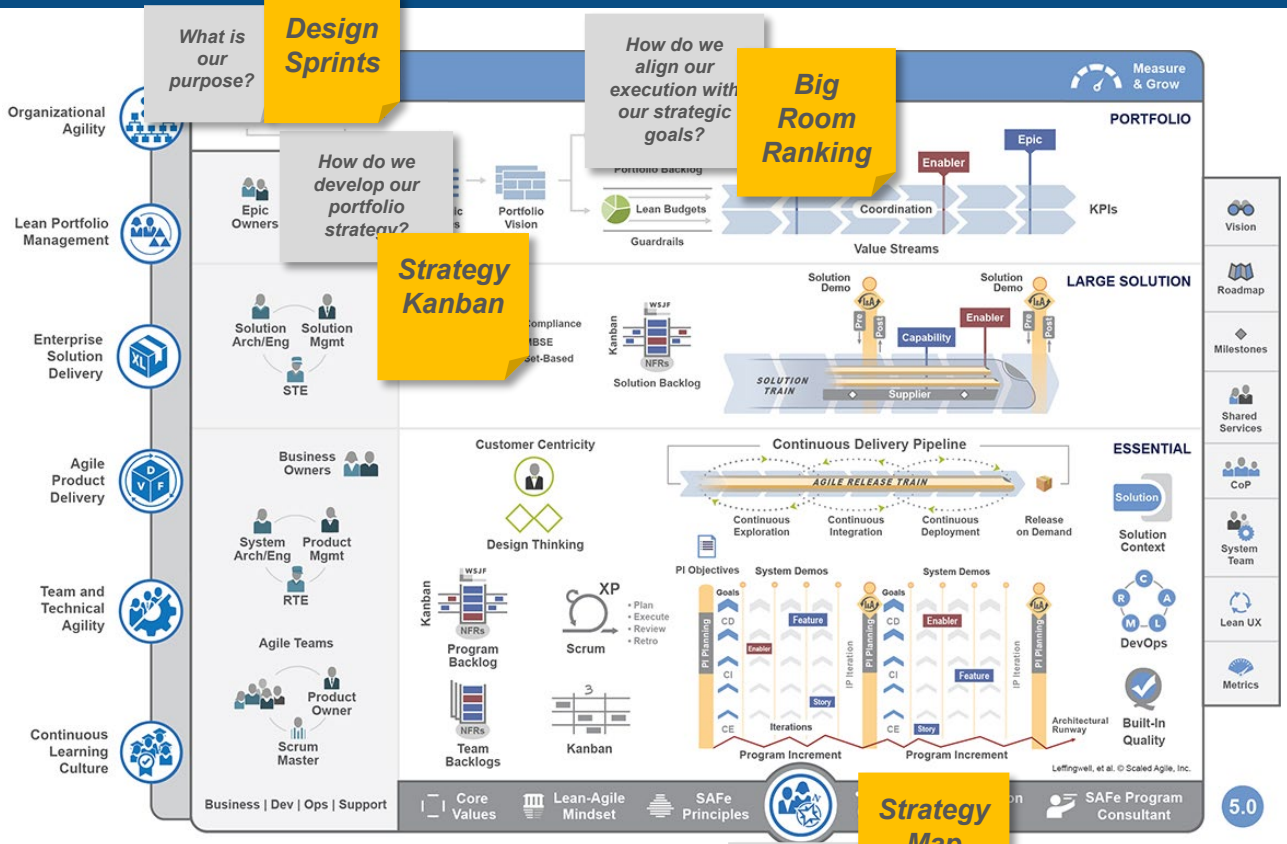


IV. How do we develop our portfolio strategy?



I. Our best Tool for Strategy Flow: Strategy Kanban

Business Case Funnel	Analyzing	Strategic Themes	Strategy Refinement	Portfolio Backlog
All ideas are welcome here!	Design Sprints	Strategy Maps		Big Room Ranking
<i>Idea e.g. Market Trends, Competitor Moves, New Technology</i>	<i>Business Model Canvas, Prototype</i>	<i>OKR</i>	<i>Portfolio Epics</i>	<i>Prioritized Portfolio Epics</i>

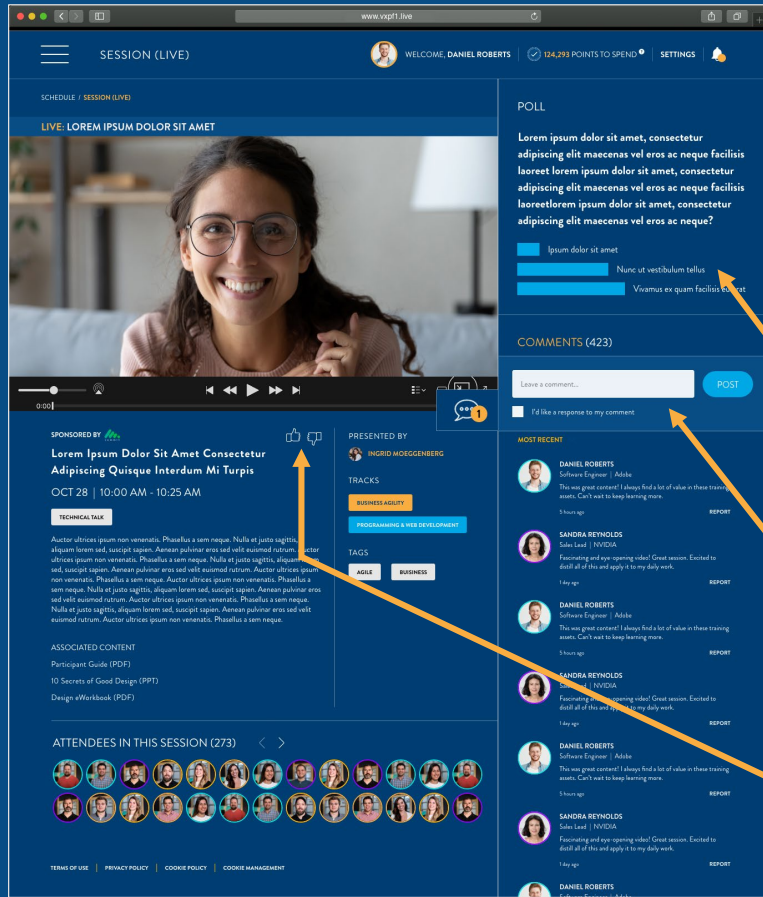


Strategy is only relevant, at the top!

Join me at the Meet the Speaker Session!



Please refer to the agenda for scheduled times



Participate in polling, post comments, and rate sessions

1

Polling

2

Comment

3

Thumbs up or down

Thank you!