



# Business Agility Foundations

**Today's world is changing at an unprecedented rate and we are witnessing both technological and cultural change occurring faster than ever before. Presently, business expectations, needs, and demands are evolving too, as organisations ostensibly live or die on their ability to quickly adapt. In this climate, people in practically every role must now focus on customer satisfaction and deliver continuous improvement in their day to day work.**

Many organisations are struggling to navigate these disruptive times. Others seemingly navigate with ease, demonstrating adaptiveness, creativity and resilience when dealing with the complexity and uncertainty they face. What makes these organisations stand out is their ability to adapt quickly (to market changes), respond rapidly and flexibly (to customer demands), and continuously innovate and have a competitive advantage. Using uncertainty and change as an opportunity to become better. These organisations have embraced Business Agility.

Agility, in a business context, is the ability of an organisation to rapidly adapt to changes in the most productive and cost-effective ways. Business Agility is crucial for organisational survival in these uncertain, volatile times. It changes how you think, how you work and the way you interact with people.

Such change is vital at every level of the organisation, from the operations floor to the C-Suite.

Our Business Agility Foundations programme is the start of the agility journey. It offers a strategic appreciation for leaders to jumpstart learning on how to thrive with the complexity and uncertainty, in order to deliver successful outcomes for their organisation.

This two-day immersive course examines what it means to be truly adaptive in today's dynamic environment. With practical workshop-based learning designed to help leaders focus on the essential elements necessary to deliver better performance and business value to their business and their customers.

## Training Options

- Through our Open Training hosted in **London, Birmingham and Edinburgh**
- In-house tailored to your precise needs

## Two-day Business Agility Foundations course

Our immersive two-day workshop is for those who want to improve their organisation's stake in market, bring innovation and continuous improvement into their work.

The programme is focussed on Business Agility for organisational survival in the current volatile, uncertain, complex, ambiguous (VUCA) conditions, and is intended to jumpstart organisational and individual transformation towards a more responsive, value-driven reality.

The Business Agility Foundations course goes beyond the realms of Agile in a software development or IT environment. Nonetheless you will discover numerous techniques covered in the course, these are not only transferrable to these areas, but across numerous functional and operational areas.



Catalyst have been working in partnership with the Agile Business Consortium (ABC), the not-for-profit professional body for Business Agility, to develop the Business Agility Foundations (BAF) course. The course will be accredited by ABC and their BAF Certification will be awarded on the successful completion of this course and the related exam\*.

## Is this the right course for me?

**Perfect for those interested in the paradigm shifts necessary to facilitate agility in today's innovative, changing business climate. The following will find the Business Agility Foundations course compelling:**

- Business Agility Leaders (current and aspiring)
- Business Leaders
- Business Change Leaders and Change Agents
- Value Leaders
- Product Leaders and Owners
- Service Leaders and Owners

## Here is what our clients are saying about us:

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*"Good level of interaction and engagement"*

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*"Very good approach – thought provoking and challenging"*

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*"Brilliant engaging trainer"*

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*"We have already bought into the Agile piece, which was a fantastic session"*



We are fully accredited by the British Quality Foundation – indeed we are one half of the BQF Lean Six Sigma Training Academy and have been selected by the BQF as their recommended Continuous Improvement training partner

## Course Content

The programme is composed of the following sections:

### Welcome and Introductions

Preparation, agenda/timing, workshop tools and materials

### The Need for Business Agility

Understand today's environment of Volatility, Uncertainty, Complexity and Ambiguity (VUCA), and how Business Agility is more and more critical for success.

Understand Business Agility requires a foundation of new values and principles in order to be persistent.

Understand how organisations achieve this by changing the way they think about their people, customer value, continuous improvement and continuous learning.

### Compelling Vision and Clarity of Purpose

Understand how aligning teams and organizations around a vision and strong sense of purpose is essential to enable high-performance needed for Business Agility.

Appreciate the journey to Business Agility, one where we need to focus on the big picture. Generating a vision of what the future will look like can help an organization plan backwards to identify the steps to make it happen.

Understand how to identify and empathise with customers in order to deliver differentiating value and customer experiences.

### New Ways of Thinking

Understand how adopting a growth mindset (the belief that talents and abilities are not static but can be developed and improved) is paramount for achieving Business Agility.

Understand how Business Agility requires a whole new way of thinking about work and reducing the cost of value.

Understand how recognising and understanding that organisations are complex systems, where many traditional management models no longer serve us, and actually may constrain our effectiveness.

### New and Differentiating Behaviours

Define and generate value is at the heart of Business Agility.

Understanding of value, making value visible, managing the cost of value, and the time to achieve value.

Appreciate that results need to be empirically measured through experimenting and hypothesis testing to determine actual vs. planned benefits and to inform pivot vs. persevere decisions.

Understand how to engage individuals, teams and the organisation to embrace and co-create change is critical to an effective transformation and requires courage, resilience and persistence.

## Frameworks, Tools and Techniques

Understand how a lean systems perspective creates a direct, quantifiable link between the business goals and change actions.

Understand how the Lean Startup framework and emerging body of canvases and templates provides a practical framework for rapidly validating innovative ideas for possible new business models or process improvements.

Understand why and how to apply design thinking can accelerate organizational effectiveness and Business Agility.

Understand the key values and practices of Kanban, along with ideas on why and how to apply these values.

Understand how iterative frameworks promote discovery and delivery at frequent intervals, which accelerates learning and value creation.

### Business Agility as the New Normal

Understand how the people involved in an Agile organisation work most effectively if the environment encourages a focus on what is really important.

Understand how continuous and emergent learning is vital to sustainable Business Agility.

Appreciate that Business Agility is a journey, not a destination. It requires ongoing and continual reinvention.

Appreciate that being able to pivot quickly is essential to creating value, so identifying the right leading indicators and a value-based approach to metrics is key.

### Key Learning Outcomes

By the end of this course attendees will be able to understand:

- Setting the scene for Business Agility
- The pervasive mindset and culture that Business Agility needs to flourish
- How to define your customer(s) and how you add value to them
- How to embrace the unknown and treat everything as an experiment
- How to use value stream maps, Kanban values, principles and practices, lean thinking to eliminate waste and create space for innovation

### What's Included:

- Printed copies of the slides
- Business Agility Pocket Guide, Agile Pocket Guide and Managing Change Pocket Guide

### Online Access to:

- PDF copies of the training manual
- Downloadable tools and templates
- Supplementary reference guides

For more information about Catalyst and our approach to Business Agility please call us on 0845 345 2282, visit our website at [www.catalystconsulting.co.uk](http://www.catalystconsulting.co.uk) or email us at [info@catalystconsulting.co.uk](mailto:info@catalystconsulting.co.uk)