Leadership
Culture
Resilience

How to Use Case?

From Business Scenarios to successful Data Spaces

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Speaker Info

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Agiler Coach since 2015

Speaking about:

- Agile Transformations
- Development of Organizational Culture
- Development of Strategy in complex & volatile Environments

Leadership
Culture
Resilience

Challenges in Strategy Execution

Transparency

Link to what we are actually doing

Focus

Alignment

Leadership-Challenges

Validation

Uncertainty

Stiff Processes

Change

How to handle risk?

Source: Global Scrum Gathering Amsterdam 2023:
“Beyond Backlog Items: A complexity oriented approach to Strategy Execution”

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An external view on innovation

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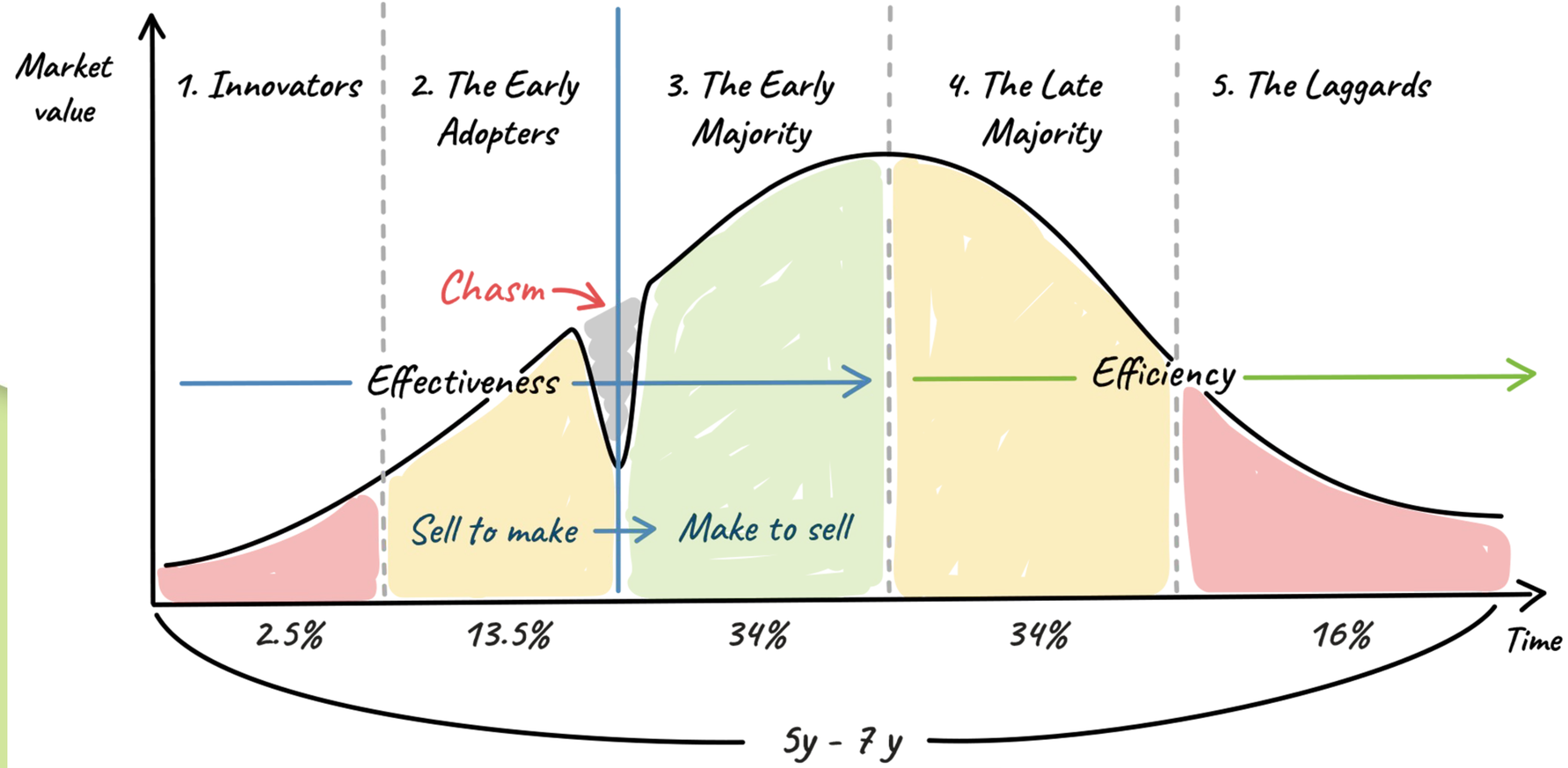
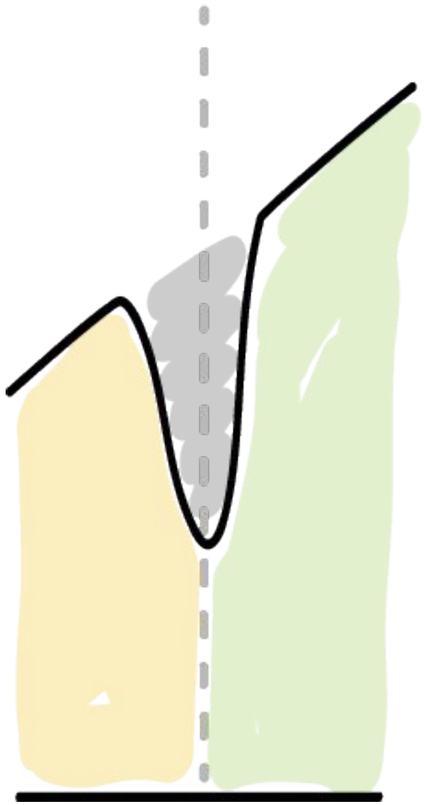
About the diffusion of Innovation



Source: Andrea Tomasini (2020): Organic Agility Foundations

A deep dive into the chasm



Minidisk Players

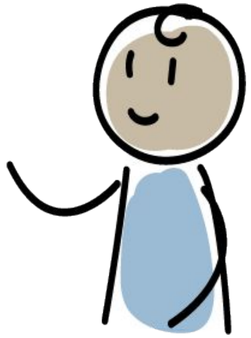
The HD-DVD

a Semi-Digital Post Service

Ben & Jerry's Sweet Potato Ice Cream with Ginger & Fudge Swirl

Products or technologies ended here for a reason…

…but some feel stuck here for too long due to bad decisions from management!



Pictures: Wikipedia/Wikicommons & www.benjerry.com

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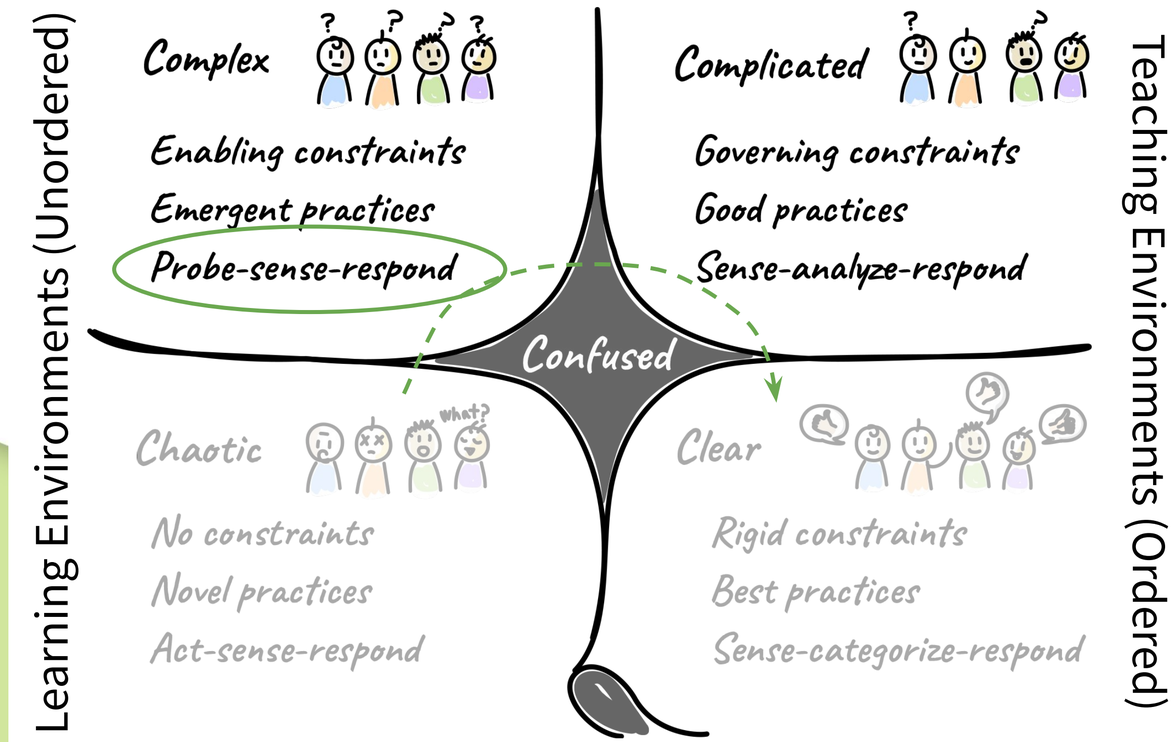
How to cross the chasm?

A more or less complex question...

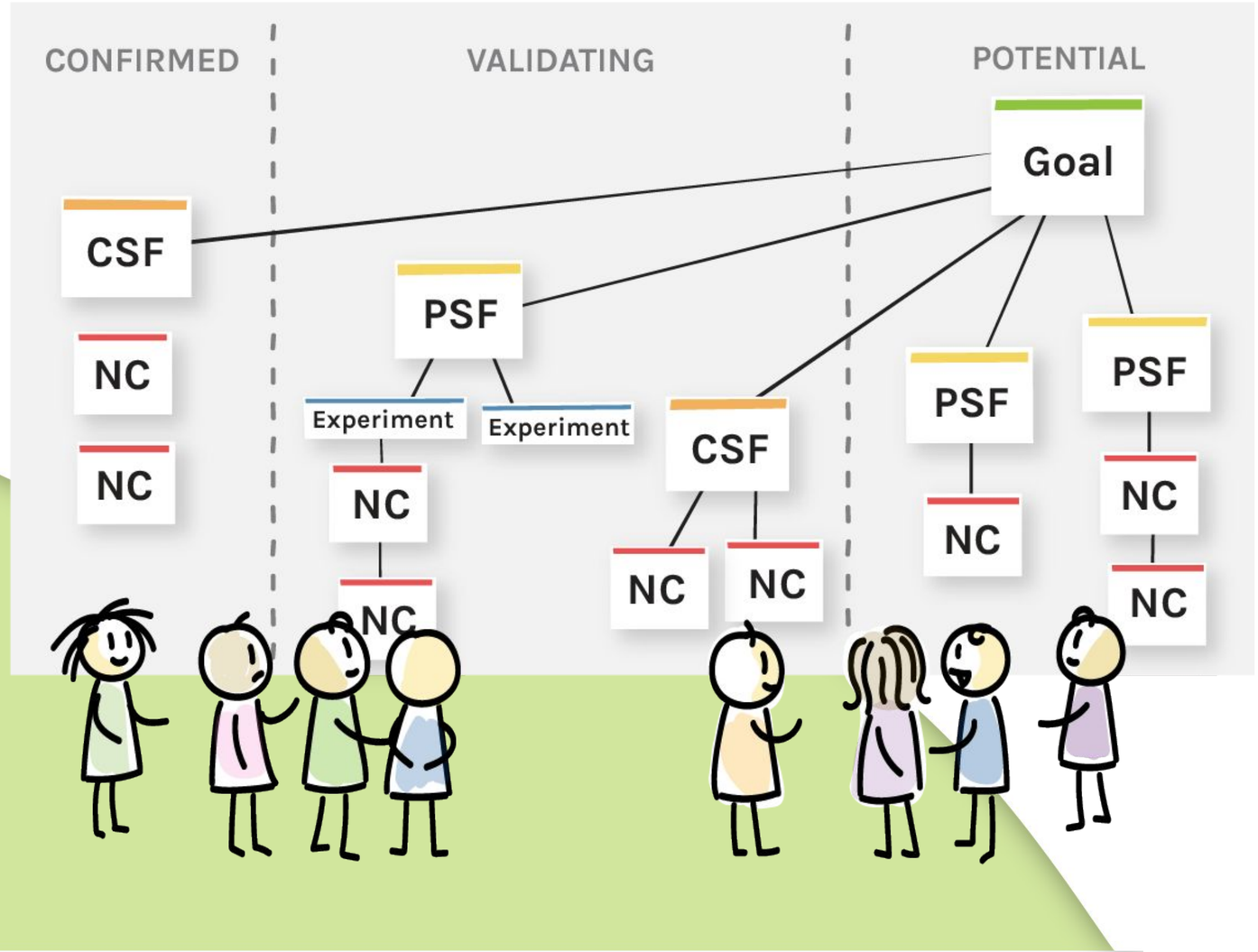
Decide and behave based on your context



Ordered: We understand causality in advance.

New Product Development is about understanding & coping with complexity.

Strategy Map in a Nutshell



Goal: one goal which is timed, and possibly SMART. The Goal should clearly state *Desired Ourcomes*

Confirmed Success Factor (CSF): statement describing a capability that can be leveraged to achieve the goal

Potential Success Factor (PSF): hypothesis which may help to achieve the Goal in a more effective way

Necessary Condition (NC): Express a need which has to be fulfilled in order to continue the work

Safe to Fail-**Experiments** allow us to probe, test hypothesis, validate PSFs and thereby reduce risk

What do we know about the diffusion of innovation?

GOAL:
By improving the data collaboration we'll be able to reach a pretty SMART goal, t.b.d.

Confirmed Success Factor (CSF)
By selecting participants of pilot groups by their socio-demographic profile

we have learned how to create successful pilot groups

which has led to faster piloting and adoption of new technologies.*

Confirmed Success Factor (CSF)
By creating strong open space communities

we have learned how to understand and optimize global value chain processes

which has led to continuous exploration and validation or our companies needs.

Potential Success Factor (PSF)
By creating strong open space communities

we expect to better understand our target groups overarching problem

which will lead to better understanding of their problems and help us to create better solutions.

Necessary Condition (NC)
We need to invest a dedicated amount of time and facilitation efforts, **otherwise** the community won't get into a working flow.

* Source: Everett Rogers (2003): Diffusion of Innovation

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A few takeaways…

1.) Don’t try to explain or analyze things you don’t understand!
2.) Learn to understand your Success Factors
3.) Run many experiments in parallel, in order to learn faster about your environment
4.) Develop Success Stories about Use Cases that help more people to understand the benefits of Data Spaces
5.) Validate desirability before viability – because it’s better to understand a need before developing a product, rather than the other way round ;-)

Contact

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How to approach an innovative culture? A business case study.

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