

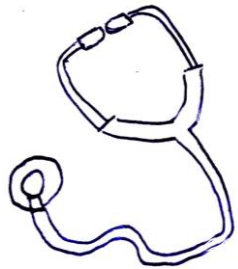
Agile Journey through Middle-Earth

Agilia Prague 2018

Ricco Nourzad

29.05.2018

Introduction



Medical Informatics



PO, SM & DEV



Startup Founder



Agile Coach

Middle-Earth

Middle-Earth

Different Eras of Innovation

MORDOR

SHIRE

1st: Lone Inventor

2nd: Corporate Lab

3rd: Entrepreneurial Age

4th: Corporate Catalysts



Gutenberg Press

The Coca-Cola Company

Microsoft

amazon kindle



KINECT



1439

1871

1892

1903

1912

1919

1968

1975

1976

2005

2007

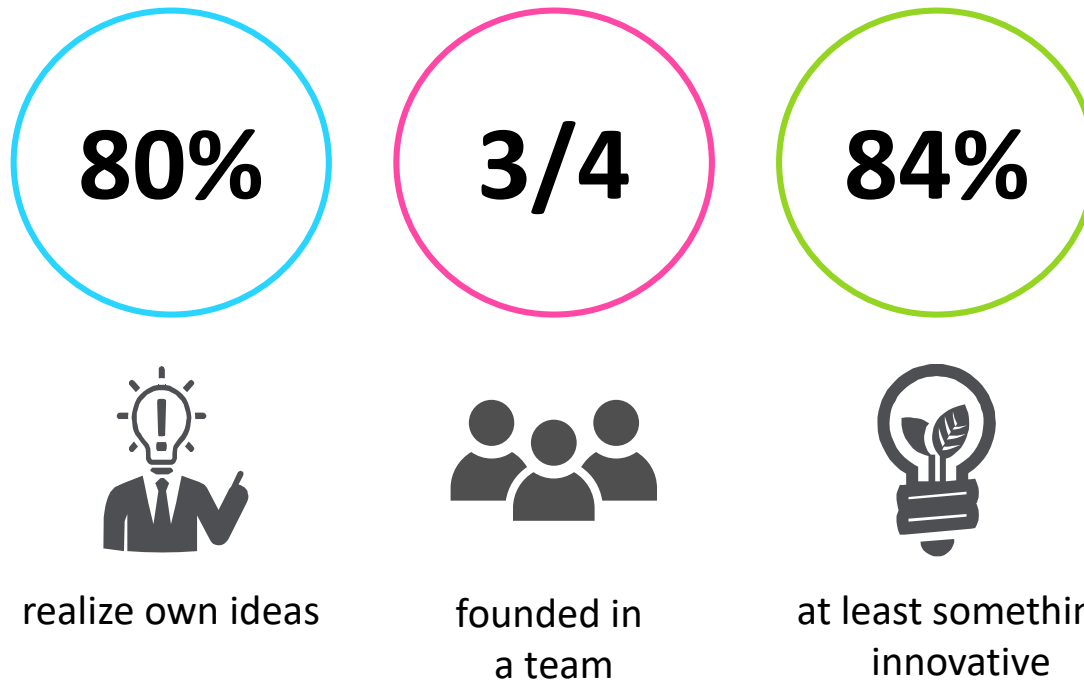
2009

Future

Shire

Shire

Definition



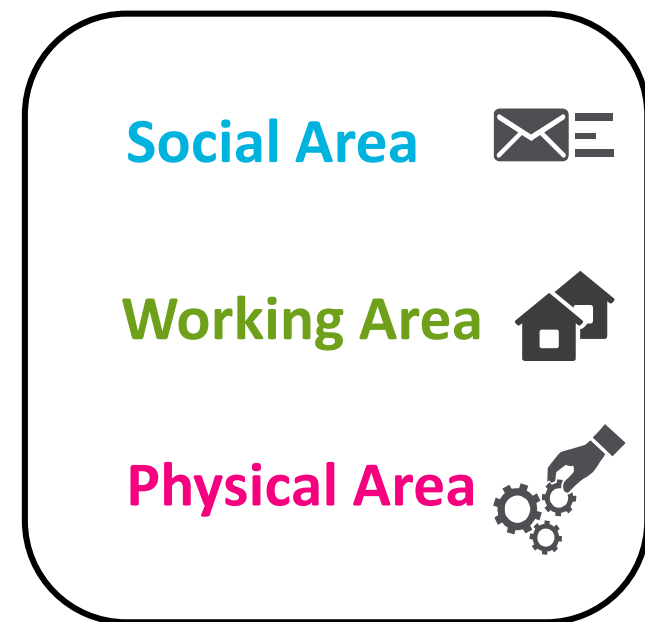
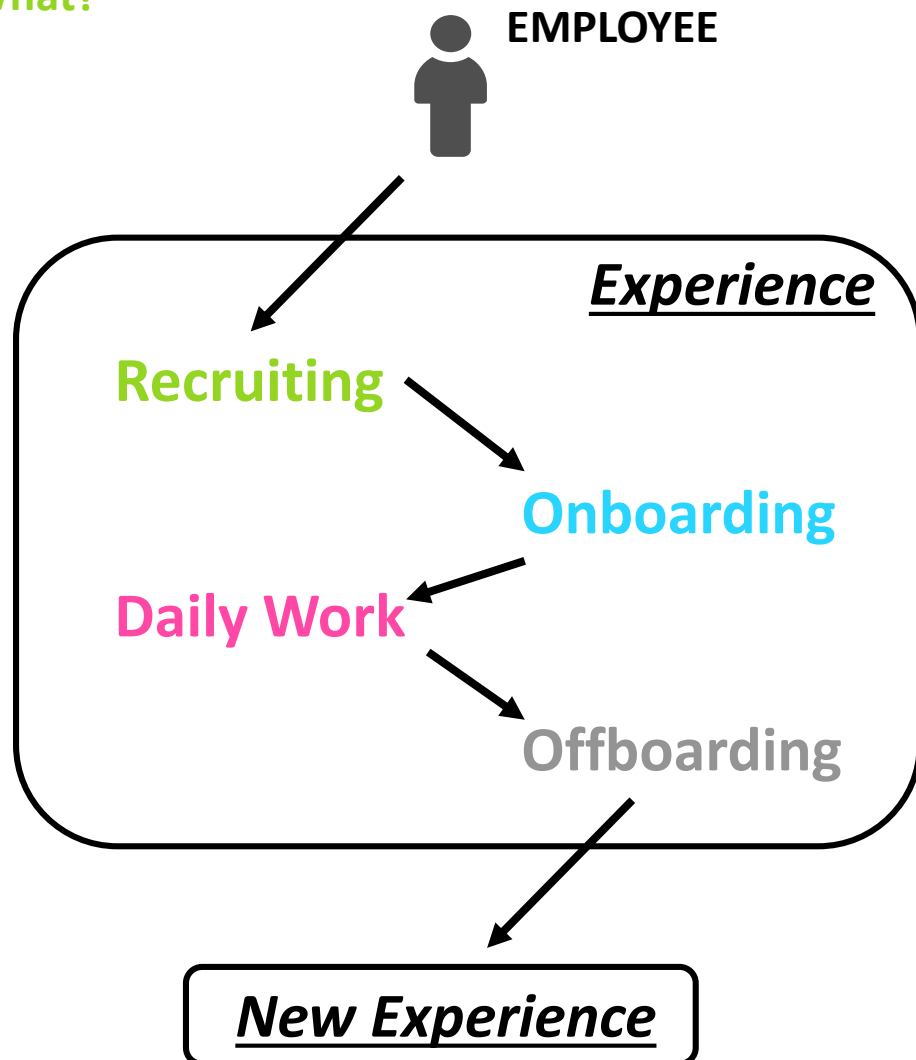
“A startup is a company working to solve a problem where the solution is not obvious and success is not guaranteed.” – Neil Blumenthal, CEO of Warby Parker

* Start-up-Unternehmen in Deutschland, PWC (2017)

Employee Experience

Employee Experience

What?



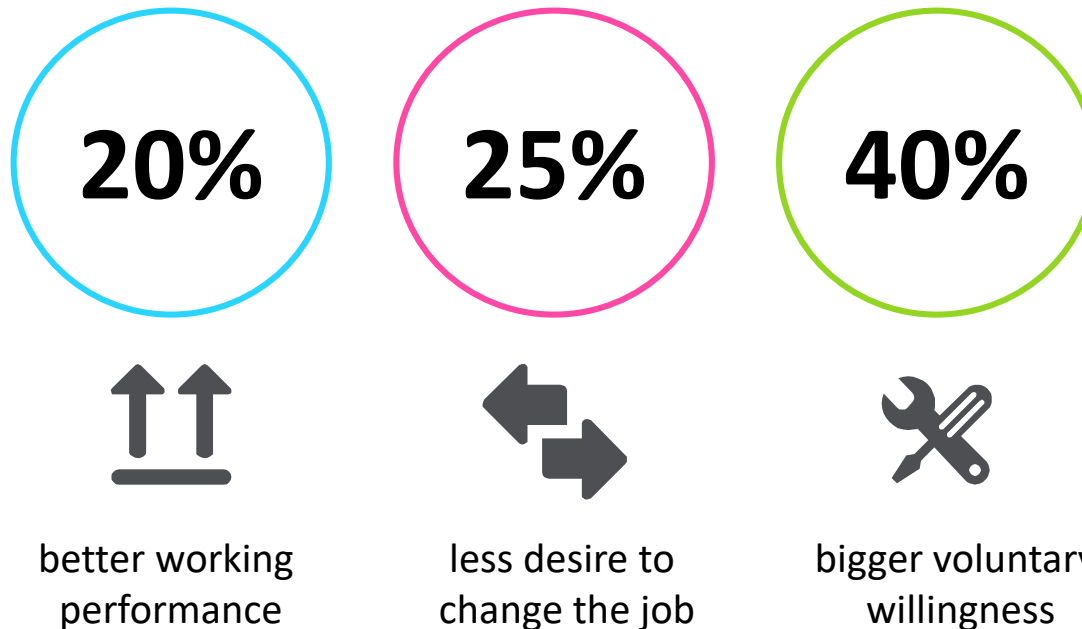
SATISFACTION CRITERIAS

Employee Experience

Why?

“The skills shortage is an ever-present challenge.” –

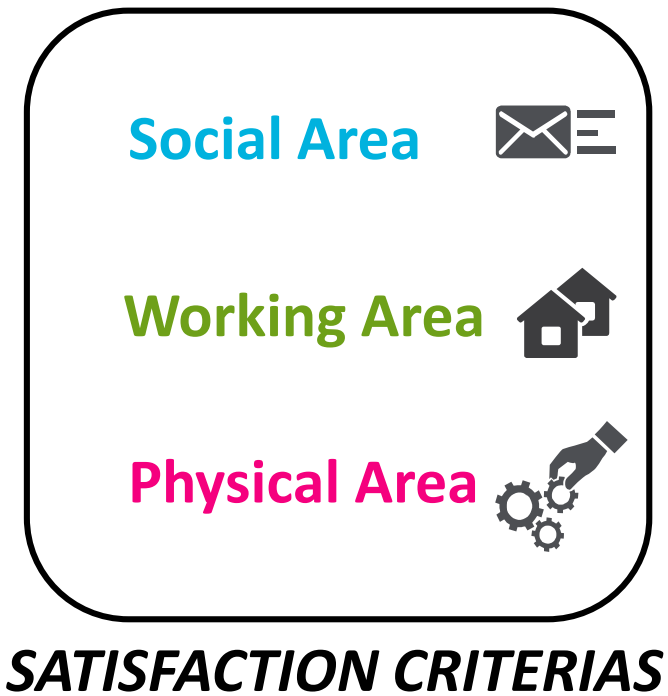
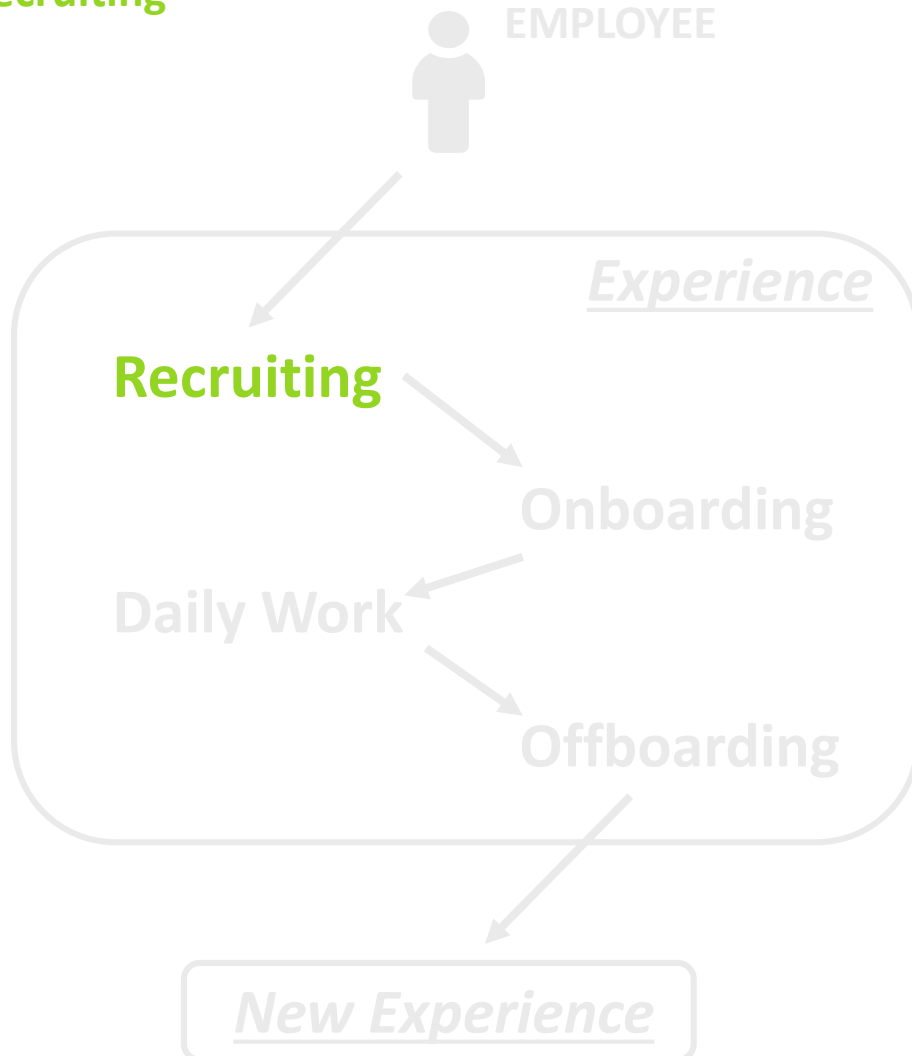
Henry G. Jackson, CEO and president of the Society for Human Resource Management



* IBM Smarter Work Institute study (2017)

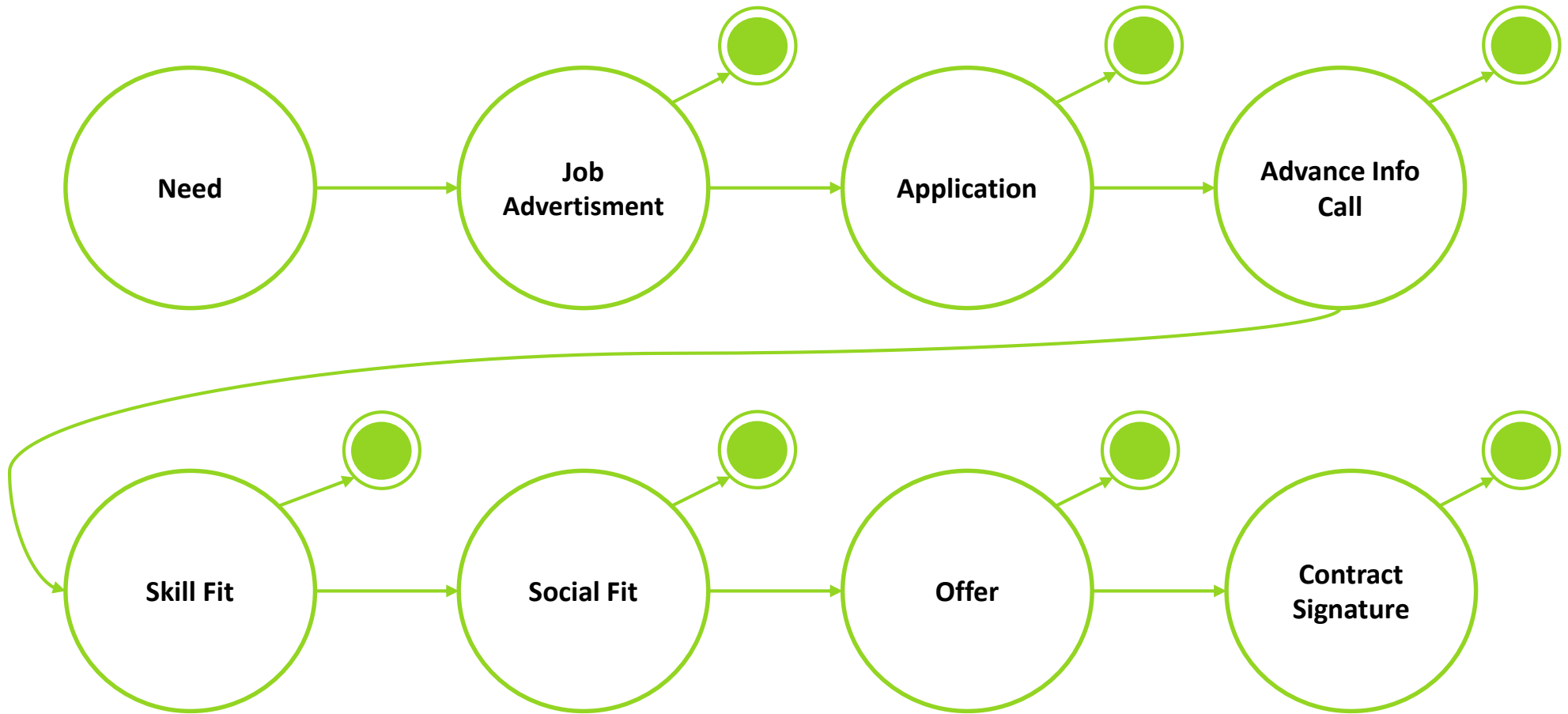
Employee Experience

Recruiting



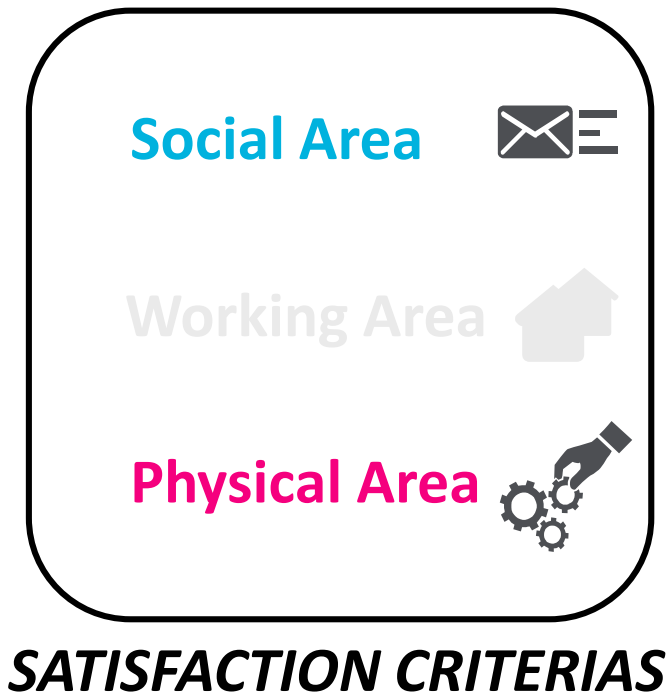
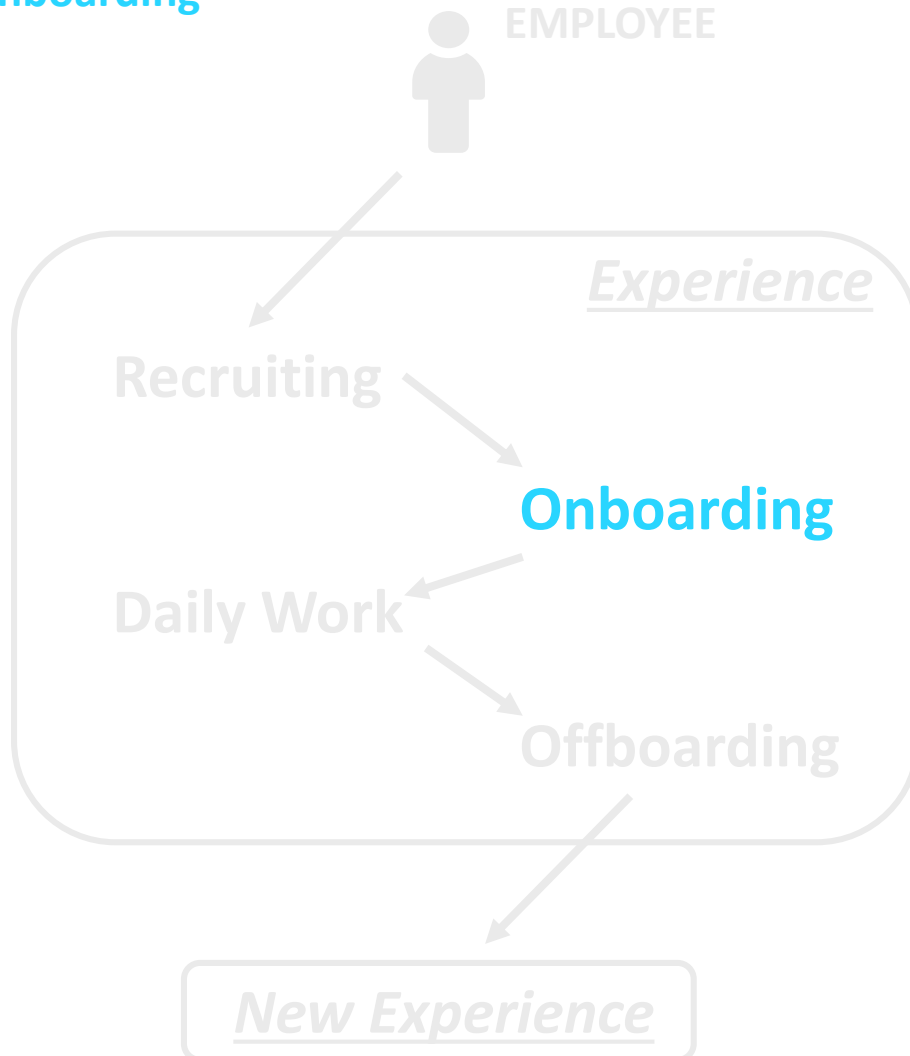
Employee Experience

Recruiting



Employee Experience

Onboarding



Employee Experience

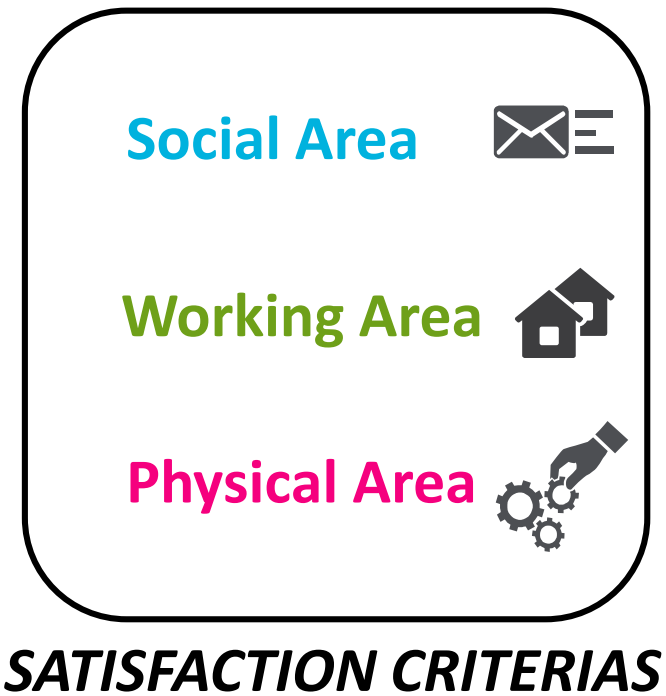
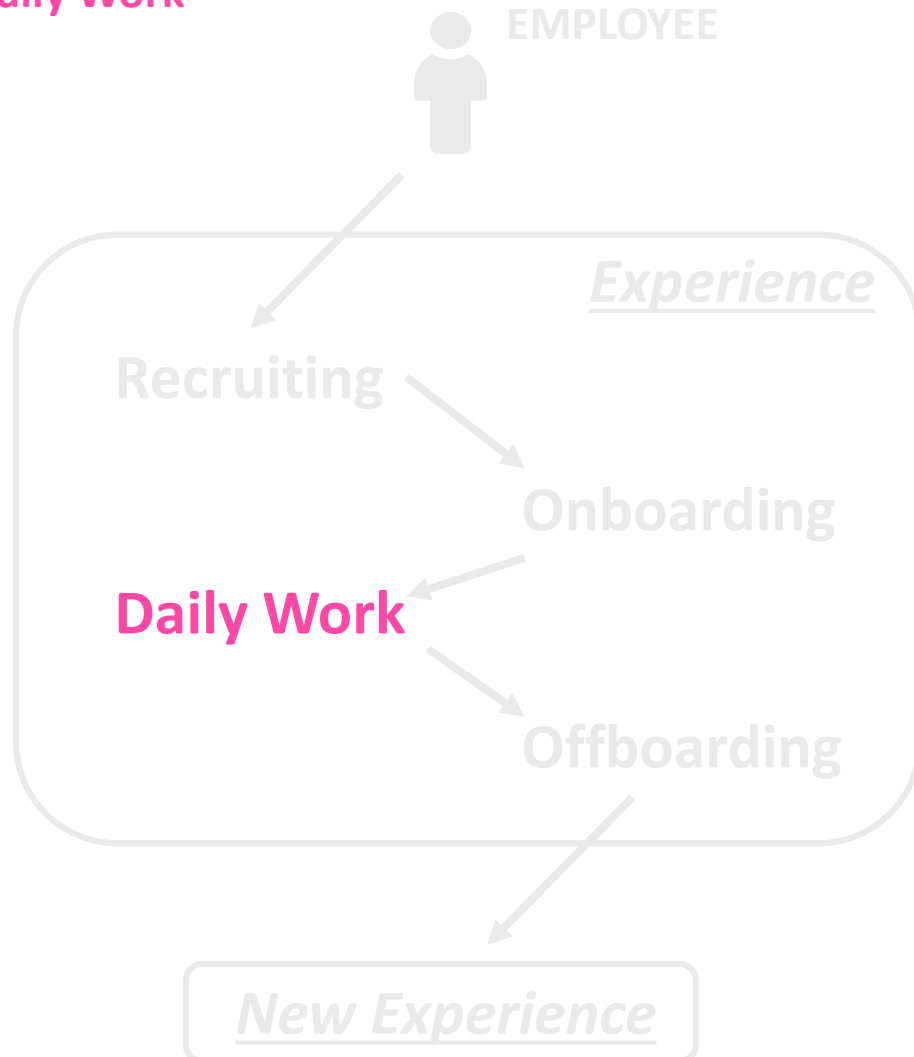
Onboarding



* <https://www.hr-software-vergleich.de>

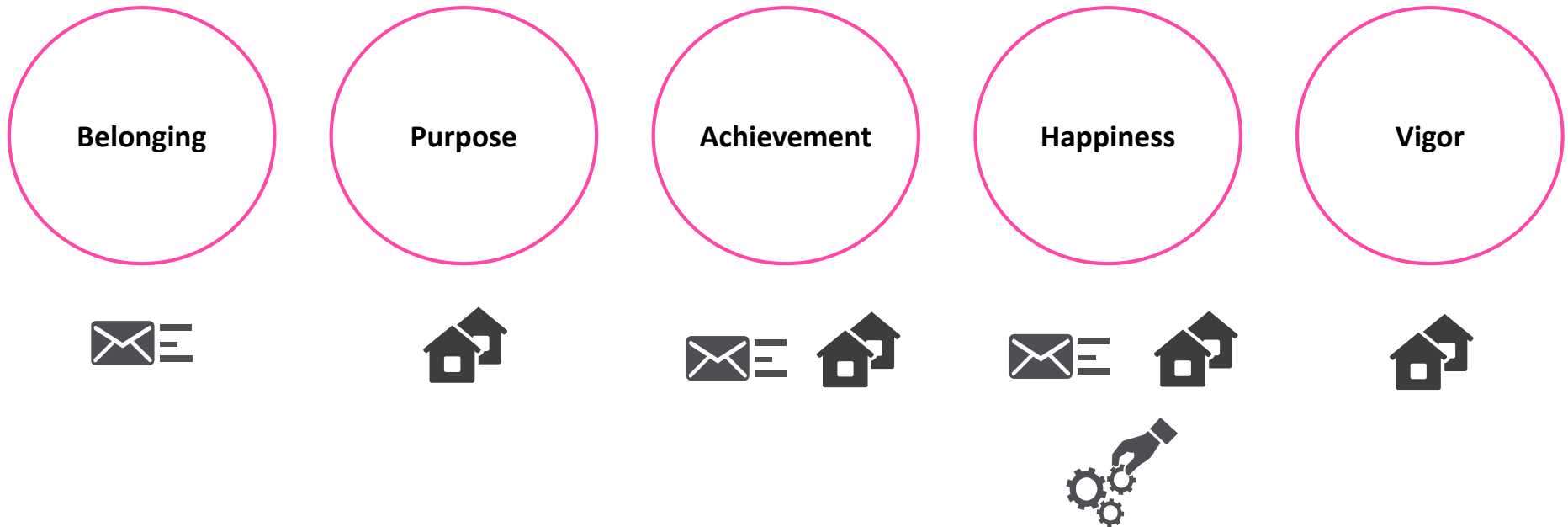
Employee Experience

Daily Work



Employee Experience

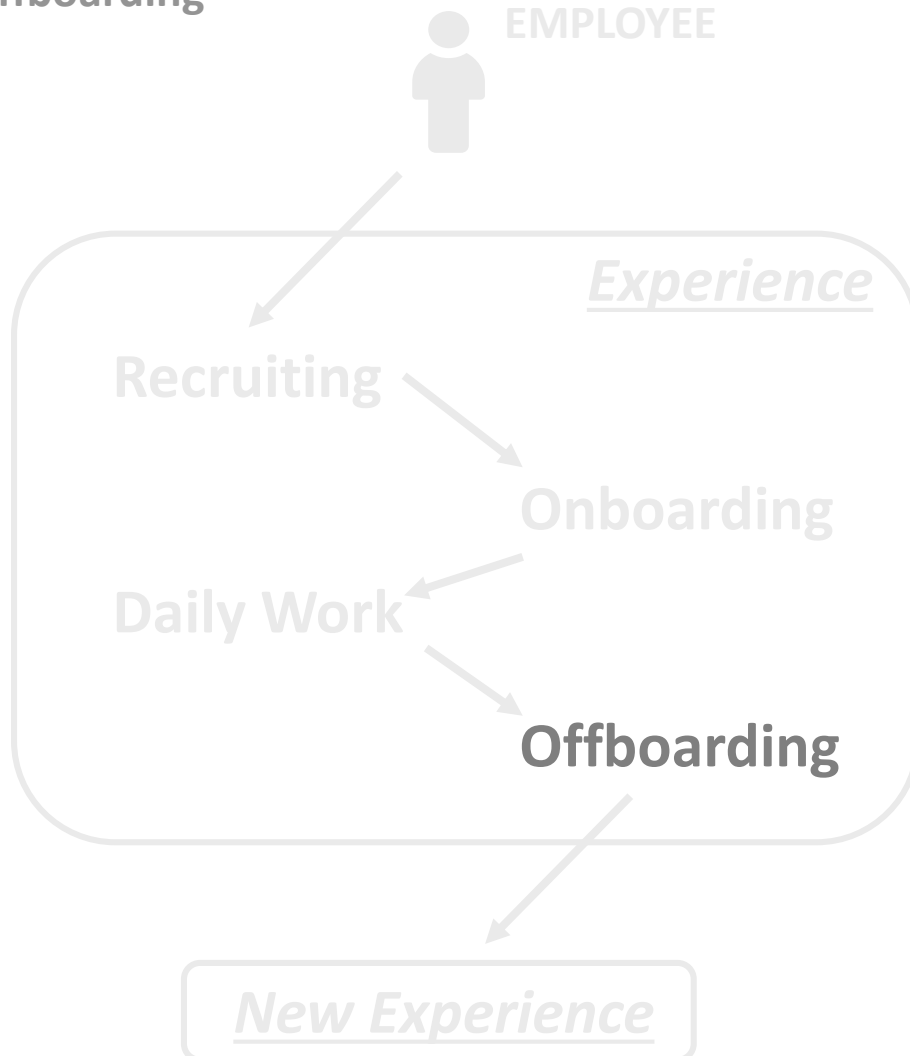
Daily Work



* Study by IBM Smarter Work Institute (2017)

Employee Experience

Offboarding



Employee Experience

Offboarding

29%

Employee:

Feedback

Future Employees

Connection Points

Company:

Feedback

Ambassadors

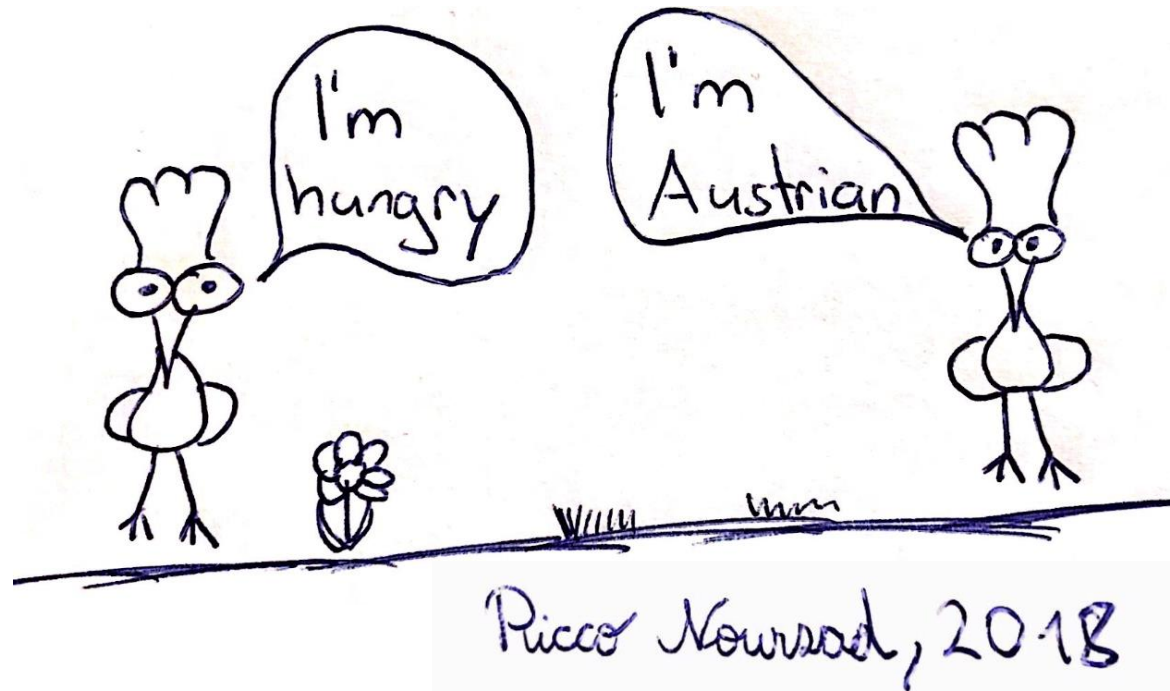
Future Employees

Influencers

Connection Points

Mordor

1st: Choose the right Product Owner, it's crucial.



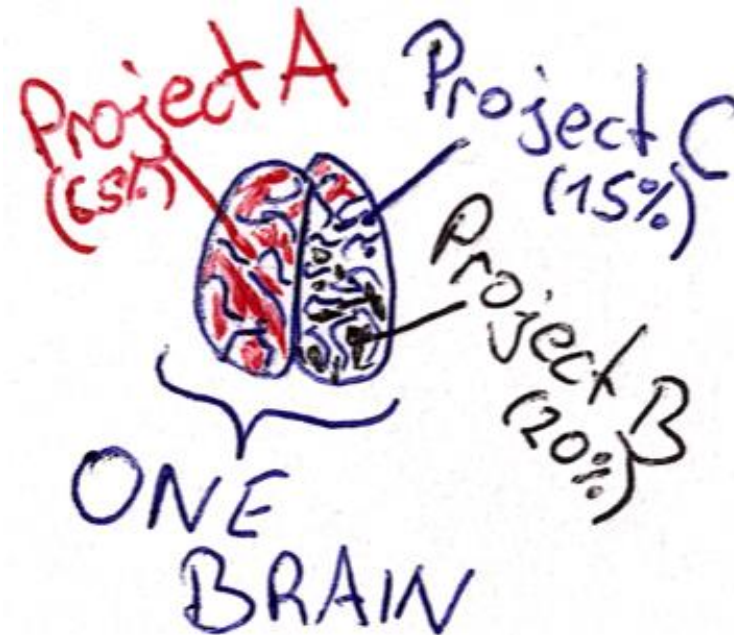
Mordor

2nd: Less supplier, more agile!



Mordor

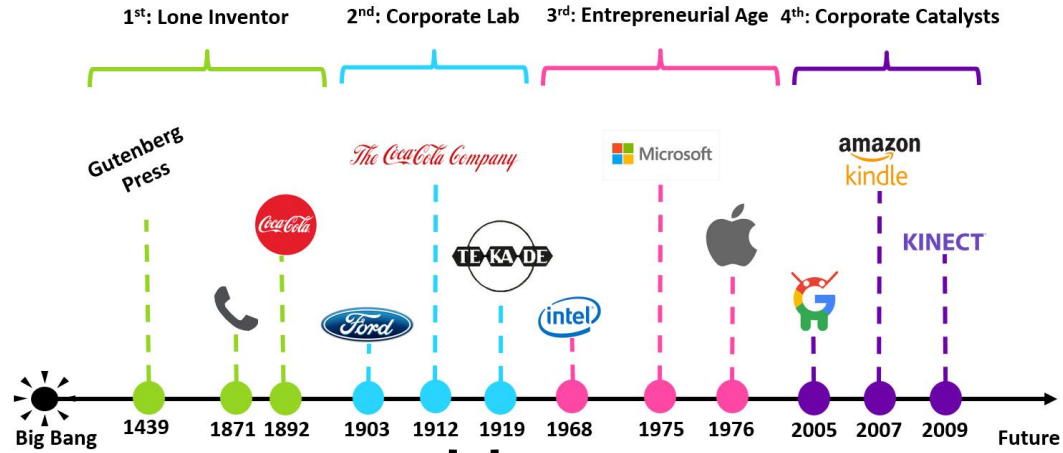
3rd: Sharing Knowledge instead of sharing Resources



Picco Noursad, 2018

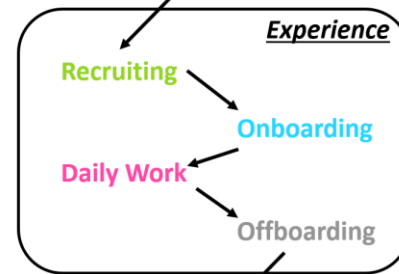
Summary

Summary



Stay in the 1950ies

Transition to the 4th era



SATISFACTION CRITERIAS

New Experience

References

References

Start-up-Unternehmen in Deutschland 2017: PWC, <https://www.pwc.de/de/startups/startup-studie-2017.pdf> (09.05.2018)

Deutscher Startup Monitor 2017: KPMG, http://deutscherstartupmonitor.de/fileadmin/dsm/dsm-17/daten/dsm_2017.pdf (09.05.2018)

Employer Brand Building for Start-Ups: Which Job Attributes Do Employees Value Most?: A. Tumasjan, M. Strobel, I. M. Welpe, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1738955 (09.05.2018)

Observations on Scaling Engineering and Product Teams: Medium, <https://medium.com/@MyMonese/observations-on-scaling-engineering-and-product-teams-2475f3607efb> (09.05.2018)

The New Corporate Garage: Harvard Business Review, <https://hbr.org/2012/09/the-new-corporate-garage> (09.05.2018)

The Fourth Era of Innovation: graemefielder.com, <https://graemefielder.wordpress.com/2013/02/25/the-fourth-era-of-innovation/> (09.05.2018)

The Fourth Era of Innovation: graemefielder.com, <https://www.nytimes.com/2016/05/15/upshot/what-was-the-greatest-era-for-american-innovation-a-brief-guided-tour.html> (09.05.2018)

Offboarding: A Crucial Part of The Employee Experience: J. Pandav, <https://www.geteverwise.com/human-resources/offboarding-a-crucial-part-of-the-employee-experience/> (09.05.2018)

From Lone Inventors to Corporate Labs to the Entrepreneurial Age: TheFamily, <https://salon.thefamily.co/from-lone-inventors-to-corporate-labs-to-the-entrepreneurial-age-3b653713237b> (09.05.2018)

References

2018 will be the year of the employee experience: Forbes, <https://www.forbes.com/sites/deniselyohn/2018/01/02/2018-will-be-the-year-of-employee-experience/#372107eb1c8f> (09.05.2018)

Studie zur Employee Experience: Eingestellt und vergessen?: HR-Software Vergleich, <https://www.hr-software-vergleich.de/aktuelle-nachrichten/studie-zur-employee-experience-eingestellt-und-vergessen/> (09.05.2018)

Drive - The Surprising Truth About What Motivates Us, Daniel H. Pink (2009)

Ohne die richtige Motivation ist alles nichts: Deutsche Startups, <https://www.deutsche-startups.de/2016/01/19/ohne-die-richtige-motivation-ist-alles-nichts/> (09.05.2018)

Mitarbeitermotivation – Wie bringe ich meine Mitarbeiter dazu, Außergewöhnliches zu leisten?: Personio, <https://www.personio.de/mitarbeitermotivation-aussergewoehnliche-leistung/> (09.05.2018)

HR at Airbnb: LinkedIn, <https://www.linkedin.com/pulse/what-happened-when-airbnb-blew-up-its-hr-department-focus-denise-yohn/> (09.05.2018)

Employee Experience – Fakten und Folgen: Leadership Insiders, <https://www.leadership-insiders.de/employee-experience-fakten-und-folgen/> (09.05.2018)

Lone Inventors as Sources or Breakthroughs: Myth or Reality: L. Fleming and J. Singh, <https://pdfs.semanticscholar.org/8dda/c2ab4c1b338fadee38246d8b4e91f339b4c4.pdf> (09.05.2018)

Further questions?

Talk to me or contact me via LinkedIn or Xing!



Ricco Nourzad



@AgileCurl

BearingPoint®