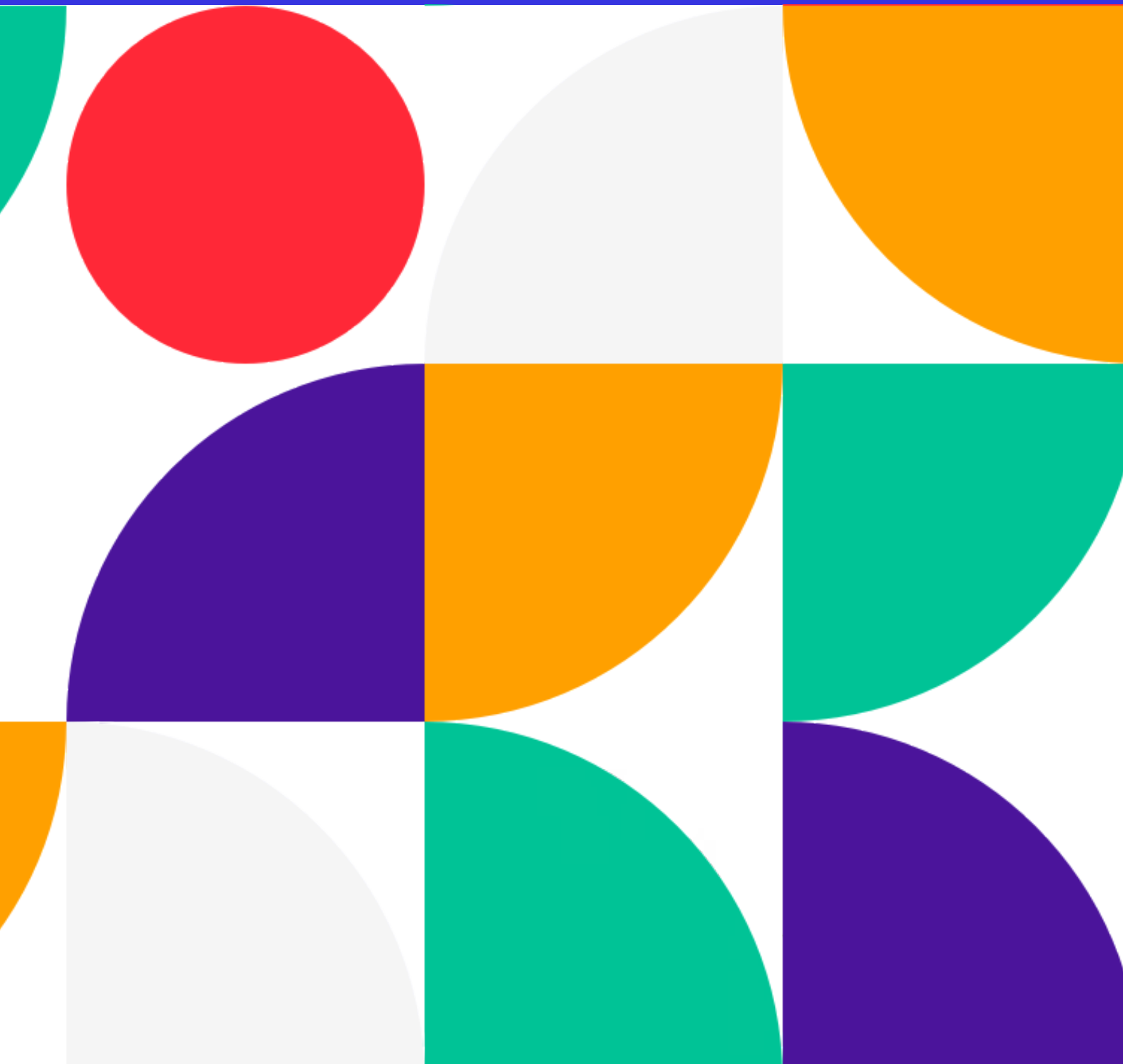


ABI101:

Introduction to Agile Business Innovation

A two-day programme for leaders who want to innovate their business as quickly as their products. Based on the book *Agile Business Innovation* by Drs. Sari van Poelje.



ABI101

Introduction to Agile Business Innovation

PURPOSE

Tweaking existing business models is no longer enough. Organisations now have to reinvent what they offer and how they organise themselves, continuously. This two-day programme introduces the Agile Business Innovation model. You learn its four dimensions, its eight factors and the inspiring leadership at its centre. You leave with a first action plan for your own organisation.

DURATION	FORMAT	LANGUAGE	PREPARATION
Two days	Online via Zoom or on location	English, other languages on request	ABI Quick Scan

TARGET GROUP

This programme is for leaders and professionals who are responsible for the structure, culture and leadership of their organisation. Leadership teams can take part together. That gives the strongest start.

ULTIMATE RESULT

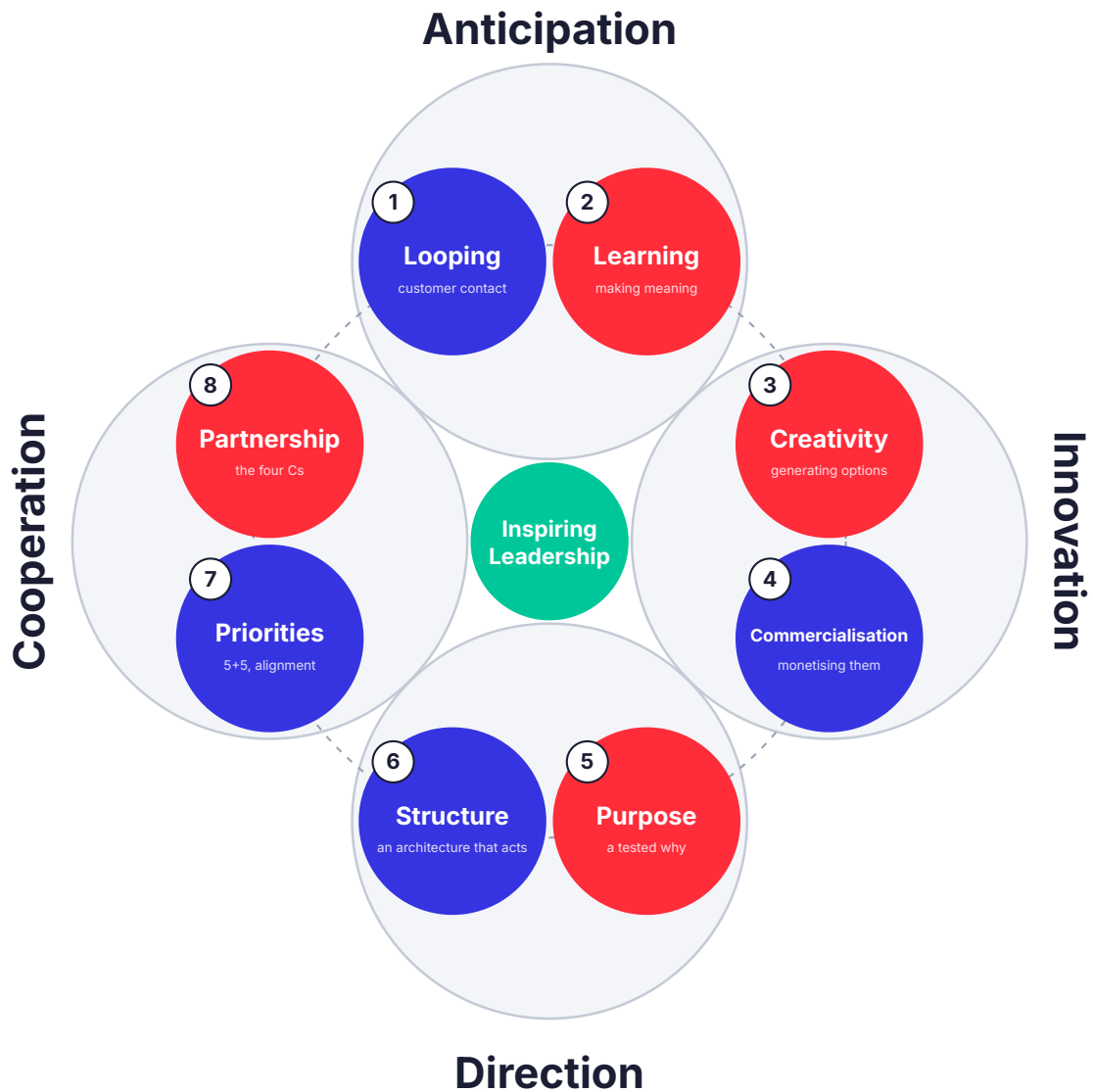
By the end of the programme you will have:

- Understood the four dimensions, eight factors and inspiring leadership of agile business innovation
- Assessed the push and the pull for change in your own organisation
- Identified where your organisation should start, using the order of intervention
- Explored the twelve steps an inspiring leader takes to make the work last
- Made a first action plan for your organisation

Agile business innovation is the capacity of an organisation to continuously reinvent both what it offers and how it organises itself, in response to a rapidly changing world.

THE MODEL

The Agile Business Innovation model has four dimensions. Each dimension has two factors. Inspiring leadership sits at the centre and holds them together. The numbers show the order of intervention. After Partnership (8) the work returns to Looping (1). That is why it is a continuous discipline, not a one-off project.



- **Hardware** · the structural factor. Architecture, processes and discipline.
- **Software** · the relational factor. Meaning-making, sense and human work.
- **Inspiring leadership** · the integrating element at the centre.

Two engines. Anticipation and Innovation together build an **innovation culture**. Direction and Cooperation together build the **agile structure** that holds it in place. A structure without sense is bureaucracy. Sense without structure is sentiment.

THE PROGRAMME

The two days follow the structure of the book. Day one asks why and what. Day two asks how, and where to begin. Short input alternates with exercises from the book and work on your own case.

1 Why and what: the case and the model

Chapters 1 to 6

- **Why now.** Four pressures on business: ecological, political and economic, social and technological.
- **What it means.** Agility at the level of the whole organisation, not only within teams.
- **The model.** Four dimensions, eight factors, hardware and software.
- **When.** The push and the pull. Does your organisation need this work, and is it ready?
- **Anticipation.** Looping and Learning. A continuous customer dialogue and the meaning you make of it.
- **Innovation.** Creativity and Commercialisation. From innovation gaps to offers customers will pay for.

2 How: from model to first step

Chapters 7 to 10

- **Direction.** Purpose and Structure. A why tested against customers, and a structure that can act on it.
- **Cooperation.** Priorities and Partnership. The 5+5 key innovation projects and the four Cs.
- **Order of intervention.** Why the sequence of the four dimensions matters.
- **Inspiring leadership.** The twelve steps of execution, from contracting to continuity.
- **Your profile.** Reading your ABI Quick Scan results with peers.
- **Action plan.** Your first step, and the commitments that decide whether anything changes.

YOUR NEXT STEP

ABI101 is the entry point to the Agile Business Innovation programmes. Organisations continue with ABI Core. Coaches and consultants continue with the ABI Coach Academy.

ABI101 Introduction · 2 days Learn the model and make a first action plan.	ABI Core In-company · 38 weeks Transform your organisation through all eight factors.	ABI Sustain Cross-company · 6 months Make the discipline last and cascade it.	ABI Coach Academy Licence · 6 × 2 days Become a licensed ABI coach.
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PLANNING AND COSTS

The programme is given online via Zoom or on location. It is given in English, with the possibility of other languages. For dates and fees, please go to www.agilebusinessinnovation.com.

REGISTRATION

Register through:

www.agilebusinessinnovation.com

When registering for Agile Business Innovation programmes you also commit to adhering to our ethical code and the registration conditions.



PROGRAMME DIRECTOR



Drs. Sari van Poelje

Master Executive and Team Coach · Supervisor · Agile Business Innovator

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PROFILE

Sari van Poelje is an international master executive and team coach, supervisor and expert in agile business innovation. She has 40 years of experience. She is Managing Director of Intact Academy. The academy offers EMCC level 7 accredited training to coaches and consultants in 10 countries. She was also a director in multinationals such as Shell, EMI Music, KLM and ASML for 23 years.

Sari works with multinationals, family businesses and start-ups in a wide range of industries. She coaches leadership teams to create inspiring leadership, cooperative cultures and agile innovation processes.

She is an accredited EMCC Master Coach, Master Team Coach and Master Supervisor. She holds an MSc in systemic team coaching and an MSc in supervision. She is a Teaching and Supervising Transactional Analyst (TSTA-O) and a PCM coach trainer. She has published 34 articles and 5 books on leadership, coaching and organisational change.

A variety of internationally accredited trainers, consultants and leaders can be involved in the programme.