

ABI CORE:

In-Company Agile Business Innovation

A 38-week transformation programme for leadership teams. Based on the book
Agile Business Innovation by Drs. Sari van Poelje.



ABI CORE

In-Company Agile Business Innovation

PURPOSE

This in-company programme supports the transformation of your organisation into an agile and innovative business within 38 weeks. A transformation team works through all eight factors of the model, in the order of intervention. Each step is applied to the real priorities of your business.

DURATION
38 weeks

CONSULTANCY
50 consultancy days

FORMAT
In-company, on location

LANGUAGE
English, other languages on request

TARGET GROUP

The leadership team, and a transformation team of leaders and professionals who are responsible for the structure, culture and leadership of the organisation.

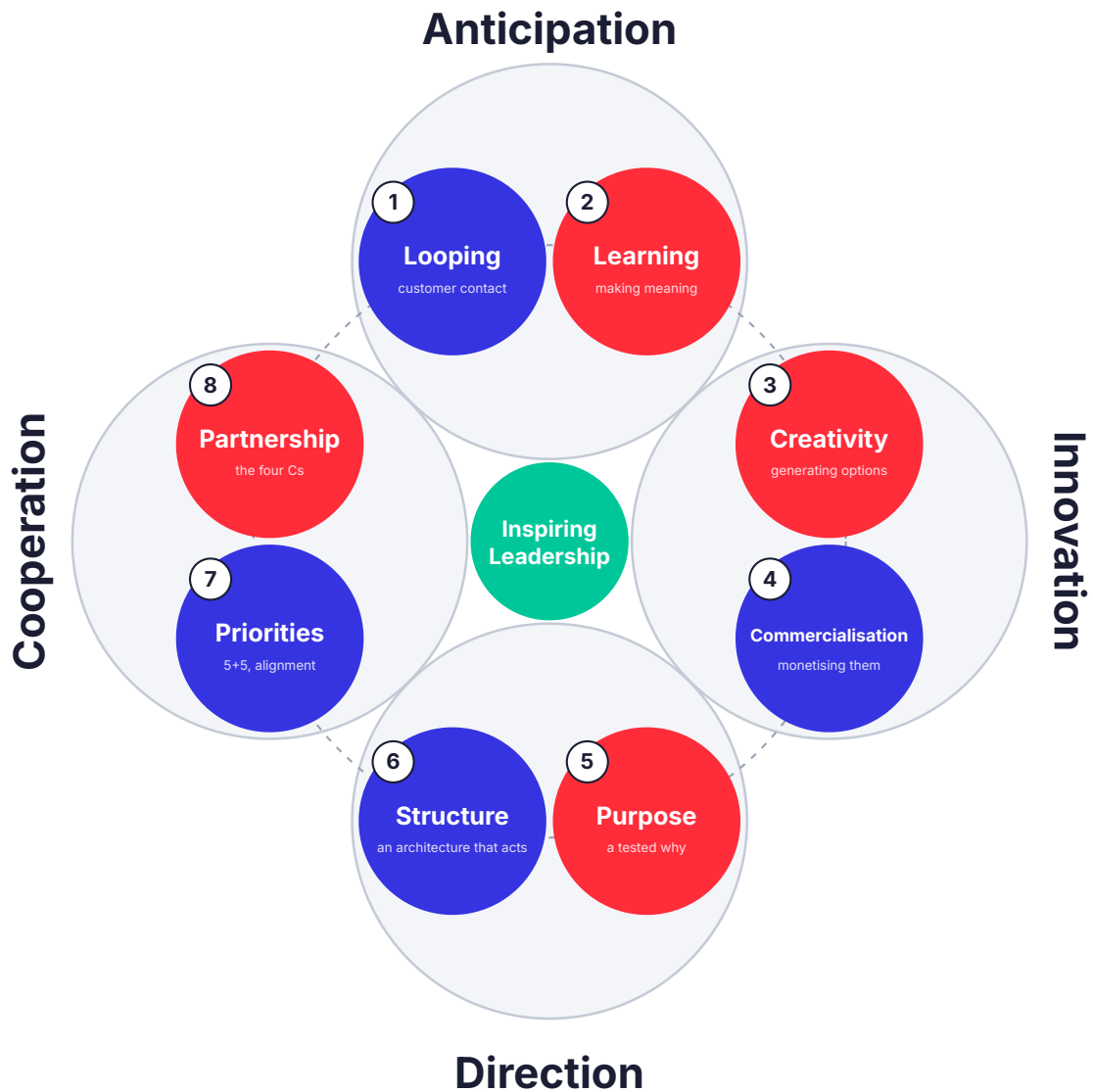
ULTIMATE RESULT

By the end of the programme your organisation will have:

- A shared diagnosis of the eight factors, and of its push and pull for change
- A continuous customer dialogue that produces narrative profiles
- A pipeline of viable prototypes, priced and bundled to generate revenue
- A purpose tested against customers, one metric that matters, and a structure that can act on it
- A 5+5 list of key innovation projects owned by the whole leadership team
- Leaders who practise the four Cs and the twelve steps of inspiring leadership
- An evaluation at four levels, and a plan to keep the discipline alive

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 in-company programme includes:

1. ABI Diagnostic and contracting
2. Eight one-day workshops for the transformation team, one for each factor
3. Executive and leadership team coaching
4. Key innovation project coaching
5. Communication for change
6. Customer lab day and evaluation

Start
Diagnose and contract

Eight workshops, about one every four weeks
Looping → Learning → Creativity → Commercialisation → Purpose → Structure →
Priorities → Partnership

Close
Customer lab day and
evaluation

Coaching, key innovation project coaching and communication for change run alongside the workshops for the full 38 weeks.

IN-DEPTH PROGRAMME

ABI DIAGNOSTIC AND CONTRACTING

Every transformation starts with an honest contract and an honest diagnosis. The leader asks two questions. Am I the right leader for this work, now? Where is this organisation, and where does it have to go? The ABI Diagnostic measures the eight factors, inspiring leadership, and the push and pull for change. The result is a shared starting point and a clear contract for the programme.

EXECUTIVE AND LEADERSHIP TEAM COACHING

Coaching offers a safe environment to reflect on personal and professional performance. We normally offer six executive and six leadership team coaching sessions. The coaching follows the twelve steps of inspiring leadership. The goal is to integrate the learning and to help leaders hold the four dimensions in tension.

KEY INNOVATION PROJECT COACHING

The 5+5 projects are where the work becomes real. Must-win battles help leaders identify the few challenges that will make or break the business. Then they mobilise people and resources to win them. Project leaders are coached to deliver their projects in an agile way.

COMMUNICATION FOR CHANGE

People need to know what they are moving away from and what they are moving towards. We help you communicate both the push and the pull, through a variety of channels and tools. This keeps involvement high and supports fast adoption.

CUSTOMER LAB DAY AND EVALUATION

Existing and potential customers are invited to a customer lab day to co-create products and partnerships. The renewed business is launched with them. We close with an evaluation at four levels: output, behaviour, organisation and external results. Then we agree how the discipline continues, for example through ABI Sustain.

The workshops

The eight workshops follow the eight factors in the order of intervention. Each workshop works on the real situation of your organisation. Each ends with concrete decisions and homework for the next.

- 1 Looping** Anticipation
Looping is continuous engagement with customers and the wider environment. We work through four steps. Discover who your customer is. Define who you want as a customer. Design for their pains, gains and jobs to be done. Deliver continuous touch. The result is a customer dialogue that does not stop.
- 2 Learning** Anticipation
Looping returns raw data. Learning turns it into meaning the organisation can act on. We build narrative profiles, run an ideation sprint and test ideas with the napkin pitch. The result is a short list of tested opportunities.
- 3 Creativity** Innovation
Creativity is the capacity to generate disruptive offers. We map the assets you own, design your product ecosystem and hunt the innovation gaps. We look across all types of innovation, not only product. The result is a set of clear innovation choices.
- 4 Commercialisation** Innovation
This is where most innovation collapses. We test willingness to pay early, and choose revenue models that fit each offer. We look at the common failure modes, such as feature shock and minivation. The result is a stream of viable prototypes customers are willing to pay for.
- 5 Purpose** Direction
Purpose comes after contact with customers, not before. We find your purpose through the personal and business timeline. We test it against what customers need and choose one metric that matters. The result is a purpose that helps you choose.
- 6 Structure** Direction
Structure is the spine of Direction. We map the public, relational and private structure of the organisation. We decide which mode the business needs: repetition, renewal or revolution. The result is a structure that supports the purpose and cross-functional work.
- 7 Priorities** Cooperation
Every six months the leadership team agrees at most five product or service innovation projects and five business innovation projects. Each product project is paired with a business project that supports it. We use contract, delete, dilute and delegate to make room. The result is a short list the whole team owns.
- 8 Partnership** Cooperation
Partnership asks: what can we only do together that we cannot do alone? We build trust and cohesion and practise the four Cs: contracting, communication, consequence management and constructive conflict. We design complementary external partnerships. The result is leadership focus and cooperation that scales.

YOUR NEXT STEP

ABI Core is the heart of the Agile Business Innovation programmes. ABI101 prepares leaders for it. ABI Sustain makes it last.

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 in-company, on location. It is given in English, with the possibility of other languages. The programme runs for 38 weeks and includes 50 consultancy days.

REGISTRATION

Contact us 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



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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.