

# Totally Agile: International, Enterprise level, Leadership team, Marketing & Communications

14 July 2016, Amsterdam, 16.00 – 20.00



This event is totally Agile, bringing you:

- A preview of the The Agile Alliance AGILE 2016 Conference session  
**"Can a simple room cause leadership transformation?"**  
By Peter Noordzij and Ruben Jannink (ING)
- An international Agile transformation at Enterprise level  
**"Failure is not an option in Agile transformations"**  
By Roxana Ceialacu (Metro Systems)
- An Agile MarCom experience  
**"Agile in Marketing and Communications"**  
By Mariëlle Roozemon

Agenda:

16.00	Welcome
16.15	Can a simple room cause leadership transformation?
17.30	Food and drinks
18.15	Failure is not an option in Agile transformations
19.00	Agile in Marketing and Communications
19.45	Closing and drinks
20.30	The End



Roxana Ceialacu:

Agile practitioner and Program Manager of the Agile Transformation journey at enterprise level of Metro Systems Romania, the IT provider of METRO GROUP, one of the largest and most important retail companies.

## Failure is not an option in Agile transformations

A foray into the agile transformation at enterprise level: the internal approach, the transformation team, accomplishments, benefits, challenges and most important lessons learned. This overview might be an useful start point in your agile journey.



Peter Noordzij:

ING, Manager IT Payments, Amsterdam Area, Netherlands.

Background in IT and experience with various teams and programs in Wholesale Banking IT. Currently responsible for 50+ devops teams in the area of payment and order management. The organisation is currently progressing with its transition to Agile.

Interest include: how to create (senior) Agile leadership teams that foster collaboration and an engaging purpose together. Best practices in cross functional and international change management. Information Technology, Architecture, Wholesale Banking, Financial Markets, Lending, Trade Finance, Payments and Dutch House Music, yeah.



Ruben Jannink:

ING, Lean Agile Manager, Amsterdam Area, Netherlands.

Ruben is Lean Agile Manager for ING Wholesale Banking Services. He helps people in the organization to collaborate and align with more than 130 DevOps teams and many partners. He coaches management, stakeholders and teams and offers Agile coaches a home in the organization.

### Can a simple room cause leadership transformation?

Why and when does a (senior) leadership team truly become a team? How can leaders collaborate and experience the great feeling of having an engaging purpose together? In other words, how can senior leadership both be and work Agile themselves? We think that this transformation of leadership is essential for an enterprise to be Agile.

For the past five years ING leadership has been transforming to Agile practicing it every day. And a room is playing a crucial role in this...

We will transform our conference room into a real life example and show you, hands-on, how we use it and how you can too. We will share our principles which are rooted in deep beliefs about Agile Leadership. Also our Leadership Way of Working and the techniques used daily.

The principles, way of working and techniques are all still evolving today. So we will also share our story of the transformation of the entire ING Wholesale Banking Services organization. This is an organization with more than 130 DevOps and Leadership teams around the globe. We will share with you our struggles, learnings and successes.

Learning Outcomes:

- Knowing and understanding our Agile Leadership principles
- Understanding the concept of our Agile Leadership Obeya, Explorer Maps and it's use
- Understanding our Leadership Way of Working and the techniques we use



Mariëlle Roozmond:

Agile MarCom coach and lecturer at Rotterdam University for applied sciences, co-author of the book 'Scrum in Actie', the first Dutch guide on using Scrum outside IT. Mariëlle also initiated the MarCom chapter of Agile Consortium, a place for MarCom professionals to share their experience and create best practices together.

### An Agile MarCom experience

After applying the principles of Agile in the domain of Marketing and Communications for several years now, a few things stand out:

- MarComs is heading for Agile Maturity, but finds itself at a different level compared to IT
- With a few adaptations and a lot of experience-based empathy MarComs-professionals are more than willing to go beyond 'going through the motions'
- As MarComs professionals we need a new, more courageous, understanding of our domain and our added value within that domain

During this contribution you get an in-depth understanding for the specific Agile needs of the MarComs domain, punctuated by new models, metaphors and implementation examples.

### Location: ING: de Entree

De Entree 201

1101 HG Amsterdam ZO

Agile Consortium Netherlands will open the event at 16.00 and the first session starts at 16.30

Participation is free, registration is necessary: <http://www.agileconsortium.net/events/totally-agile-july-14-2016-amsterdam/>