Our experience with Agile in Vodafone

Ilaria Curti

Vimercate 19th May 2018

The end

miniAD

Helen

Head of Customer Experience Excellence

2018

HEARING

We need 6 months to do this

Paul decided

SEEING

People quitting their jobs

Competitors going faster

Time to update my resume

THINKING

SAYING

$£!!#
beep beep

Too much for too little

Much less than what I could have done

DOING

FEELING

Don Quijote

Frustrated

A new hope

Paul

Head of everything

HEARING

SEEING

SAYING

THINKING

DOING

FEELING

CHANGE OR DIE

Simplicity: 0

IT vs. Business

Lack of digital skills

Our competition is Facebook

Silicon Valley is another planet

Chapter 2

Digital Telco

Understand how to change

Trigger pioneers

Urgency

Enthusiasm

2018

PO
UX Designer
IT architect

And so it begins

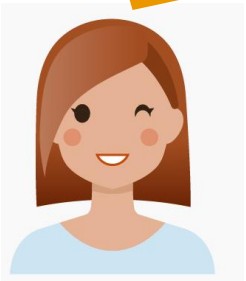
Helen

PO Digital Marketing & Sales

HEARING

SEEING

What am I supposed to do?



THINKING

Let's make them play

We make the money

Entropy

People having fun

SAYING

PO?
Purchase Order!

MVP???
WTF!!!

FEELING

Brain back to normal

Energy

Enthusiasm

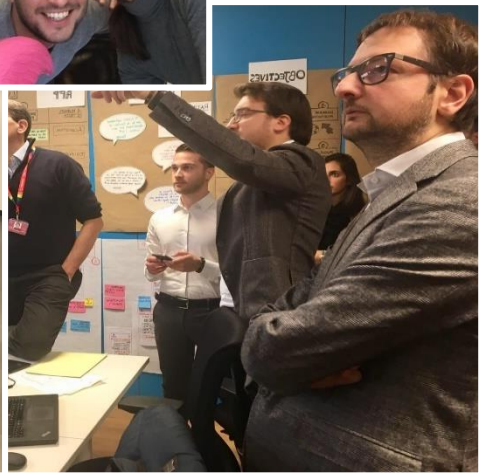
Post it, post it, post it

3 years backlog of ideas

DOING

2018

vodafone



The perfect wave

miniAD

Jim

Agile Coach - Consultant

HEARING

SEEING

SAYING

THINKING

DOING

FEELING

WTF!?!?

Agile myths

Random
Agile vocabulary

Chaos

Way too many
Post it

Why are you doing
this?

Understanding

Shocked

Training

Coaching

2018

Daniel

Developer - Consultant

2018

HEARING

SEEING

I'm no longer a resource

You guys are making the difference

THE PRODUCT!

SAYING

Now I get what you mean

You are the Champions League

Why don't we do this instead?

THINKING

FEELING

Part of a team

Working in team!

Engaged

Contributing to the product dev

DOING

Spreading the virus

miniAD

Marc

Head of Agile Digital Transformation

HEARING

SEEING

SAYING

THINKING

DOING

FEELING

How to sync BAU and agile?

Pilot cool, now deliver at scale

What is my career path?

Squad is the place to be

People more engaged

People quitting

Need of new skills

We need to change the mindset

This is the biggest and fastest change ever!

Recruiting, recruiting, recruiting

Organizational set-up

Pressure

Excited

2018

A new world

4

Tribes

>15

Squads

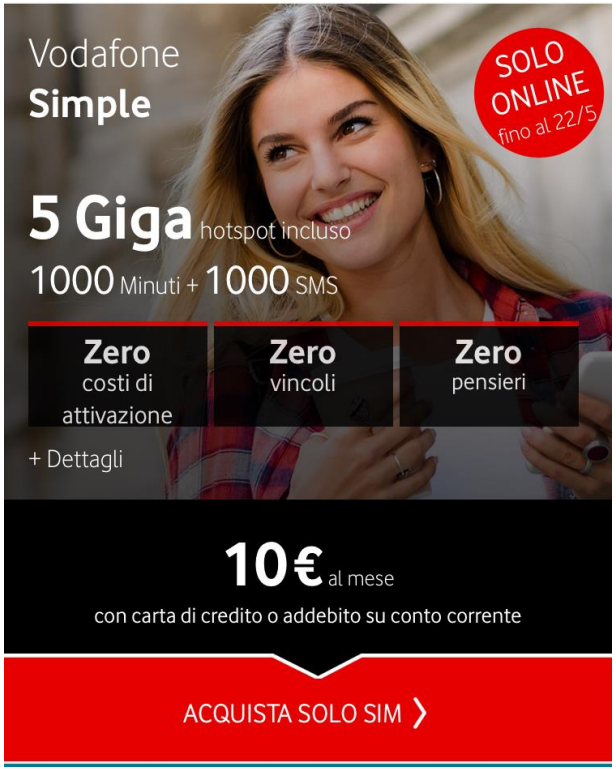
x2

Squads by end year

>200

People trained
in 2 months

“My” early results



SUCCESS FACTORS

- **Sponsorship** at the top
- **Experimental** approach
- **Tailoring** to context (country & squads)
- Truly **multifunctional** squads
- **Incremental** adoption
- Ask for help

NEXT CHALLENGES

- **Digital culture** at scale
- **Technical** excellence
- Digital & agile **competences**
- Professional **growth** redesign

The future
is exciting.
Ready?