

# Achieve Rapid and Sustainable Transformation with IJ's Agile Coaching Services

## Sustainable Agile Transformation

One of the biggest challenges with agile change programs is achieving lasting change. So often, external consultants are brought in to impart their expertise in specific areas, only for this expertise to disappear as soon as the consultants leave. Our goal is to help you to change culture and behaviours in a lasting way, so that you can become truly independent and self-sufficient in new ways of working.

Another challenge with change programs is knowing how well you are doing, and demonstrating improvements visibly and measurably to ensure continued buy-in and support for the change. By setting targets and measuring performance from day one, we can help set you on a path to sustainable change.

## Empowering Communities

To sustain change long term requires an organization to invest in people and focus on building internal capability in new practices. More specifically it requires a focus on developing and empowering internal communities that will sustain the change and ensure that it sticks.

Coaching of individuals and teams is vital to the success of such change programs – but the real key to sustainable change is for you to own the change from the beginning – which means developing your own in-house coaching capability.

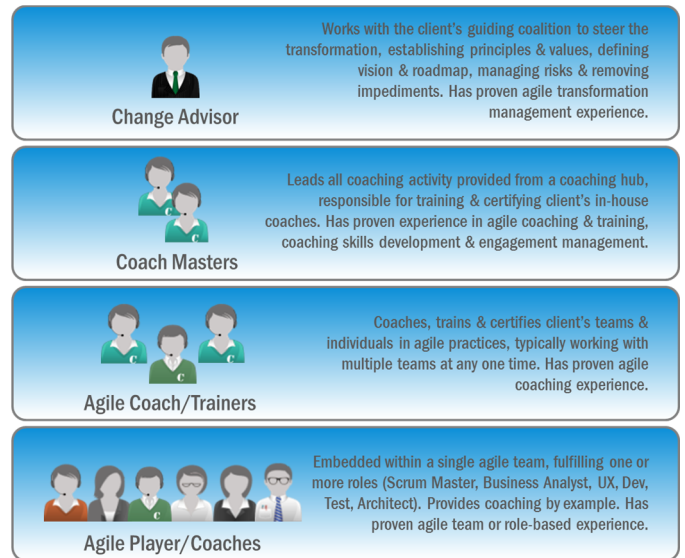
## Creating a Coaching Network

We support this approach by helping you to build your internal community of agile coaches, and set up coaching hubs to manage the provision of coaching services. Initially the coaching hubs and coaching community can be populated by our experienced coaches, but over time your people will take over responsibility. Coaching hubs are owned and run by you from the outset.

We use a simple framework for measuring and tracking capability of individuals and teams, which recognizes people's achievement and performance in specific practice areas. This includes their ability to apply and adapt the practice to a particular situation and the knowledge and understanding that underpins competent performance.

Practice competence is achieved through training, coaching and evidence-based assessment. There are typically several levels of competence, each requiring increasing levels of training and experience.

## Creating winning teams.



**IJ's Agile Coaching Model**

## Measuring Performance Improvement

It's important that improvements in performance are not just anecdotal but backed up by hard evidence. It's also important that improvements in any one area aren't offset by reduced effectiveness in others. We use a simple but effective approach to measurement based on a balanced scorecard: Better, Faster, Cheaper and Happier. We can help you to establish improvement targets and measures that are tied to your business goals and are easy to collect and track with a simple dashboard.

## Achieving Lasting Benefit

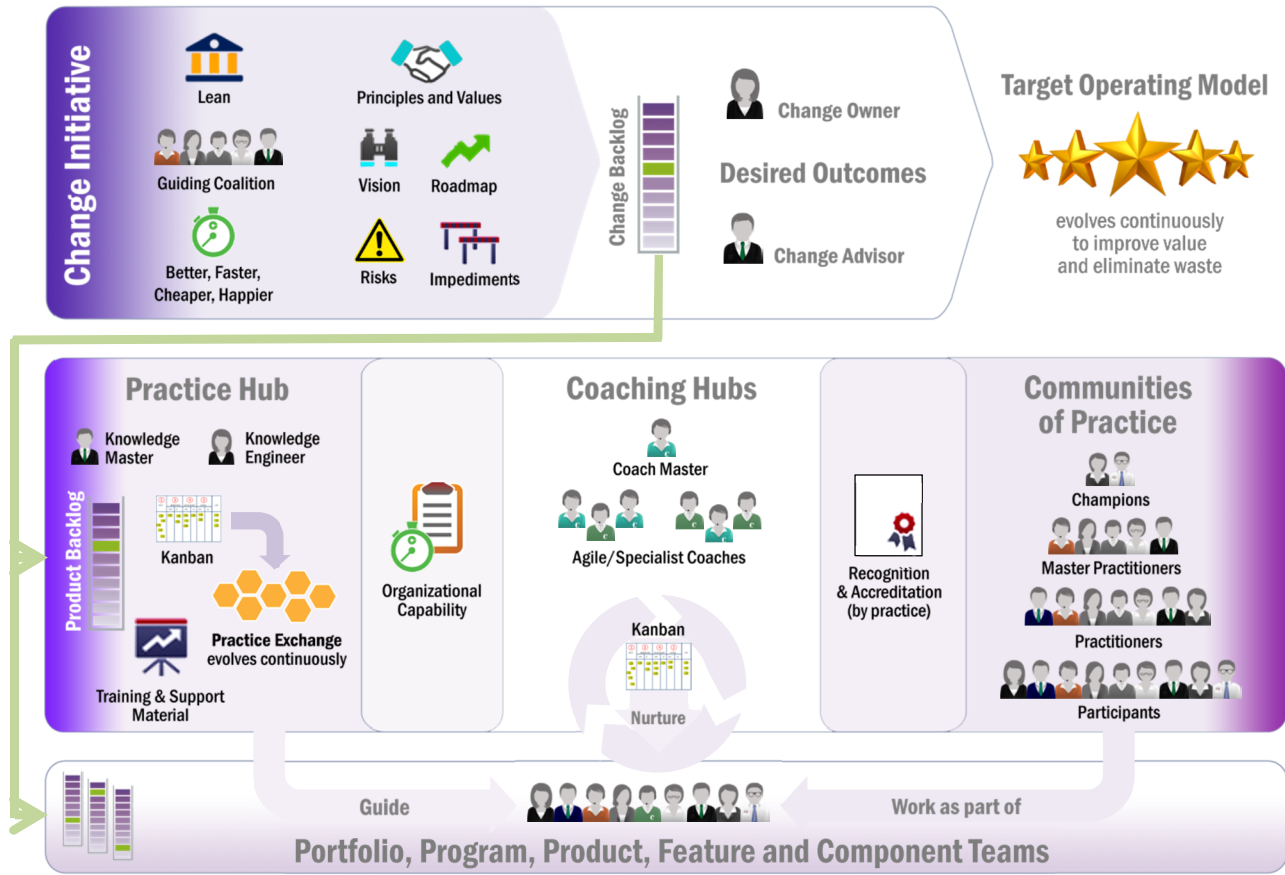
Coaching hubs and coaching communities will help you to achieve consistent adoption of new practices across your organization, and harvest good practices for wider use. Organizations are also better able to recognize achievement and "seed" projects with the right practitioners to ensure successful adoption of new ways of working.

Using a balanced approach to performance measurement will ensure that any investment you make in transforming your people, projects & processes, will have a clear and measurable return, with lasting benefit.

## Learn more

To learn more about our agile consulting, coaching, and training solutions, contact [sales@ivarjacobson.com](mailto:sales@ivarjacobson.com).





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## Sustainable Change

Sustainable change is about achieving consistent and lasting adoption of agile techniques across broad communities of practice - our approach helps the change "stick" so our customers achieve rapid self-sufficiency.

## The Change Initiative

The change initiative provides direction, ensuring that improvements are aligned to business vision and goals, driving continual evolution of the operating model.

## Coaching Hubs

Coaching hubs enable the change, offering inspiration and support to practitioners under the leadership of experienced agile coaches.

## The Practice Hub

The practice hub is the focus for guidance and learning materials, harvesting new and evolving practices from the communities and sharing these for wider usage.

## Practitioner Communities

Within the practitioner communities, clearly defined individual achievement levels provide coaching objectives that enable measurable skills uplift.

## Get in touch

Need help implementing agile approaches in a sustainable way with clear ROI? Get in touch with us – we would love to hear from you. [www.ivarjacobson.com/contact](http://www.ivarjacobson.com/contact).