



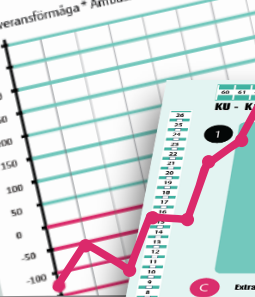
# The Agile Business Evolution Lab

A business simulation that connects  
Agile practices with clear business results

I'm the CEO.  
Chief Enabling  
Officer

## Affärs-Agilitetsindex

Leveransförmåga \* Ambassadörer (nöjda kunder)



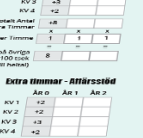
### KU - Kundupplevelse

1 poäng = 100 kunder



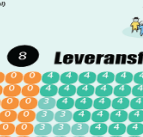
### Aktivitetsskört

1 poäng = 100 kunder



### Extra timmar - Personal

1 poäng = 100 kunder



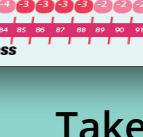
### Extra timmar - Riktorslöd

1 poäng = 100 kunder



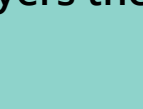
### Leveransförmåga

1 poäng = 100 kunder



### MI/TH - Team Happiness

1 poäng = 100 kunder



## Marknad

Företag, Offentlig sektor och privata kunder



### Kundkort

1 poäng = 100 kunder



### Förädlade kunder

1 poäng = 100 kunder



### KU - Kundupplevelse

1 poäng = 100 kunder



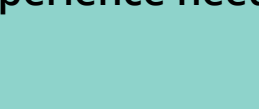
### Personal

1 poäng = 100 kunder



### Checklista

1 poäng = 100 kunder



## Kundkort

1 poäng = 100 kunder



### Förädlade kunder

1 poäng = 100 kunder



### KU - Kundupplevelse

1 poäng = 100 kunder



### Personal

1 poäng = 100 kunder



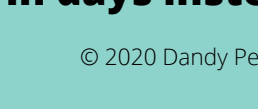
### Checklista

1 poäng = 100 kunder



### Rekryteringsindex %

1 poäng = 100 kunder



## Totalt antal nya kunder

1 poäng = 100 kunder



### Nya ambassadörer 1%

1 poäng = 100 kunder



### Kundlojalitets- förändring

1 poäng = 100 kunder



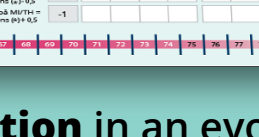
### XS Personal

1 poäng = 100 kunder



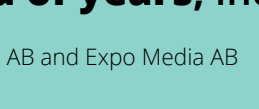
### Personalmarknad

1 poäng = 100 kunder



### Personaldifferens

1 poäng = 100 kunder



## Kassa

1 poäng = 100 kunder



### Marknadsförings- kostnader

1 poäng = 100 kunder



### Fastställt kostnader

1 poäng = 100 kunder



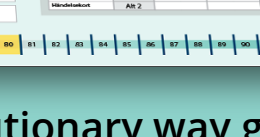
### Resultaträkning

1 poäng = 100 kunder



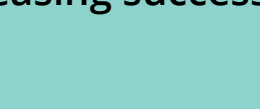
### Nyckeltal

1 poäng = 100 kunder



### Resultaträkning

1 poäng = 100 kunder



## Business Performance Team

1 poäng = 100 kunder



### Affärs-Agilitetsindex

1 poäng = 100 kunder



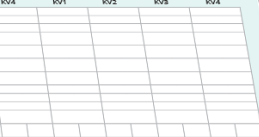
### Leveransförmåga

1 poäng = 100 kunder



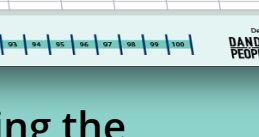
### MI/TH - Team Happiness

1 poäng = 100 kunder



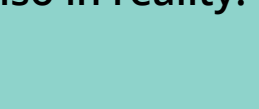
### Rekryteringsindex %

1 poäng = 100 kunder



### Resultaträkning

1 poäng = 100 kunder



Takes you through an **Agile transformation** in an evolutionary way giving the players the experience needed in **days instead of years**, increasing success also in reality.

# A business simulation to maximize learning

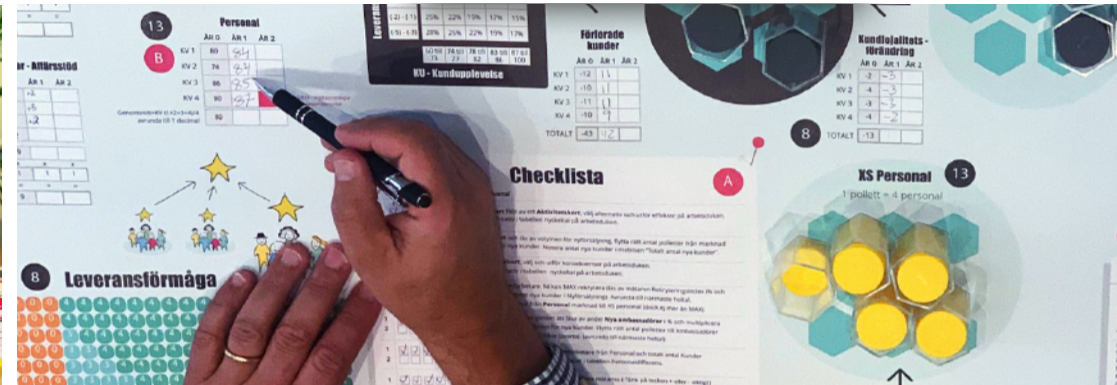
This is a interactive, engaging and fun training where we use a business simulation and connect it to the reality of running a business, and how to manage a shift towards business Agility. You will in the simulation act as the leadership team and based on senarios, discuss and choose different alternatives to move forward,. You will then get instant feedback in how the your organization and business is responding to your decision. Did it make it better and more Agile - or not?

The focus is on quickly building real experience in how to lead the organization from traditional structures and ways of working to a team based organization with an agile operation model and strategic flexibility. You will after a couple of days in the simulation be fit for the future. The last half day is fucused on your shared way forward with reflection and co-creation of a high level plan that help you get started for real.



## This is included in a training

- 3 days IRL workshop, or, 6 half days virtually
- 4 - 20 people (more is also possible)
- Theory materials for all participants to keep
- An organizational analysis that you create during the game
- A shared strategic plan to move your org. forward that you co-create the last day



## Why do a business simulation to learn about Agile transformation?



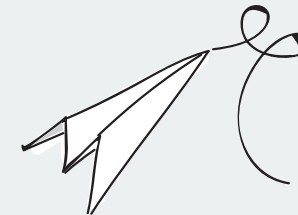
Gain insights quickly on how you step by step drive your Agile evolution and lead your company based on Agile principles.

**3 DAYS**  
~~**5 YEARS**~~

Experience a change towards Agility on an enterprise level in 3 days, instead of 5 years - and build a shared understanding of the big questions you will have to adress together. all in a safe to fail environment.

**90%**  
**INCREASED**  
**LEARNING**

Through experienced based learning we gain a 90% increased learning compared taking in facts based on theory only.



In all complex and high risk missions we benefit a lot from practicing in a safe envirinment first. There is a good reason for why pilots practice in a simulation before they fly real airplanes.



An organization is a complex adaptive system (CAS). That is why any big change is always also a big risk. Agile methods handle this kind of risk by prototyping and testing for quick feedback in "safe to fail" environments. This hugely increases the success rate of any Agile transformation.



# Playing online or IRL?

The Agile Business Evolution Lab is played like a board game. We have developed two versions, one physical paper based version optimized for groups of 4-6 people sitting around a table playing together.

We have also built an optimized version to be played virtually in game rooms just as we are sitting around a table. Here we also use a video conference tool, playing the game in breakout rooms 4-6 people, and run shared discussions, exercises and theory in the big room together.

In both versions we can offer you to play with one group of 4-6 people, or several groups which is great when learnings and discussions can be shared between the participants and a shared plan can be created at the end enabling engagement and ownership.

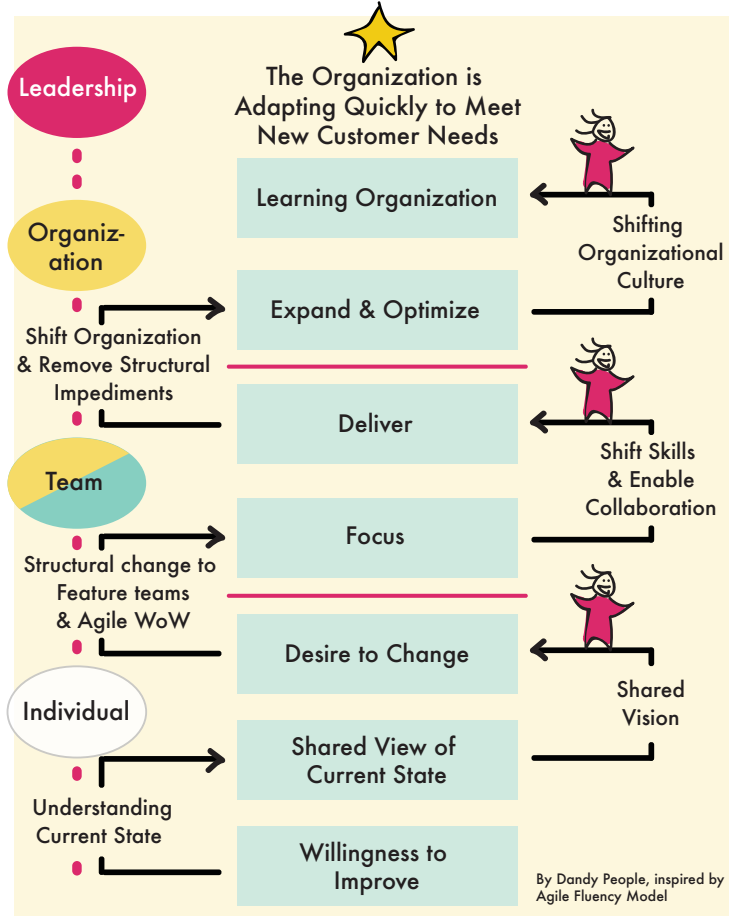
Starting your agile transformation journey like this gives you unique possibilities to get on the right track with everyone from start with a shared language and understanding of what the future might hold for you and training for the "unexpected" - as well as a shared plan on what to do.



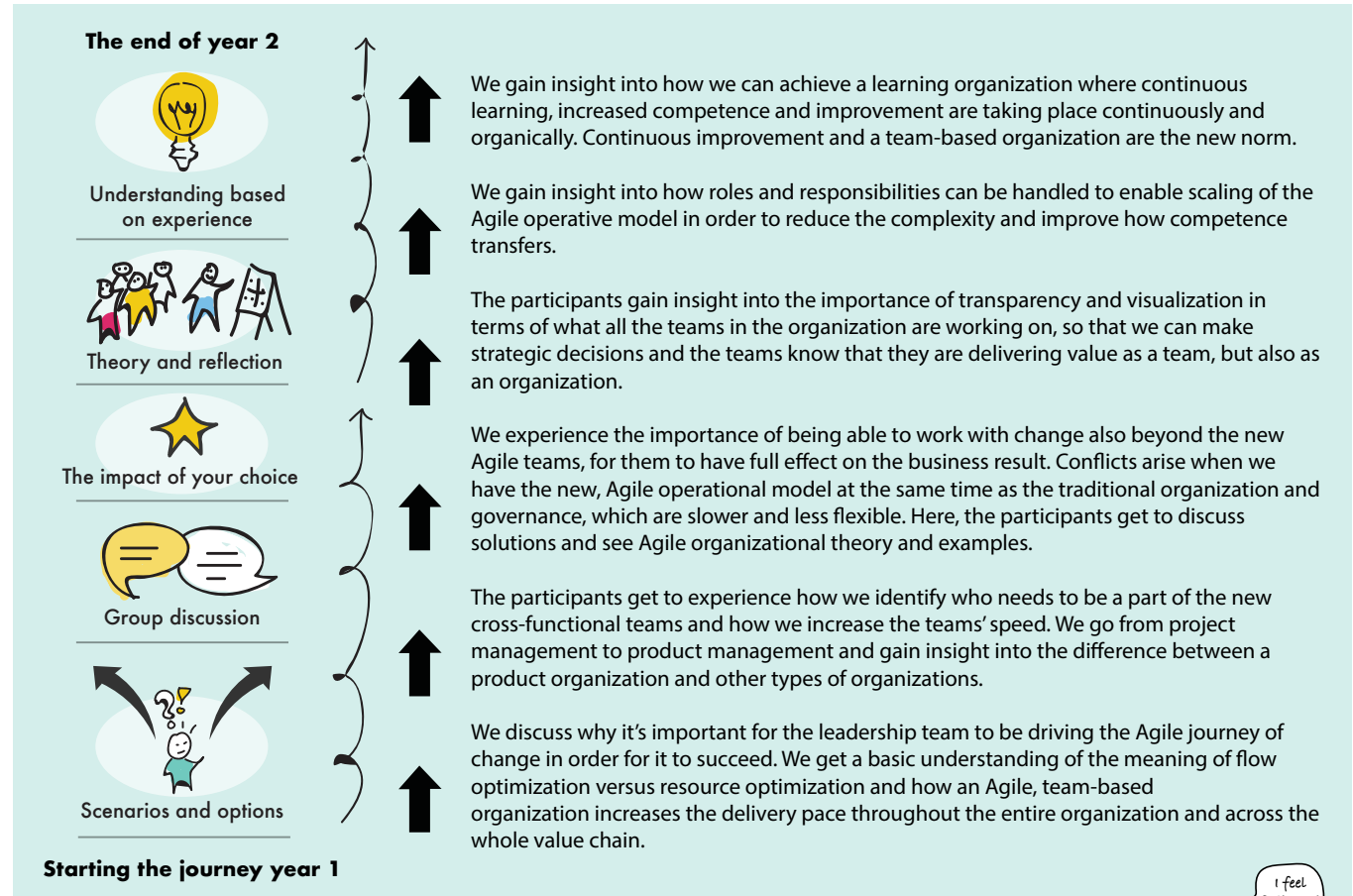
# Your Learning Journey in the Agile Business Evolution Lab



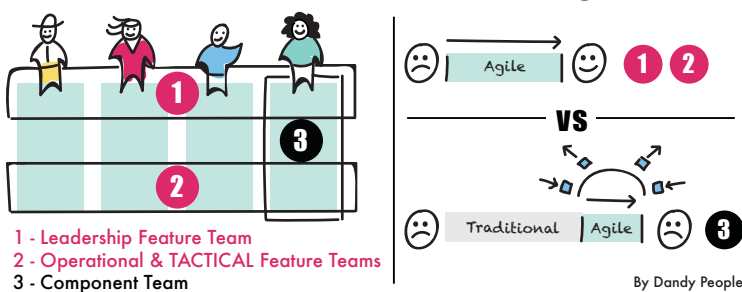
## Agile Transformation Ladder



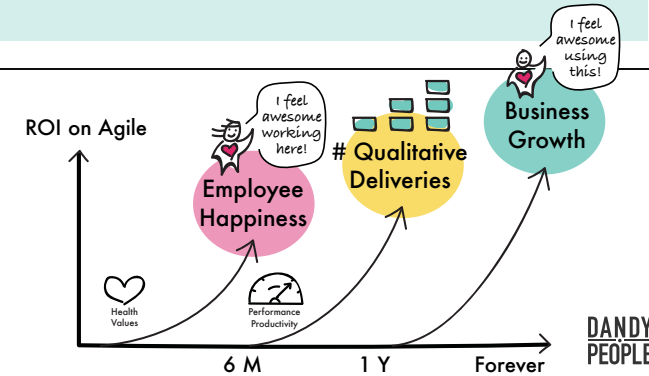
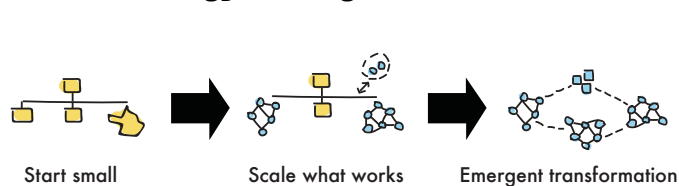
## What we Cover During The Simulation and Theory



## Holistic View to Achieve Business Agility



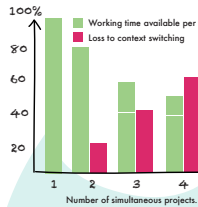
## Our strategy is Emergent Transformation



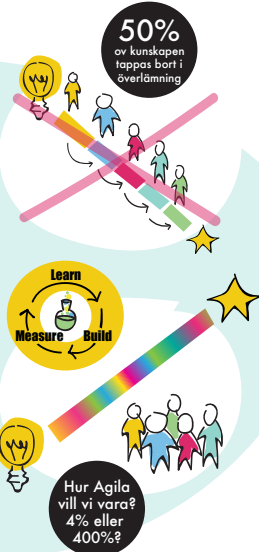
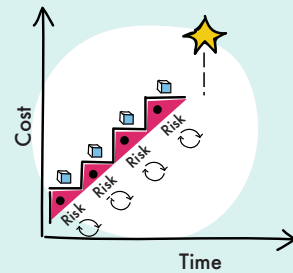
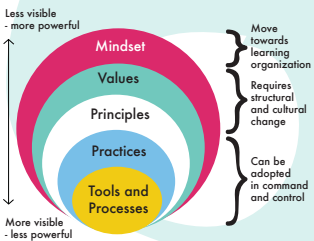
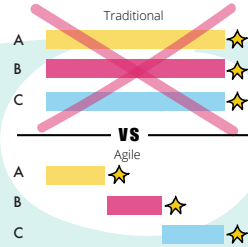


# Theory year 1

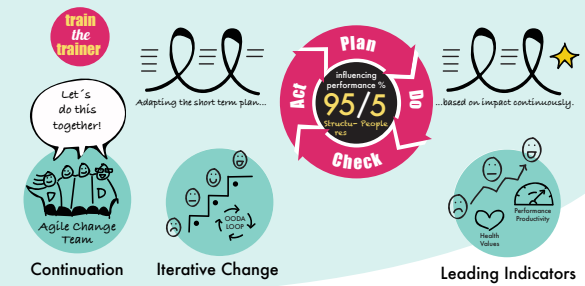
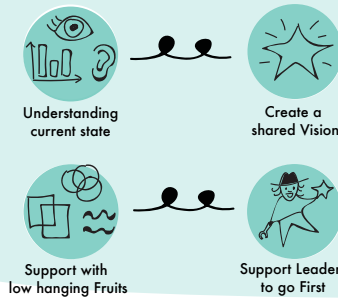
## Quarter 1



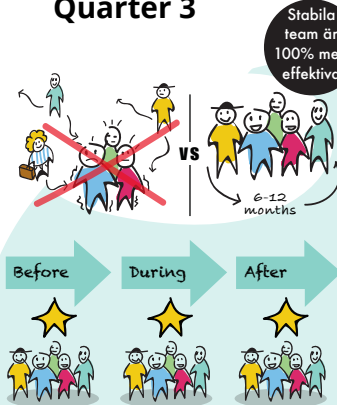
Task Switching är den största risken



## Starting up the Agile Evolution



## Quarter 3



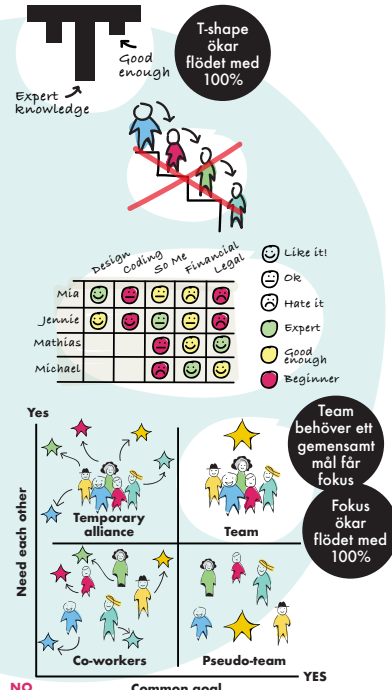
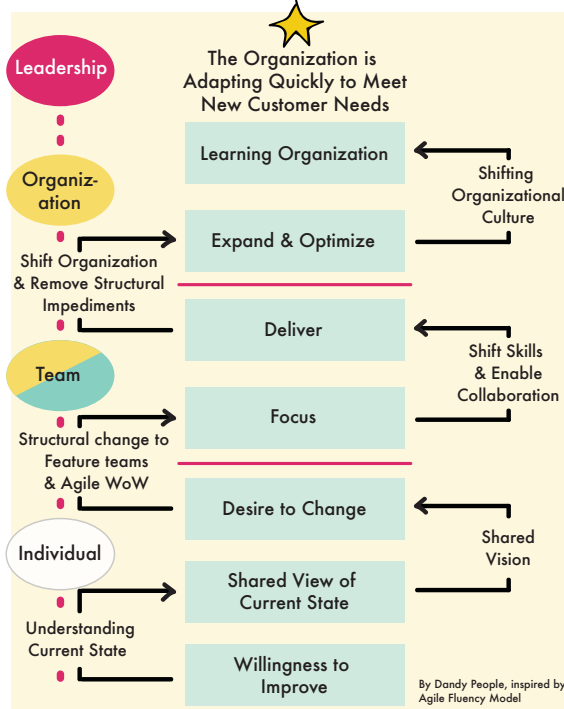
## Traditional Plan Based Planning

	Start	Done
Project A	1/3	1/3
Project B	1/3	1/3
Project C	3/5	3/5
Project D	5/6	5/6
Project E	12/16	12/16

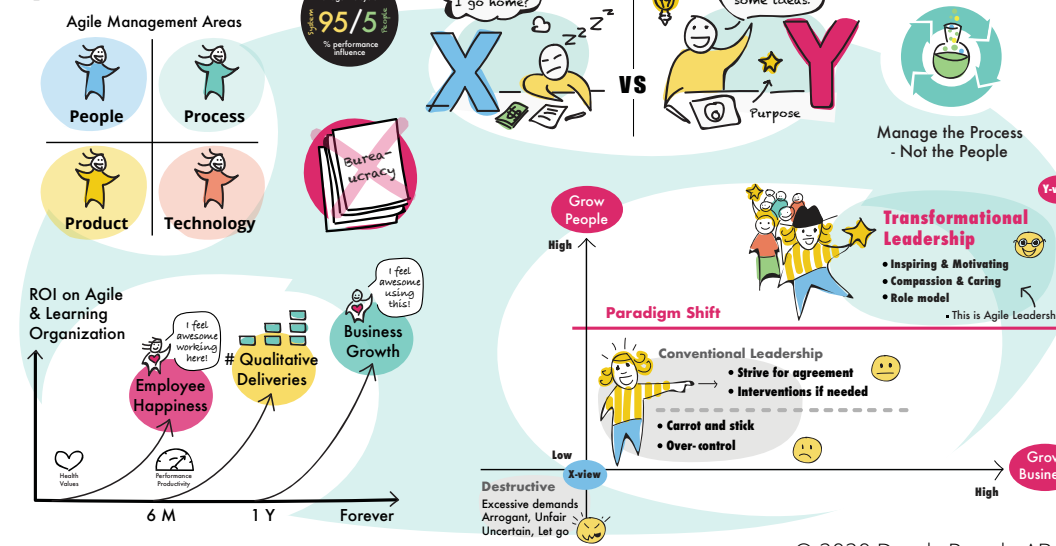
## Team Based Agile Planning

	Start	Done	Mission
PRI01 Project A	1/3	50%	KPI
PRI02 Project B	1/3	30%	KPI
PRI03 Project C	1/4	1/4	
PRI04 Project D	1/5	1/5	
PRI05 Project E	1/5	1/5	

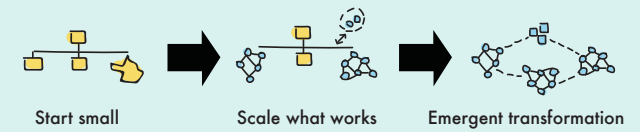
## Quarter 2



## Quarter 4

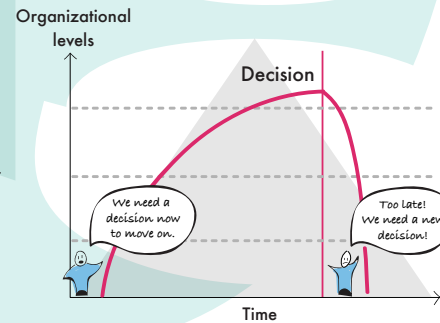
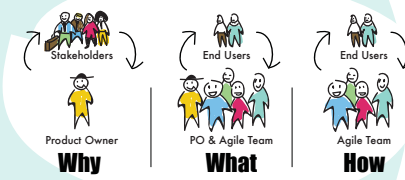
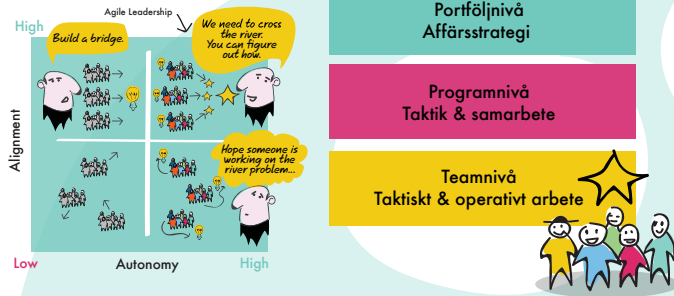


# Theory year 2

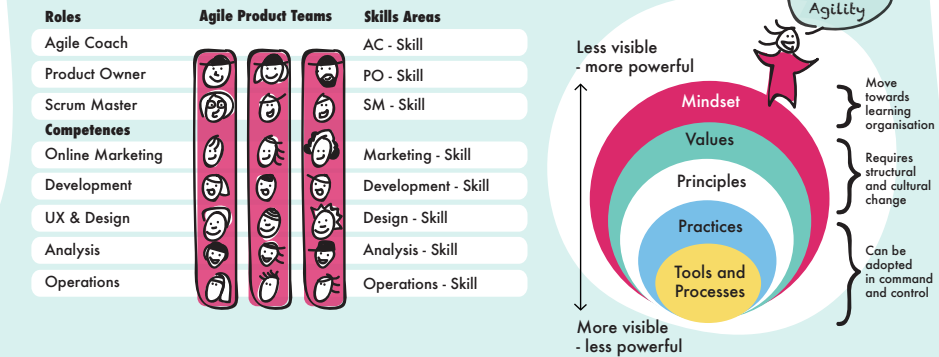
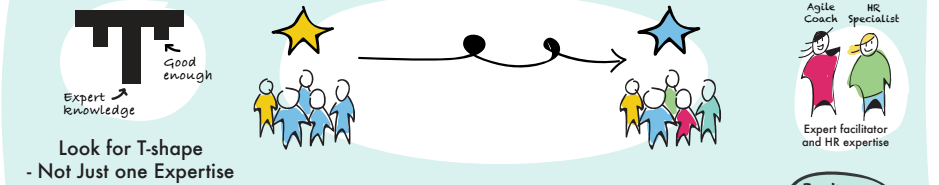
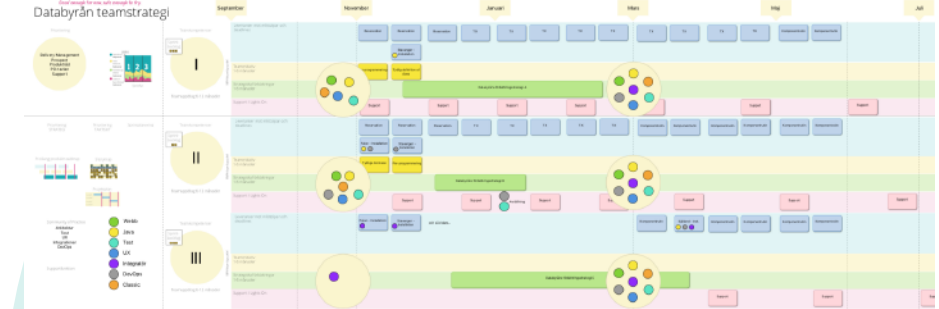


## Quarter 1

Beslut på rätt nivå för snabba leveranser



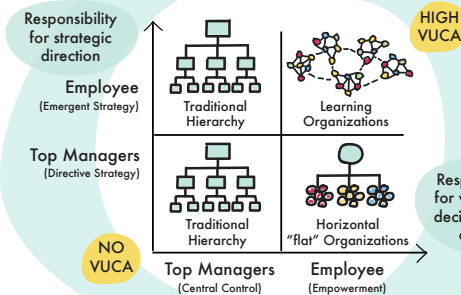
## Quarter 3 - 4



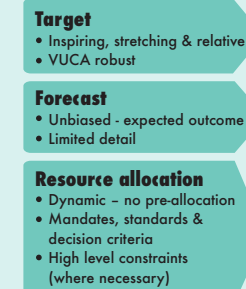
## Quarter 2



Agile Capabilities - Not Detailed Roles



## Budgeting



## Performance Development





# The simulation

**Year 1 - Q1**

**Story Card**

**Congratulations!**

You've been given the exciting task of leading XS into the future. Businesses of the future need to be more flexible and fast-moving, so it's been decided that XS will work with Agile methods and processes.

You've already gotten started with Agile teams in IT and have a few teams of product owners and project managers who are managing the bigger projects and reporting to you.

**Year 1 - Q2**

**Activity Card**

**Year 1 - Q1**

**Event Card**

**Year 1 - Q1**

**Consequence Card**

**Story Card**  
Year 1 - Q1

**Congratulations!**

You've been given the exciting task of leading XS into the future. Businesses of the future need to be more flexible and fast-moving, so it's been decided that XS will work with Agile methods and processes.

You've already gotten started with Agile teams in IT and have a few teams of product owners and project managers who are managing the bigger projects and reporting to you.

**Activity Card**  
Year 1 - Q1

**Option 1. Meet-ups**  
Our Agile teams host so-called 'meet-ups' once a month to share how they work across different areas such as Agile working methods. It's a great way to share ideas and what we do, and to allow potential recruits to get to know us before or during a recruitment process.  
**Effect:** Recruitment index +1 step, MU/TH +1 step, Image +1 step, Cost: Extra hours staff +5 hours

**Option 2. Network meetings with our customers**  
It's important that we're visible and get to know our customers, which is why we'll review and plan which customers we want to meet and which activities feel relevant, such as a talking competition for loyal customers.  
**Effect:** Customer experience +2 steps, Image +2 steps, New ambassadors in % +2%, Cost: Marketing costs 300 TSEK

**Option 3. Inspirational speaker**  
We invite an inspirational speaker who shares how they've rearranged things to work with Agile methods based on different perspectives.  
**Effect:** MU/TH +1 step, Cost: Marketing costs 100 TSEK

**Event Card**  
Year 1 - Q1

**Here we go!**  
There's a lot of energy in the organization and a great desire to expand the Agile work. You, the leadership team, now need to make decisions about what should be done.  
**Effect:** No effect

**Option 1. Agile training for the leadership team**  
is required to increase the understanding of Agile principles, opportunities and challenges.  
**Cost:** Extra hours business support +2 hours, Extra hours staff +2 hours, Other costs 200 TSEK

**Option 2. First, we need to define what Agile means to us and ensure that everyone has the same idea of how we should be working.**  
You ask competent IT staff to develop an Agile Framework for XS.  
**Cost:** Extra hours staff +2 hours

**Option 3. We buy an existing Agile framework**  
to ensure that we stay within the budget and time-frame for the project.  
**Cost:** Other costs 1000 TSEK

**Option 4. We wait to see what our needs are.**  
**Cost:** No cost

**Consequence Card**  
Year 1 - Q1

**Let's get**  
**Option 1.** The leadership team getting a basic understanding of Agile principles, what Agile governance and team-based organization are is a basic prerequisite for a successful change that provides both speed and strategic flexibility.  
**Effect:** MU/TH +1 step, Recruitment index +1 step

**Option 2.** There's a great risk here to end up with a product based on wishful thinking, which doesn't in fact create any value for the organization. It's difficult to define what Agile means - it's something you must understand along the way. It's also important to create an understanding that not everyone needs to work the same way.  
**Effect:** HTI -1 step, MU/TH -1 step

**Option 3.** It can feel safe to buy in something ready-made, but the focus is then on control instead of allowing the structural shift to happen organically and give ownership of the new approach to managers and staff. A quick fix without a long lasting result.  
**Effect:** MU/TH -1 step

**Option 4.** Committed employees are leaving XS as a result of unclear leadership and a lack of resources.  
**Effect:** Sick leave +2 steps, Overtime +2 steps, Move 3 staff from XS staff to staff market

## The Agile Business Evolution Lab

**Customer experience**

**Image**

**Story cards / Activity cards**

**1**

**Market**  
Businesses / public sector / private customers

**Chosen activity card**

**2** **B**

**Customer cards**

**New customers total**

**3**

**Event cards**

**Chosen event card**

**5** **New ambassador i (%)**

**Critics**

**Ambassadors**

**Customer loyalty change**

**8**

**9** **Lost customers**

**Liquid assets**  
1 gray token = 100 TSEK

**Marketing costs**

**Other costs**

**Fixed overhead costs**  
1 purple token = 10 MSEK  
10 MSEK  
(Stays here)

**8** **11** **Delivery capacity**

**12** **Customer base**

**13** **XS Personal**

**Personnel market**  
Recruitment of own personnel and consultants/gig workers.

**6** **7** **Personnel difference**

**7** **HTI - High-performing team index**

**11** **Recruitment index %**  
(Attract externally/internally)

**7** **MU/TH - Team Happiness**

**7** **Overtime factor**

**7** **Sick leave factor**

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**DANDY PEOPLE EXPO MEDIA**

**Agile - a simulation**

# References for business simulations

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The business understanding created and learning achieved through the simulation events, helped create a highly motivated, capable and driven team, and played a significant role in delivering record results over multiple years. Expo Media helped the management to create a turbo charged organization.”

**Dag Lee, fd VD SATS Norway**

Chefer på alla nivåer och anställda från alla delar av organisationen har deltagit i simulerade träningar med bland annat generell försäkringsekonomi, affärsförståelse och ledarutveckling. Fram till idag har flera hundra anställda haft workshops med Expo Media.

**Aud Rogstad, fd Program Manager Leader Development, If Academy**

A board simulation aimed towards the sales companies around the world developed by Expo Media with the goal to support the sales companies to communicate the goals with the rest of the organization was fun, engaging and result driven.

**Andreas Malmberg, President Atlas Copco Mining and Rock Excavation Service Division**

Together with Expo Media we have invested a lot to improve our performance and create better sales and profitability in our retail stores. Through better leadership, business acumen and employee engagement we have only started this journey. By creating better understanding, development and commitment through essential questions within these topics with Expo Media we can see the development process more clearly and the effects is also developing well.

**CEO COOP**



# We are at Your Service

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## Dandy People

Dandy People is an Agile Coaching Agency based in Stockholm specialized in Agile Transformation and Agile Product Development. We are well known for “demystifying” Agile with Agile infographics, coaching and training materials that are fun, to the point and easy to use. We support some of Swedens biggest organizations in their ongoing transformation acting as a partners for continuous Agile Coaching and training.

Visit us at [dandypeople.com](https://dandypeople.com), or Kungsgatan 8, Stockholm

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## Expo Media

One of Swedens leading management consultancies for strategic business simulations.

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Contact us to book a free information session for your organization on  
[mathias.kolmodin@dandypeople.com](mailto:mathias.kolmodin@dandypeople.com)