



# Unlock your Business Agility

Improving Ways of Working across your 4 key business pillars:  
**Value**, **Flow**, **Quality** and **Experience**



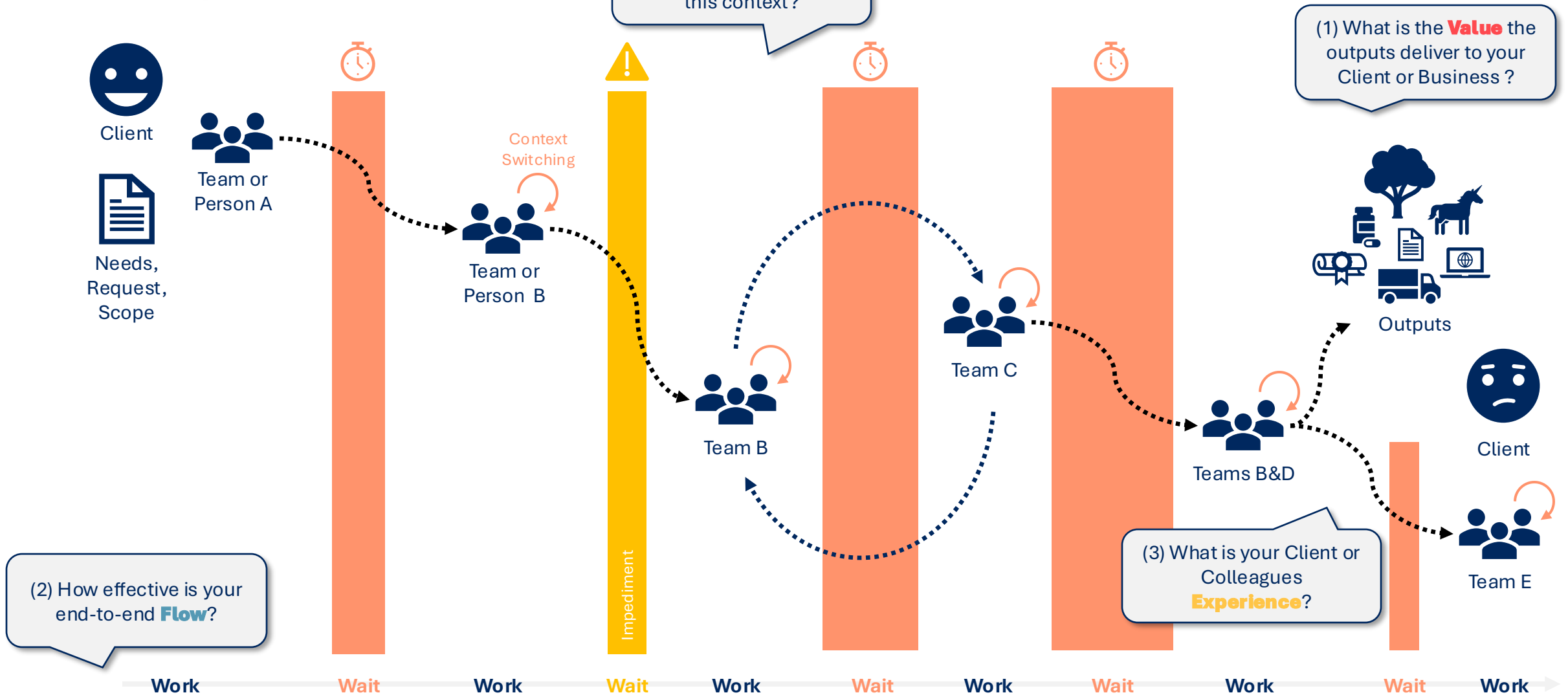
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What does it take to take your product or service from inception to generating value for your client?  
Here's a typical example

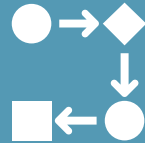


Evaluating your ways of working through these 4 pillars, understanding and addressing impediments in each of them will unlock your business agility.

**Value**



**Flow**



**Quality**



**Experience**



Value



Defining and  
prioritising **the  
outcomes that will  
deliver the best  
benefits** to Clients  
and to the Business



Not identifying  
**what is the real  
problem to solve,**  
how solving it is  
**going to make a  
difference** and  
**why is it  
important?**

Adopt and Define  
**Objectives and Key  
Results** as **outcome  
hypothesis**



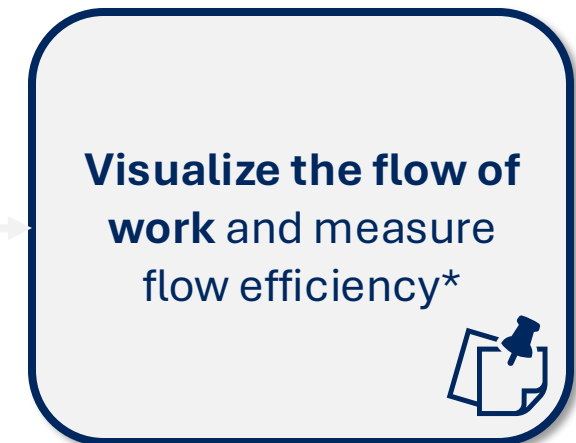
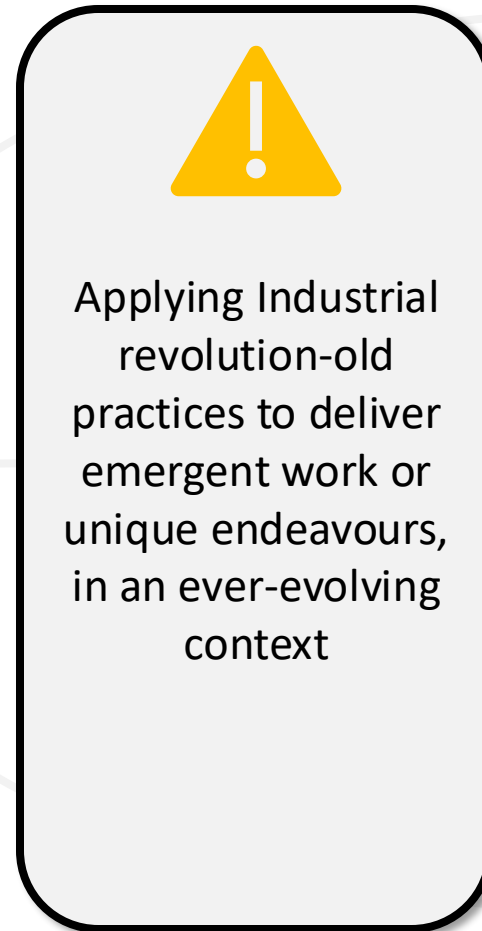
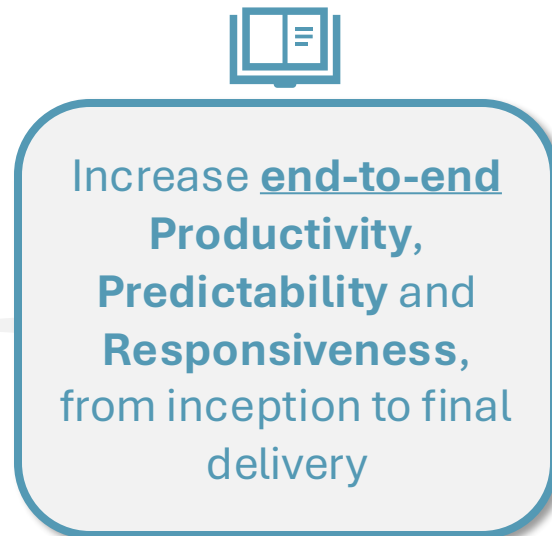
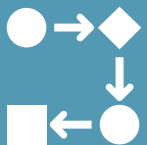
Define and deliver  
**work is aligned to  
the OKRs**



Define **leading  
metrics** and see if  
they are **trending  
towards the  
outcome  
hypothesis**



## Flow



# Quality



Deliver Qualitative Outcomes while **minimizing risks, waste and re-work**



Not defining what quality risks and objectives are from the start and, integrating them in the definition of Value, from OKRs to deliverables

Establish a **Definition of Done** with clear and measurable quality criteria



**Break down the work** in small testable, verifiable increments to identify issues early



Establish **frequent feedback loops** with every stakeholder



# Experience



Create great Clients  
and Colleagues'  
Experiences



Considering  
**Experience as a  
reactive metric  
over which you  
have no control,**  
and disconnecting  
the clients and  
colleagues'  
perspectives

Empower your teams  
with a **why, client  
visibility,** and the  
**opportunity to fail**  
and learn



Define **Experience  
qualitative metrics**  
at Client, Team and  
Project level



Integrate them **in  
your dashboard,**  
taking actions on  
impediments and  
learnings



**Think Big**

**Start Small**

**Learn Fast**

**Never Stop Improving**



# Unlock your Business Agility

We help teams and businesses to deliver better value by embedding business agility principles into their ways of working.

Through coaching, consulting, and change delivery, we help you address your key impediments to better Value, Flow, Quality and Experience.



Find out more on [Incepti.eu](https://incepti.eu)



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