Fw: Accelerate

Nancy Lovegrove   to: Georgia Cowlard8   26/04/2017 09:53

Georgia
FYI
Regards Nancy

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----- Forwarded by Nancy Lovegrove/UK/IBM on 26/04/2017 09:52 -----

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Date:	26/04/2017 09:38
Subject:	Accelerate

Team,

Please use the below summary of our session in Hursley to communicate to your teams.   The Accelerate journey will require full engagement and the discussion and communications should start now.

First   thank you to all those who came together on 19 and 20 April 2017 for the Leadership Strategy Accelerate Workshop. There was very active participation which made the session invaluable.

Our goal was to determine how to improve our service to WPP and create space for innovation and growth. The team used an agile approach, to determine if the Accelerate model is our way forward. The answer from all was a resounding "Yes!".

Phil Abernathy coached us through a strategy - where are we now to where we want to be. He helped us determine how we get there and what we have to do. We all committed to the journey using the Agile Accelerate model.

We looked at the pain that both we and our client experience. Conflicting and changing priorities. Knowledge gaps. Silo organisation – regions, towers, processes. Lack of clear accountability and ownership. Slow speed of access to the right resources and skills. Slow response time. Disconnect in client expectation. Complexity of organisations. Sound familiar?

We came up with Big Hairy Audacious Goals (BHAGs). About client: WPP powered by IBM. One team. High satisfaction for the business, end-users and customers. About the People: High employee engagement. Shared purpose. Agile teams and way of working. Trust and transparency. Lateral leadership. About the Process: Swift cycle and response times. High productivity. Simplified process, system and structure. Breakthrough design-thinking for innovation. Efficiency.

We looked at our current way of working. We analysed how we work now and spot areas that could be pilots for change. In one big exercise together, the team mapped out the current account structure in Transformation, Falcon and Osprey delivery. When the structure was in place the team walked through various service scenarios and how the current organisation would be involved using a piece of string to illustrate the route of the request

The teams discussed the services that the account offers/could offer to WPP. We discussed which of these services may be suitable as pilots for an agile accelerate approach.We then shared our Hopes and Fears before deciding what we do next.

What happens next?

1. The client will today be introduced to the programme so we continue to be partners in transformation.
2. We start to get teams across the account introduced to Agile principles - please start this now - see below.
3. The new WPP Accelerate team will to continue data-driven discovery to set baselines and agree proposed pilots.
4. Cross Account Design "Advisory" team will meet and agree the pilots.

You will be updated on an ongoing basis.

What You should do now:
The success of this transformation will depend on our active leadership and engagement of our teams.   Please stand-up to the challenge by doing the following:

1. Use this deck to share your experience of the session in your team meetings and share their feedback. We need a continuous temperature check..
   https://ibm.box.com/s/mgtmn7ppasvvh22k5efniz8upfdbninb
2. Get familiar with Agile: https://ibm.biz/BdiPS3
3. Find colleagues who are familiar with and practicing agile today and/or link up with Nancy Lovegrove/UK or Georgia Cowlard/UK.
4. Check for latest updates via the blog in our community: https://ibm.biz/BdEzks

Thank you.

Regards

Rona

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