



APPLYING **LEAN & AGILE** PRINCIPLES IN ZALANDO MARKETING

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WHY **AGILE**?



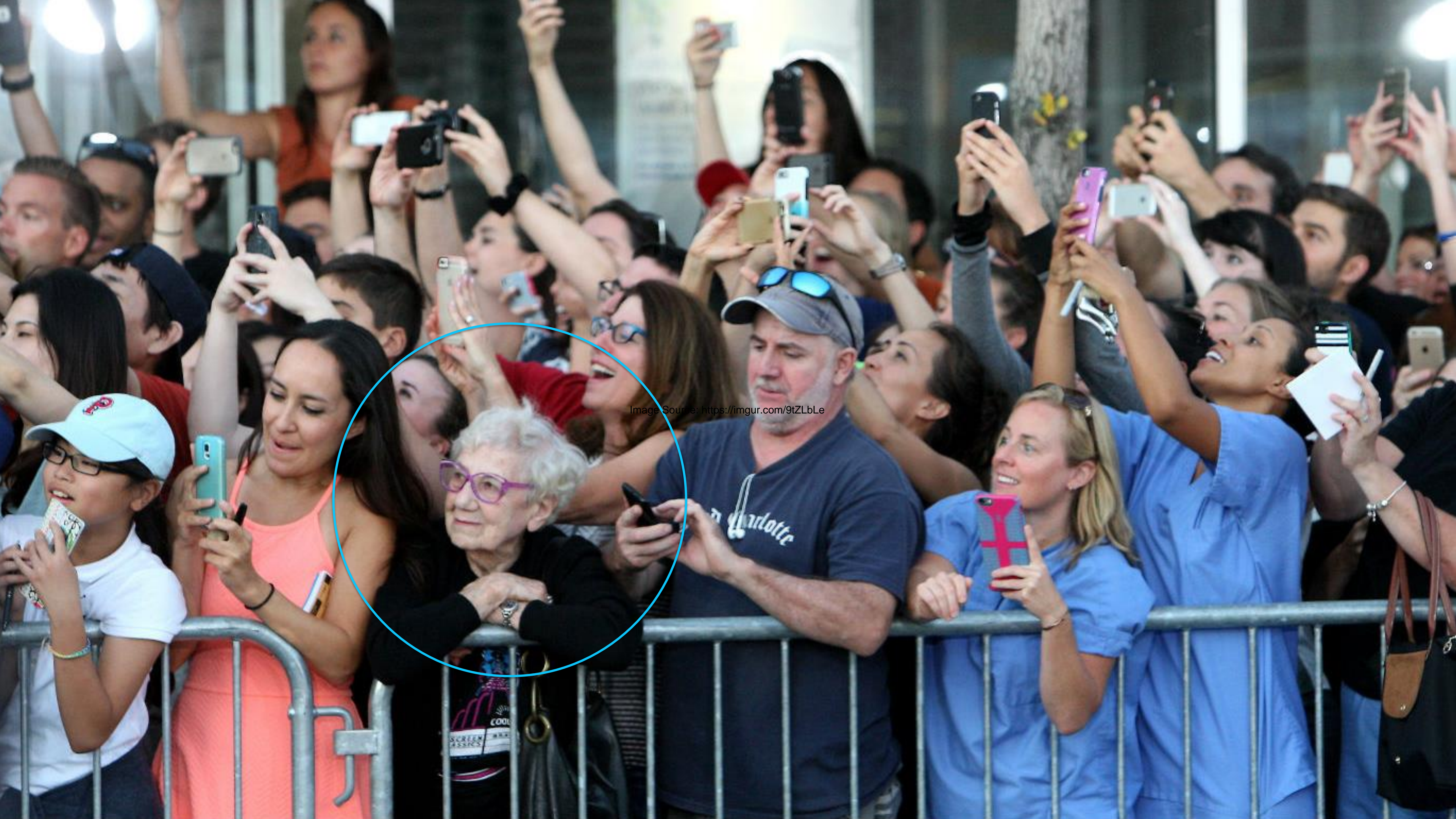


Image Source: <https://imgur.com/9tZLbLe>

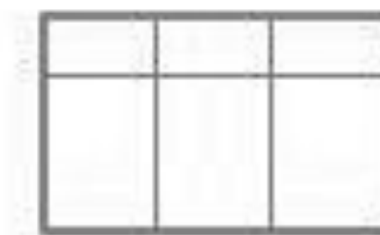
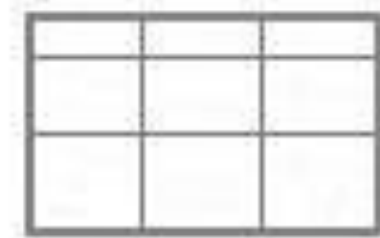
「HOW DID
YOU GET
STARTED?」





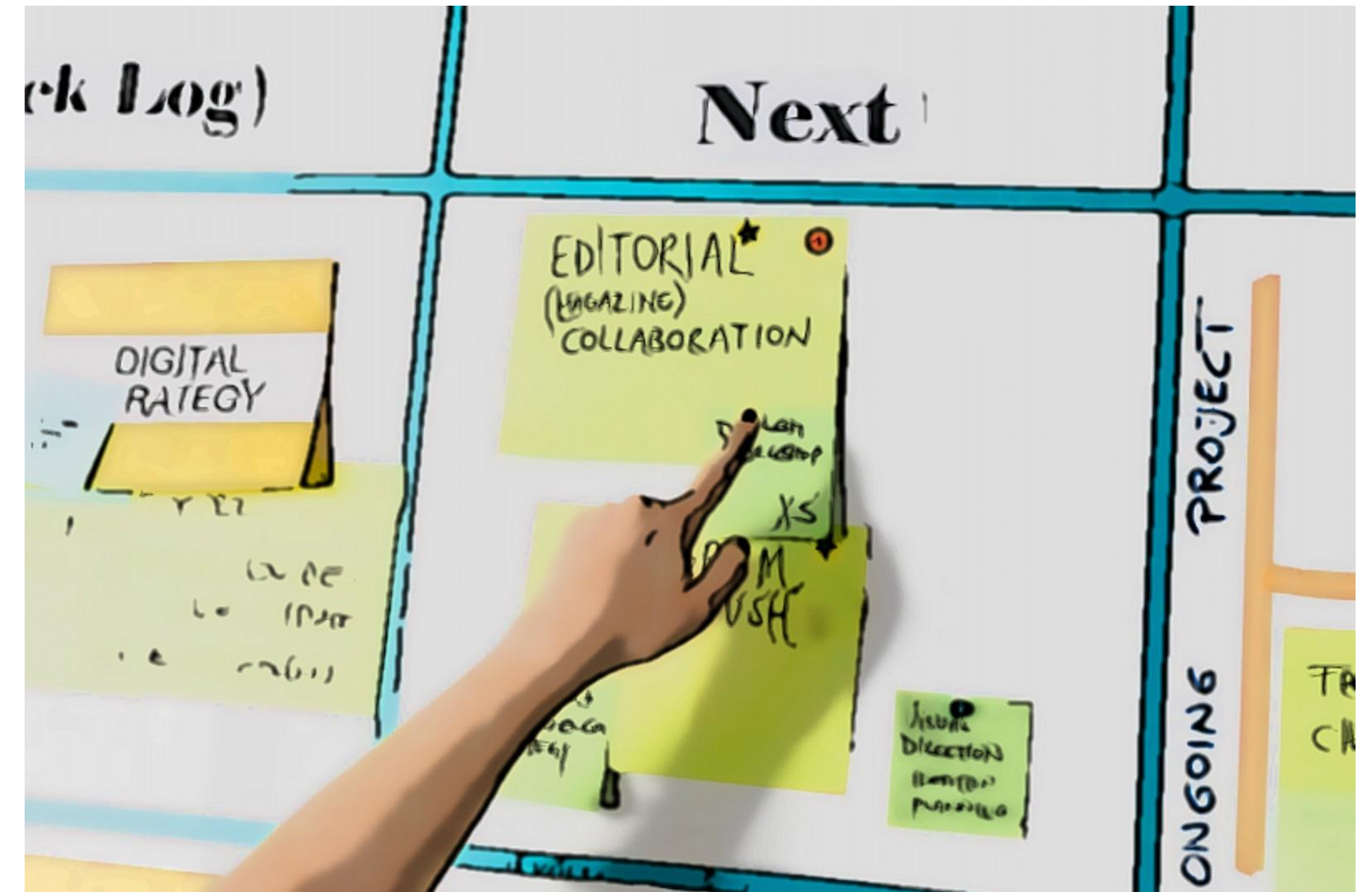
Our "minimum useful structure"

HOW DID CONTENT HAPPEN?



- 1 Definition of awesome – ‘what team should be the best at’
- 1 Producer
- 1 Kanban master

「 AT WHAT
POINT DID IT
GET
TRACTION? 」



「LEARNING FROM **FAST** **FEEDBACK**」



FINDING CAPACITY



「WHAT WAS
THE BIGGEST
CHALLENGE?」





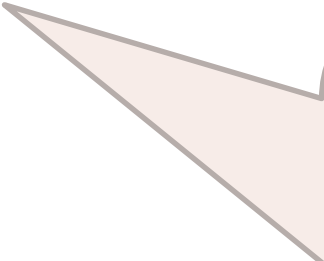
「 ANY **FUN**
SITUATION
YOU
REMEMBER? 」

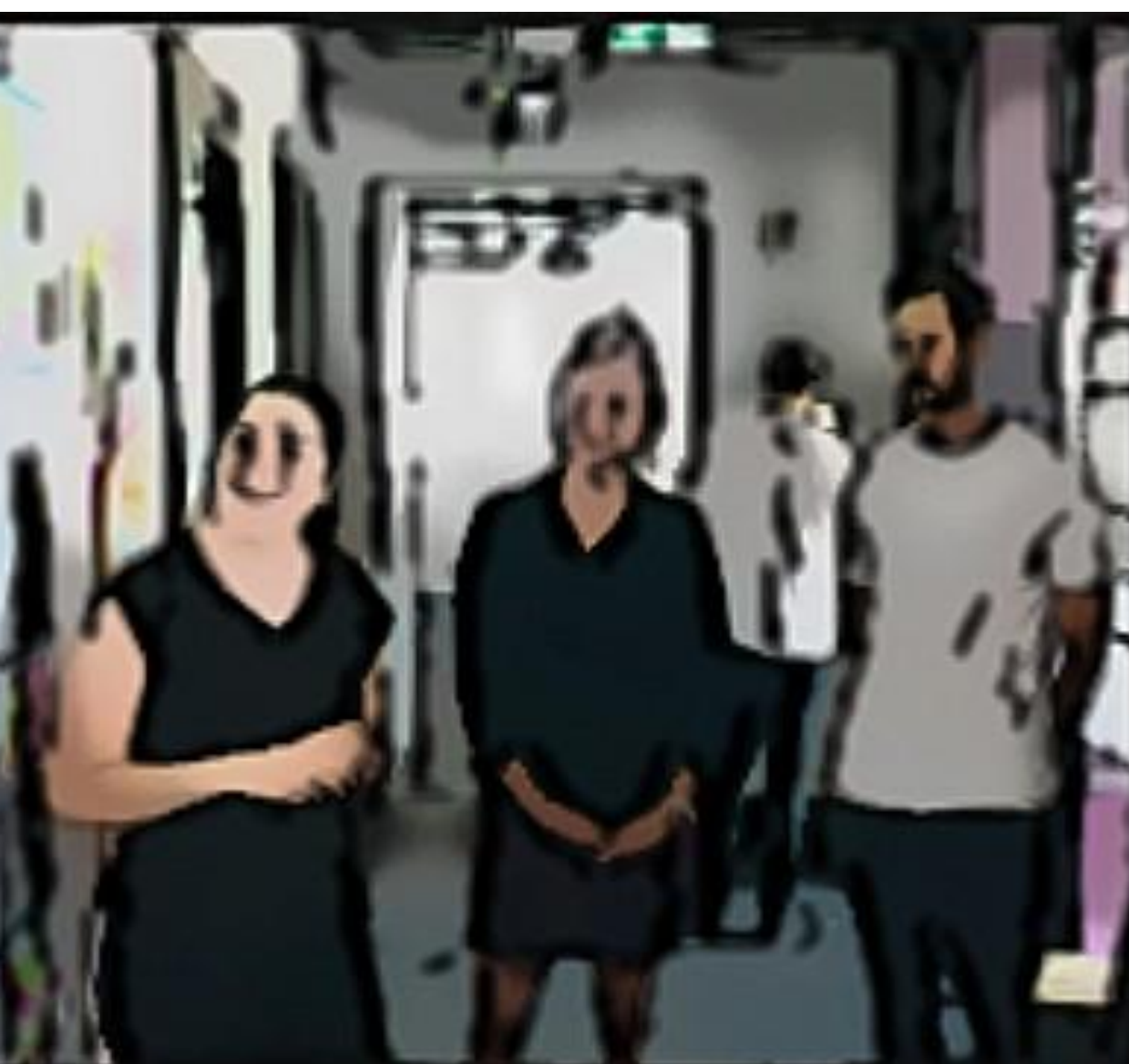




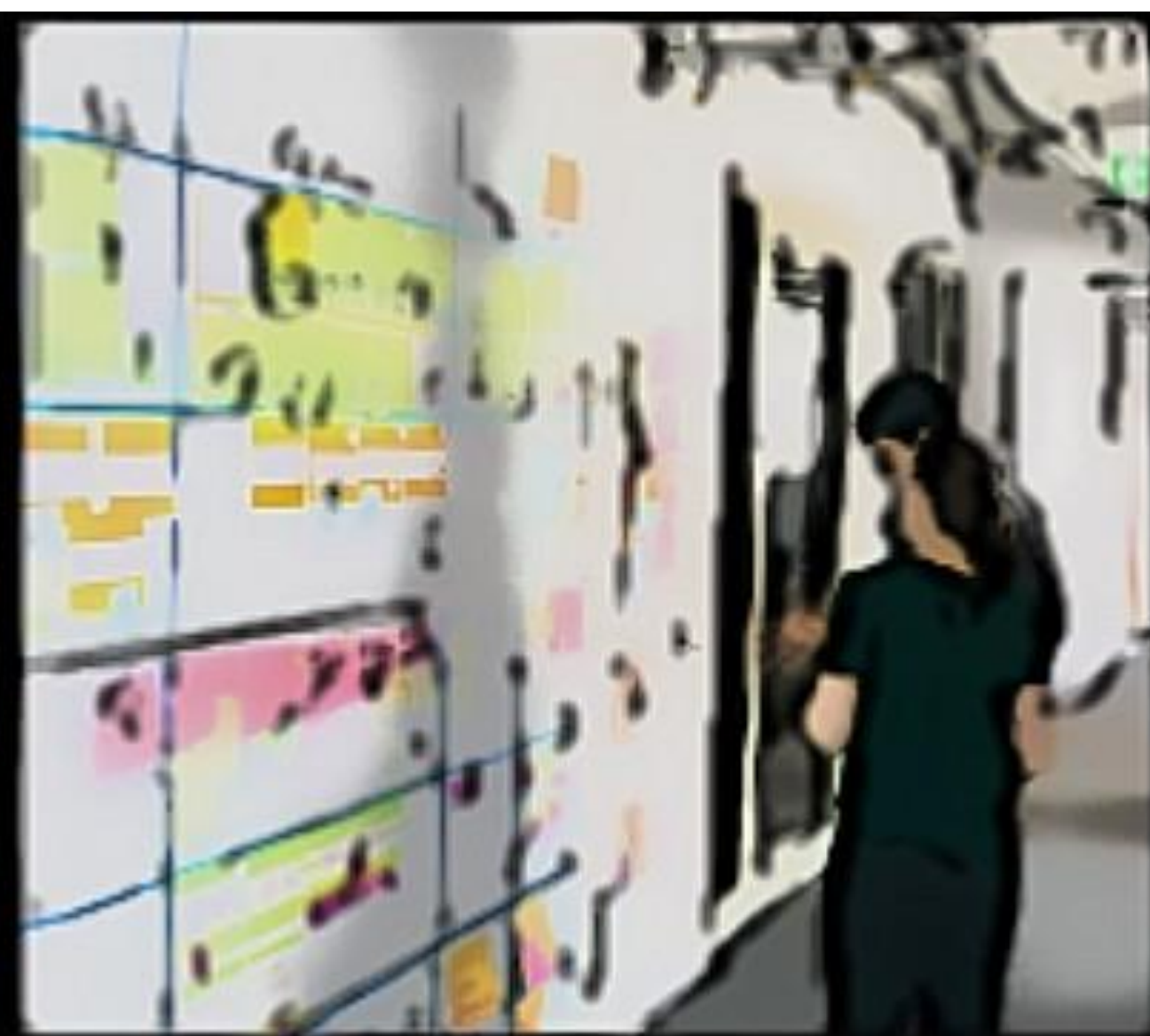
WHICH **IMPROVEMENTS** DID YOU OBSERVE?



- 
- Improved flow, better and faster results
 - Better alignment with stakeholders and upper management
 - Improved happiness and team mood
 - We got a learning and speak up culture!



TEAM
MOOD



TRANS-
PARENCY



LEARNING
CULTURE



OUTCOME &
SPEED

WHAT
SURPRISED
YOU ?

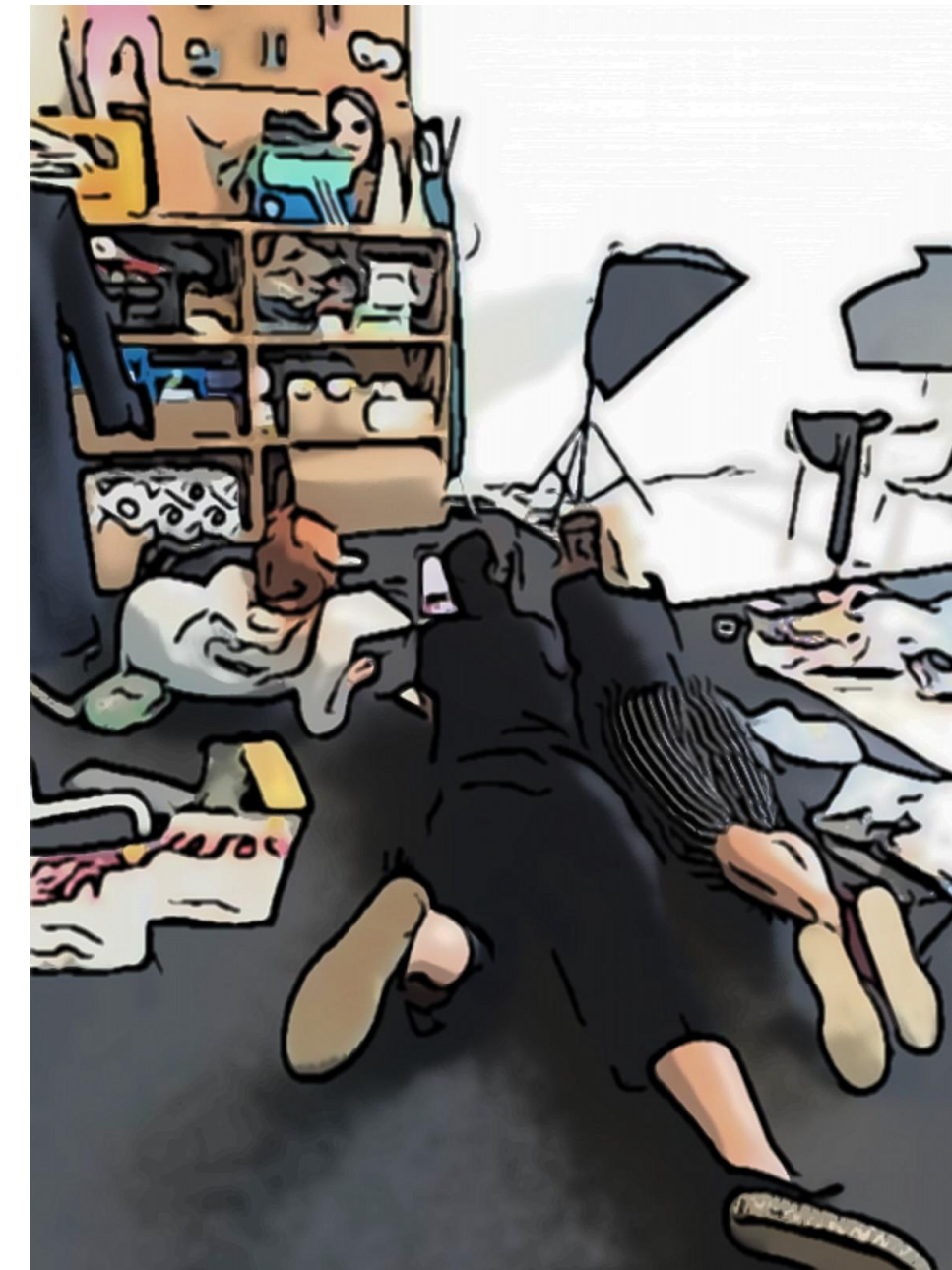


「WHICH AGILE PRACTISES WERE MOST HELPFUL?」



- Adaptive planning, knowing what we really could do, on mid to long term
- Acceptance criteria, improved communication. No reason to run fast unless you know in what direction :)
- Visualisation and WIP helped keep a steady pace

HOW HAS AGILE IMPACTED YOUR ROLE AS A LEADER?



- I won time to spend on strategic work and to shift into a sparringpartner/mentor for the teams
- My teams forced me to become more clearer in communication (a good thing!)
- I learned to **say no** to be able to **say yes**, to the **important things**

「
ANY RE-
COMMEN-
DATIONS?
」

Awards won





Q&A



LET'S KEEP IN TOUCH

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