Organization Agility Attributes:

1. **Proactiveness**: a firm’s ability to use marketing approaches to anticipate and stimulate demand / This part deals with how the company anticipates and stimulates growth in generating timely demand for their products.
2. **Responsiveness**: an ability to identify changes in demands and market opportunities and respond / is about operational strategies to quickly address unforeseen occurrences which could potentially impact on a company’s businesses in various locations / sensing, perceiving and anticipating changes; immediate reactions to changes; recovering from changes
3. **Speed**: the ability to anticipate and respond to market opportunities and threats rapidly and effectively / the ability to carry out tasks and operations in the shortest possible time
4. **Flexibility**: the ability to efficiently and effectively produce different combinations of products at volumes / the ability to carry out different work and achieve different objectives with the same facilities
5. Culture of change
6. Integration
7. Low Complexity
8. Strategic Sensitivity: the sharpness of perception of, and the intensity of awareness and attention to, strategic developments
9. Leadership Unity: the ability of the top team to make bold, fast decisions, without being bogged down in top-level ‘win-lose’ politics
10. Fluidity of resources: the internal capability to reconfigure capabilities and redeploy resources rapidly
11. **Robustness**: refers to how the company demonstrates resilience to cope with turbulence in the various markets in which it operates
12. Competency: this is an extensive list of abilities that provide a company with productivity, efficiency and effectiveness in achieving its aims and goals (strategic vision; appropriate technology or sufficient technological capability; product/service quality; cost-effectiveness; high rate of introducing new products; change management; knowledgeable, competent and empowered people; operational efficiency and effectiveness; internal or external co-operation; integration)
13. Perceptiveness: a company's ability to quickly identify market opportunities and any threats occurring in the environment (a term near to proactiveness)
14. Intelligence: a company's ability to evaluate favourable situations, make choices, react to them, as well as effectively developing their own resources or obtaining resources from the environment to make a given opportunity available to the company
15. Shrewdness: a company's ability to overcome problems connected with taking advantage of opportunities at the operational level, which includes reconfiguring the resources available as well as initiating and modifying the necessary actions and constantly monitoring their implementation
16. Acuity: involves the ability to quickly observe market opportunities and any threats resulting from the environment as well as being able to classify situations as favourable or unfavourable
17. Resourcefulness: which involves the ability to assess the adequacy of resources and to obtain them from the environment. The ability to identify the necessary resources in order to exploit market opportunities involves assessing the adequacy of a company's own resources (development of existing resources) as well as a possible decision to acquire resources from the environment
18. Strategic Leadership: involves the ability to combine a visionary capacity with operational management; i.e. developing and spreading ideas but also being able to implement those ideas in the company, taking into account their limitations. In other words, this is an integration of philosophical thought (focusing on the overall vision, intuition, beliefs and values) and the reality (tangible and intangible resource constraints) of a company

Marketing Agility:



Proactiveness as one of the primary attributes of organizational agility needs to forecast the demand of the company, which marketing can help us in this case!