

A graphic with a dark, textured background. At the top, the word 'AGILE' is written in bold, orange, sans-serif capital letters. Below it, the word 'MINDSET' is written in large, white, distressed, hand-painted style capital letters. A thick, horizontal orange bar is positioned below 'MINDSET'. At the bottom, the text 'CHANGING...' is written in white, distressed, hand-painted style capital letters. The entire graphic is framed by white, stylized, wavy lines at the top and bottom.

AGILE MINDSET

CHANGING...

UNIT 2 AGILE AND DIGITAL THINKING



INTRODUCTION

This topic discusses how agile and digital thinking is used influences the business today

At the end of this lecture you will be able to:

- Define agile thinking
- Identify the characteristics of agile mindset
- Explain what is meant by digital thinking
- Understand how agile thinking and digital thinking are used in the digital era



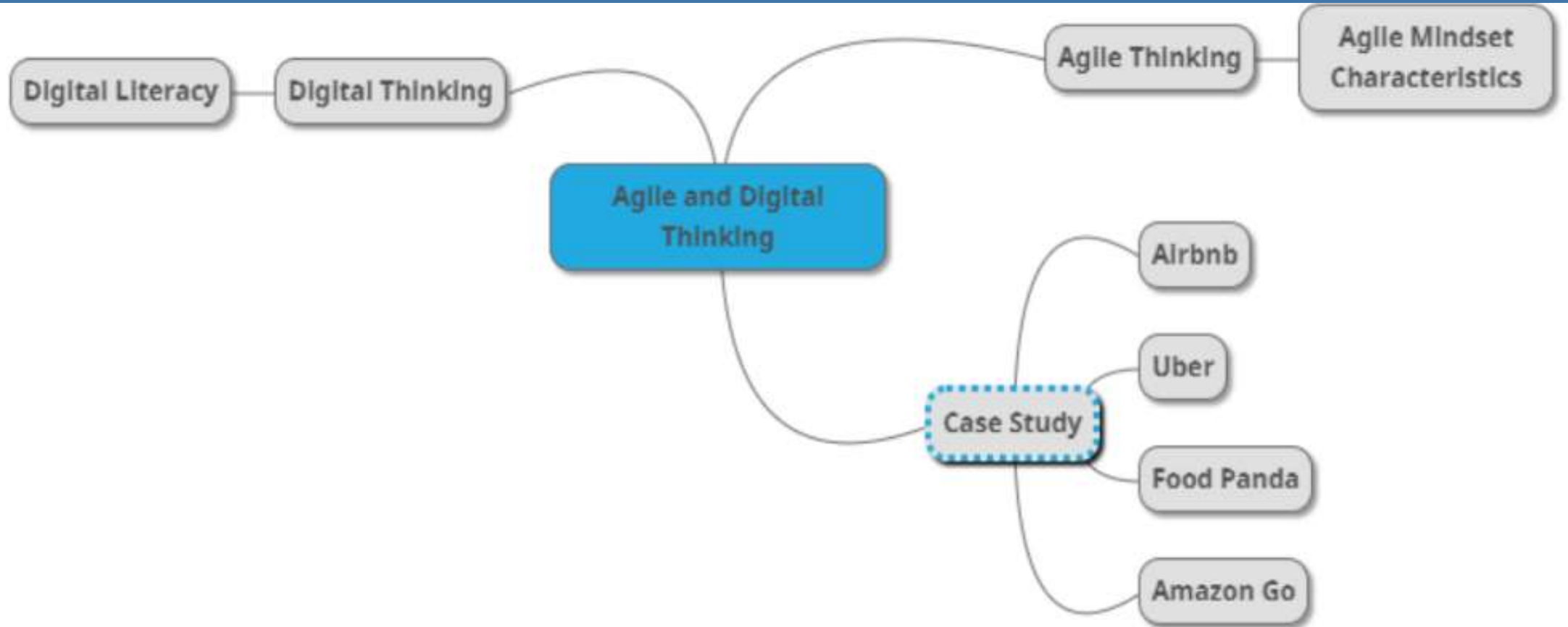
LEARNING
OUTCOMES

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CONTENT

CONTENT

- Agile Thinking
- Agile Mindset
- Digital Thinking
- Case Study



Mind Map

Design Thinking and Agile in Practice

- “Innovation is no longer just about new technology per se. It is about new models of organization. Design is no longer just about form anymore but is a method of thinking that can let you to see around corners. And the high tech breakthroughs that do count today are not about speed and performance but about collaboration, conversation and co-creation.”

Bruce Nussbaum



Agile Thinking

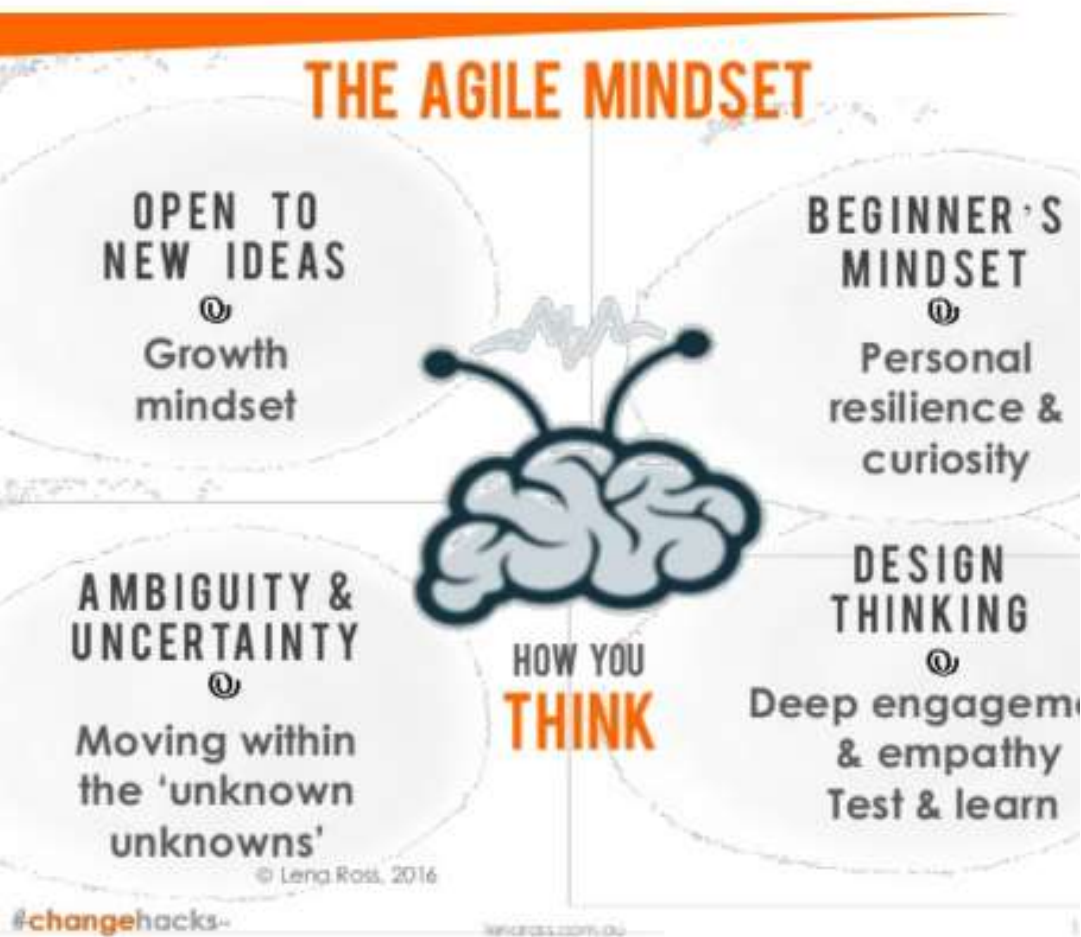


- Agile Thinking is the way of thinking that enables the ability to respond to change or solve problems quickly and easily.
- It's rooted in the Agile Manifesto, created for software development, which emphasizes responding to change over following a strict plan and valuing people and interactions over rigid processes.
 - Take everything as lessons:
 - Agile thinkers view both successes and failures as opportunities to learn and try to understand what went wrong and what can be done better.
 - Adjust actions according to the feedback:
 - Whether feedback is from customers or team members agile thinkers make necessary changes to improve.
 - Proceed toward desired outcomes, resulting in continuous improvement:
 - This involves steadily moving toward the end goal while continuously refining the approach. Each adjustment and lesson learned brings them closer to achieving the desired results, leading to ongoing improvement over time.

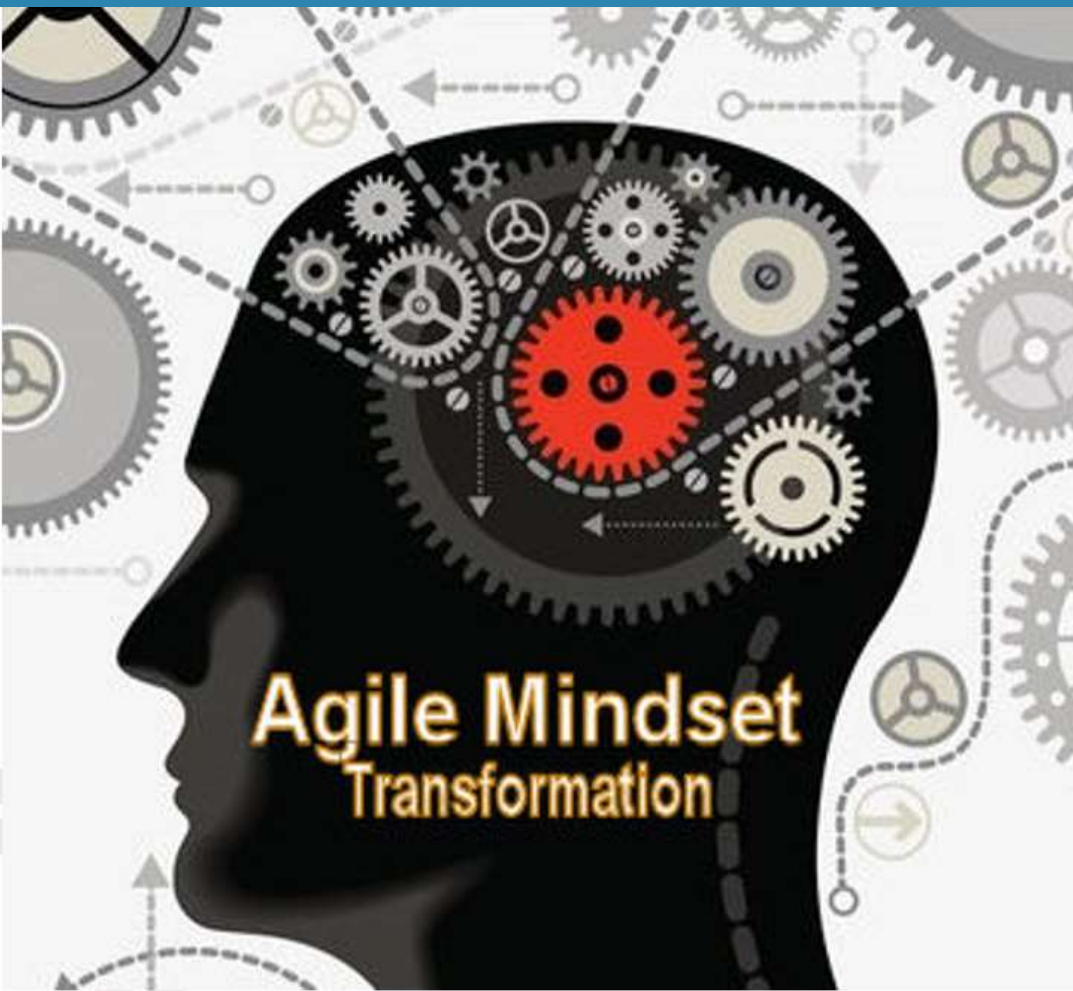
Agile Mindset

Several characteristics to make up the agile mindset:

- **Positive attitude:** optimistic and resilient. It motivates team members, embraces challenges, and remains open to change.
- **Thirst for knowledge:** Agile teams are always learning. This involves a desire to gain new skills, understand better practices, and stay updated on relevant trends
- **Goal of team success:** This mindset encourages collaboration, mutual support, and shared accountability, as team members work together to achieve common objectives.
- **Pragmatism:** Pragmatism means choosing approaches that are realistic and achievable. Agile thinkers focus on practical, effective solutions.
- **Willingness to fail:** Agile encourages experimentation, which inevitably involves some failure. A willingness to fail means being open to taking risks and viewing failures as opportunities to learn and improve, rather than as setbacks.



Digital Thinking

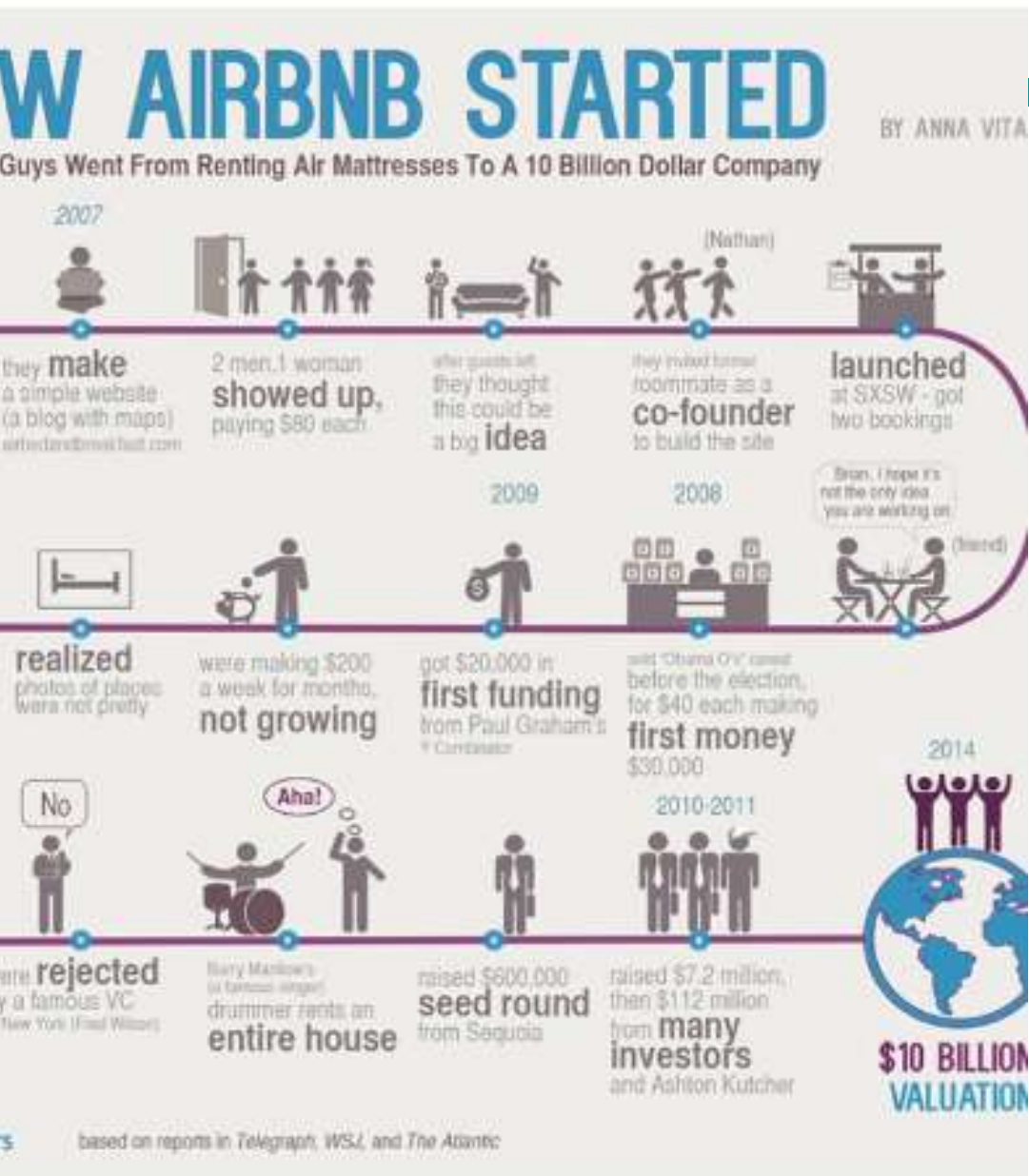


- A refinement of the term **digital literacy**, describing the variety of **thinking skills** that comprise digital literacy
- Digital literacy refers to an individual's ability to find, evaluate, and compose clear information through writing and other media on various digital platforms
- It goes beyond basic technical skills and includes a critical understanding of digital content, tools, and platforms.

Airbnb case study



- Watch this video:
- <https://www.youtube.com/watch?v=1Tc9YScMtN8>
- Article:
- <https://www.growthmanifesto.com/airbnb-growth-strategy>
- Based on the above video & article
- Discuss and Answer the following Questions.

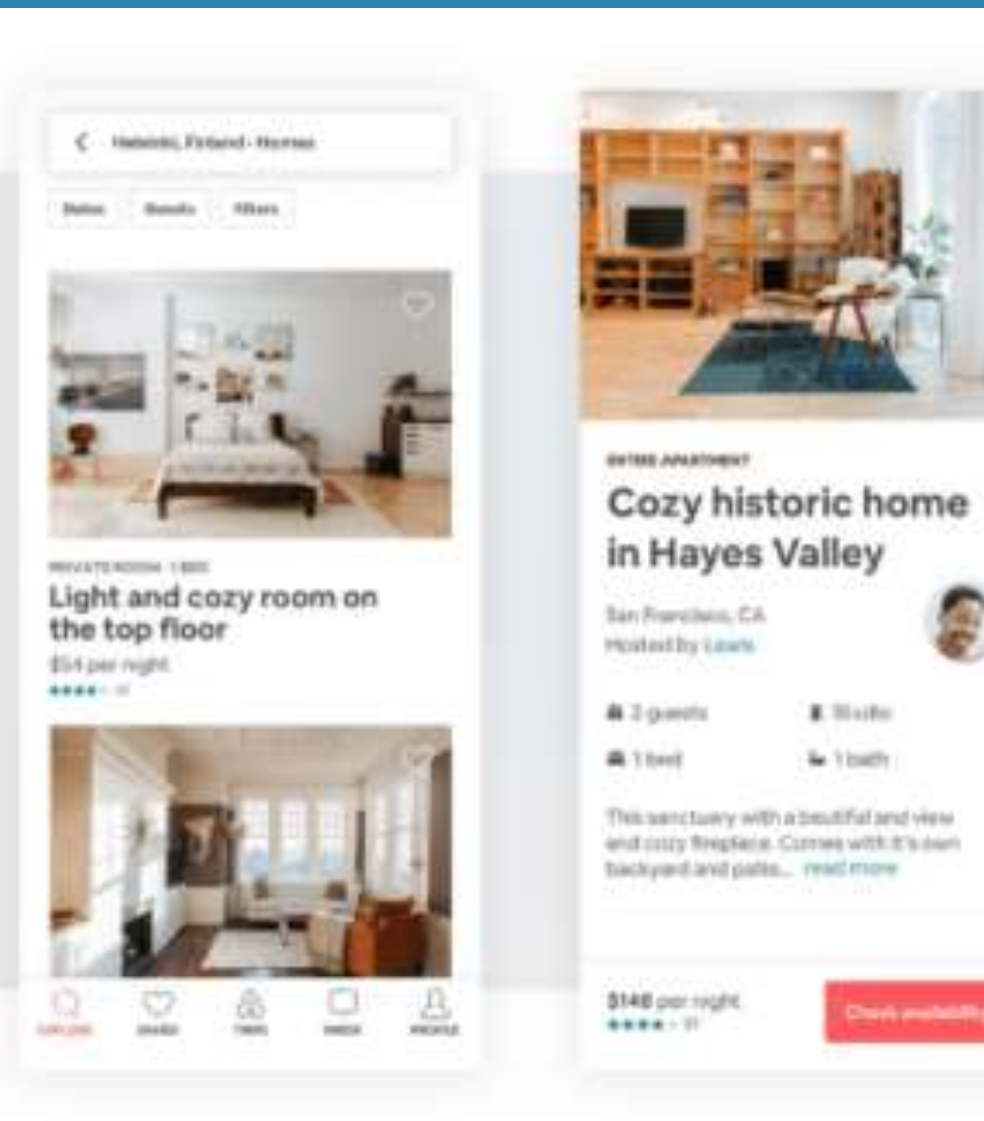


1 Airbnb: The Product

- How does Airbnb position itself differently to stand out from other accommodation booking engines?
- How has Airbnb diversified the product range to ensure they keep growing?

2 Airbnb: The Website/App

- How does Airbnb use personalization to produce more relevant pages for users?
- How does it gear the product pages towards making a sale?



3 Airbnb: Marketing and Social Media



35+
*Essential
Items*
FOR
Airbnb Hosts

- How does Airbnb use articles and videos to keep the guests and hosts engaged with the platform?
- How does Airbnb use Facebook, Instagram, and Twitter to build and convert an audience of guests and hosts?

4 Airbnb: Community

- How does Airbnb maintain and grow its online community?
- What part does community play in their business growth?

CASE STUDY

Airbnb Community

Group Discussion

- Watch and discuss the content of the video:
- – <https://www.youtube.com/watch?v=NrmMk1Myrxc&feature=youtu.be>



Next Lecture

- Digital Culture and Society

