AGILE CO-CREATION LEADERSHIP WORKSHOP

Version 1.20

MANAGEMENT 3.0

CONTENT

INTRODUCTION

This document is prepared for licensed Management 3.0 facilitators, as well as prospects and attendees of the Management 3.0 Agile Co-Creation Leadership Workshop.

The document outlines the expected outcomes of a standard Management 3.0 Agile Co-Creation Leadership Workshop. As an organization, Management 3.0 aims for all attendees, all over the world, to experience the same learning outcomes, modules, and practices regardless of which licensed Facilitator conducts the workshop. However, licensed Facilitators are allowed to customize the learning experience within the guidelines described in this document.

For more information on the Management 3.0 Agile Co-Creation Leadership Workshop, please visit *www.management30.com/agile-cocreate*

– The Management 3.0 Team

SUMMARY

Duration	8 hours
Prerequisite	This workshop is intended as a follow-up after the Management 3.0 Foundation Workshop or the discontinued Management 3.0 Fundamentals Online Workshop.
Maximum attendees	20
Delivery	In-person or live online
Certificate for attending all sessions	
Modules covered	Agile Product Development Remote & Hybrid Collaboration Creativity & Innovation Better Meetings
Practices introduced	Persona Collab Cards Team Agreement Canvas Feedback Lottery Exploration Days Internal Crowdfunding Work Profiles

The Management 3.0 Agile Co-Creation Leadership Workshop is one out of four official follow-up workshops. The aim of these workshops is to gain new perspectives and tools to broaden your impact in your organization, to support the Agile transformation as a leader and change agent. For a holistic learning experience also attend these workshops: Agile Team Leadership, Agile People Leadership, Agile Change Leadership

LEARNING OUTCOMES

Lead co-creation initiatives in your organization to foster innovation and continuous improvement for a successful and sustainable organization.

How do you foster innovation in your organization? How do you collaborate to achieve more together, in cross-functional teams, breaking up silos across departments, no matter where you are located?

In the Agile Co-Creation Leadership Workshop you will learn what it means to work agile. Moreover, what differentiates doing agile from **being** agile. You will leave with knowledge on what it takes to collaborate post-pandemic. Learn about hybrid teams working from anywhere in mixed set-ups. And learn how this can be to your advantage, when designed right. You will be introduced to the Management 3.0 innovation guidelines and how to structure better meetings that make a difference.

Modules covered in this workshop are:

- Agile Product Development
- Remote & Hybrid Collaboration
- Creativity & Innovation
- Better Meetings

At the end of this workshop and your active participation in all sessions, you will be able to:

- Describe the difference between doing and being agile
- Define how to leverage creativity for you and your organization
- Leverage cross-functional team setup and hybrid collaboration to foster innovation in your organization
- Facilitate meetings that don't suck, but actually add value for all

AGILE PRODUCT DEVELOPMENT

What will you learn?

- The reasons why an agile approach for product development can give benefits over a traditional approach.
- The Agile Software Development Manifesto, and how it inspired the agile way of working.
- The eight fundamentals components of agile product development: People, Functionality, Quality, Tools, Time, Value, Process, and Conflict.
- The difference between a project versus product mindset and why would you prefer a product mindset.
- How do different frameworks and practices relate to agile.

- [Optional] The basics of Scrum: roles, events, and artifacts.
- The values of the Scrum framework and how they relate to scrum and your way of working.
- An introduction into how to implement a change in the way of working: bottom-up or top-down?
- The difference between being agile and doing agile. Agile is a mindset, a way of working.
- Note: The content and coverage of this module can be adapted to the group's background.

What will we discuss?

- What is agile for you, and why is it perceived as a buzzword by some people?
- How do the Scrum values support your way of working?
- How does an agile way of working impact management and leadership?

REMOTE & HYBRID COLLABORATION

What will you learn?

- The definition of hybrid work
- What it takes to lead in an hybrid environment
- Challenges and opportunities of hybrid work
- Advantages and disadvantages of different hybrid work models, from "Remote Only" to "Office First"
- Factors that further add to the complexity of hybrid work

- Using the Hybrid Collaboration Navigator to consider several aspects that need to be defined, discussed and worked on when setting up or improving hybrid collaboration:
  - Rethink collaboration formats and decision making
  - Foster social interactions and culture building
  - Create transparency and enable learning from each other

What will we discuss?

- Why do we need to design a hybrid work model and want to move away from the office anyway?
- What would the perfect hybrid work model look like for your company and team?
- How can we create a great hybrid work culture and psychological safety in hybrid environments?

Which practices will you experience or learn about?

Personal Collab Cards
Personal manual for each colleague; summarizing work-relevant aspects that you should know when collaborating.

Team Agreement Canvas
Collaborative agreement, outlining guidelines and expectations for how a team will work together.

Feedback Lottery
By creating opportunities and giving prompts, feedback becomes a regular and fun part of your team culture.

CREATIVITY AND INNOVATION

What will you learn?

- The shift from knowledge organizations to creative organizations, as also the shift from knowledge workers to creative workers.
- Seven rules for managing creativity: nurture diversity, create markets, rely on merits, no predictions, update the workplace, change constraints, open boundaries
- The value of cross-functional teams in a creative organization.
- Why to enable work profiles and emphasize project credits.

- How and why to set up internal stock markets of ideas.
- How to deal with an unknown future to encourage creativity.
- The impact of a workspace on creativity and innovation: escape, customization, play, variety, and adaption.
- The value of exploration days and how to set them up.
- The advantage of transparency, inside and outside, to grow creativity and innovation.

What will we discuss?

- Does every team in your organization need to be creative and innovative, or are there parts where this is not needed?
- Can you grow innovation and creativity by sharing more with the world, or is this a contradiction?
- How does creativity and innovation connect to the Management 3.0 principles?

Which practices will you experience or learn about?

Exploration Days
Explore new ideas by fostering continuous learning and development within your teams.

Internal Crowdfunding
The best way for employees to bid on ideas they think are best.

Work Profiles
Job titles affect our own perceptions of our work and can influence others. What would it look like if we all defined our own labels? How will it encourage creativity and innovation?

BETTER MEETINGS

What will you learn?

- How to set up meetings that add value and people like to attend.
- Learn about the eight tips for running productive in-person meetings: Sell your meeting, break the ice, make decisions, one topic, make it visual, improve, short meetings, encourage clash of ideas.
- How to facilitate meetings with discussions that don't seem to end and have no outlook on any outcome?

- How to get people involved in meetings when they are quiet and don't seem so engaged.
- Learn about the eight tips for running productive online meetings: suitable app, check connection, agenda asap, connection time, use visual management, boost interactions, share follow-up.

What will we discuss?

- What is the best meeting you ever attended, and what made it a great experience?
- How do in-person meetings compare to online meetings?
- Why are some organizations addicted to meetings, what could be the reason for this?