

# The Business Agility Playbook

Models and thinking aids for digital transformation

# Contents

**Market responsiveness**

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**Defining Context**

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**The Business Agility Matrix**

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**Deep innovation**

- **Compass**

- **Processes**

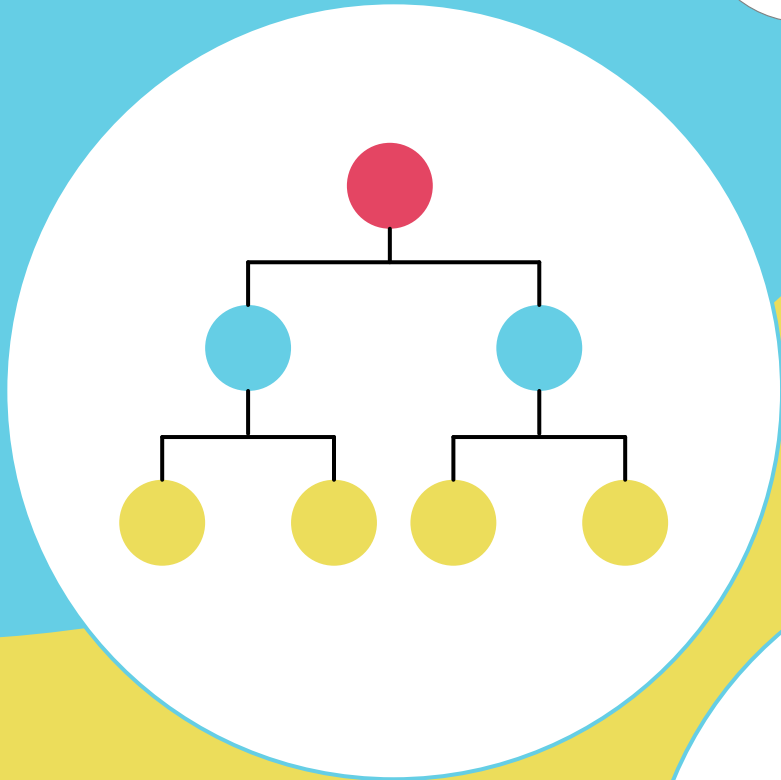
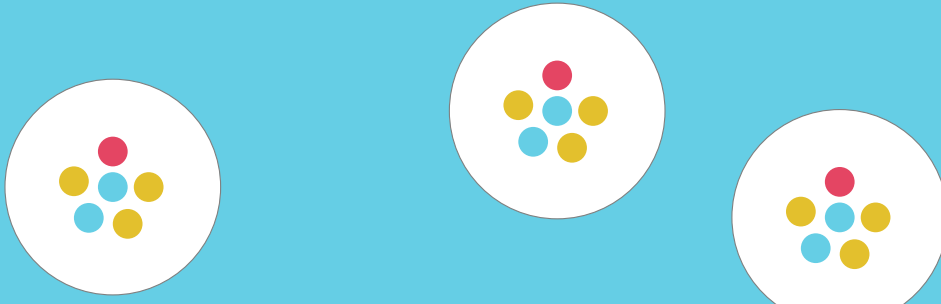
- **Interfaces**

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**The Four Levers of Business Agility**

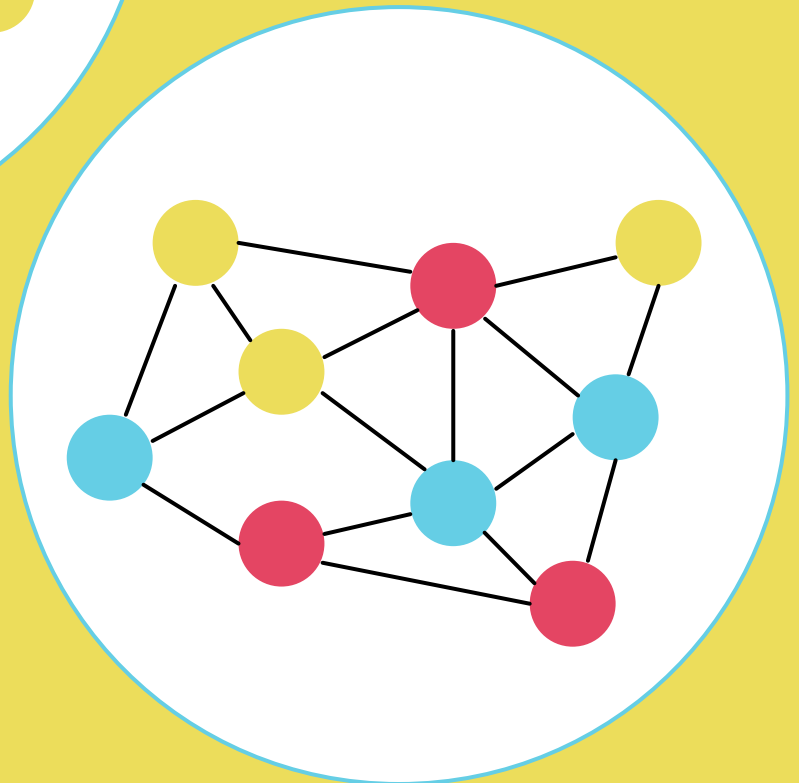
# Market responsiveness

Organisations respond to markets based on their internal structures



## Traditional organisations

Respond slowly to markets

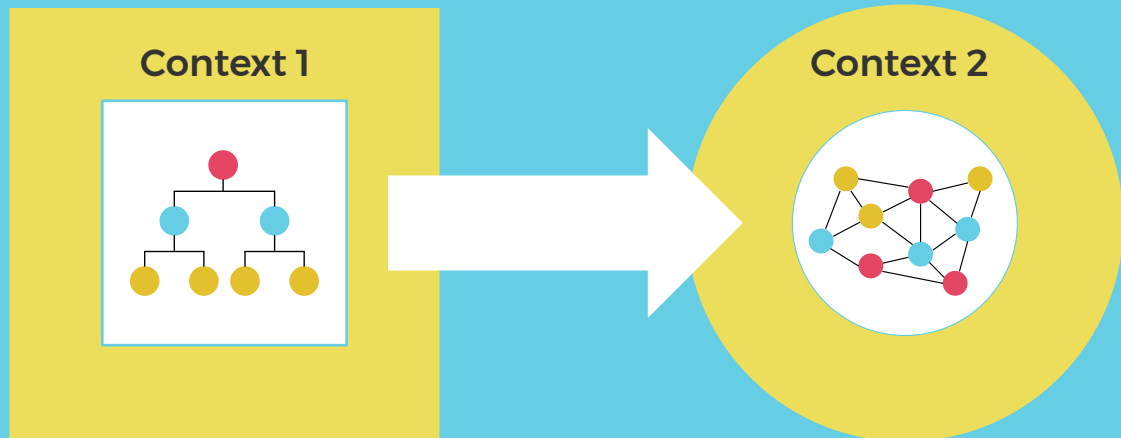


## Agile organisations

Respond rapidly to markets

# Defining Context

Organisations die when they fail to respond and adapt to the growing complexity of their environment. In agile organisations, information is used to adjust and control performance continuously



## What is the context in which you are required to be agile?



Changing economy



Changing work patterns



Changing tech landscape

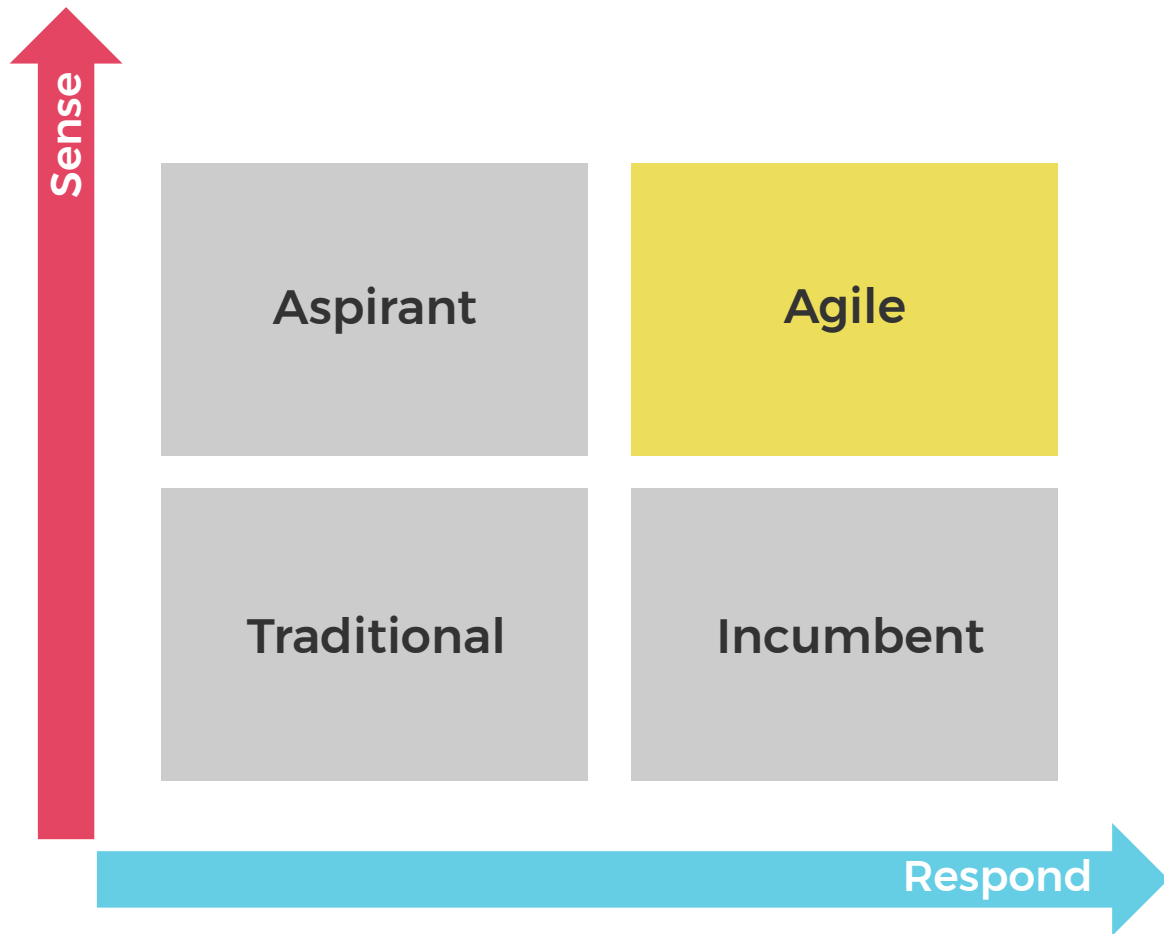


Changing regulations



# The Business Agility Matrix

How does your enterprise sense and respond to market forces? Are you an agile enterprise?



Which one of these best describes your enterprise?

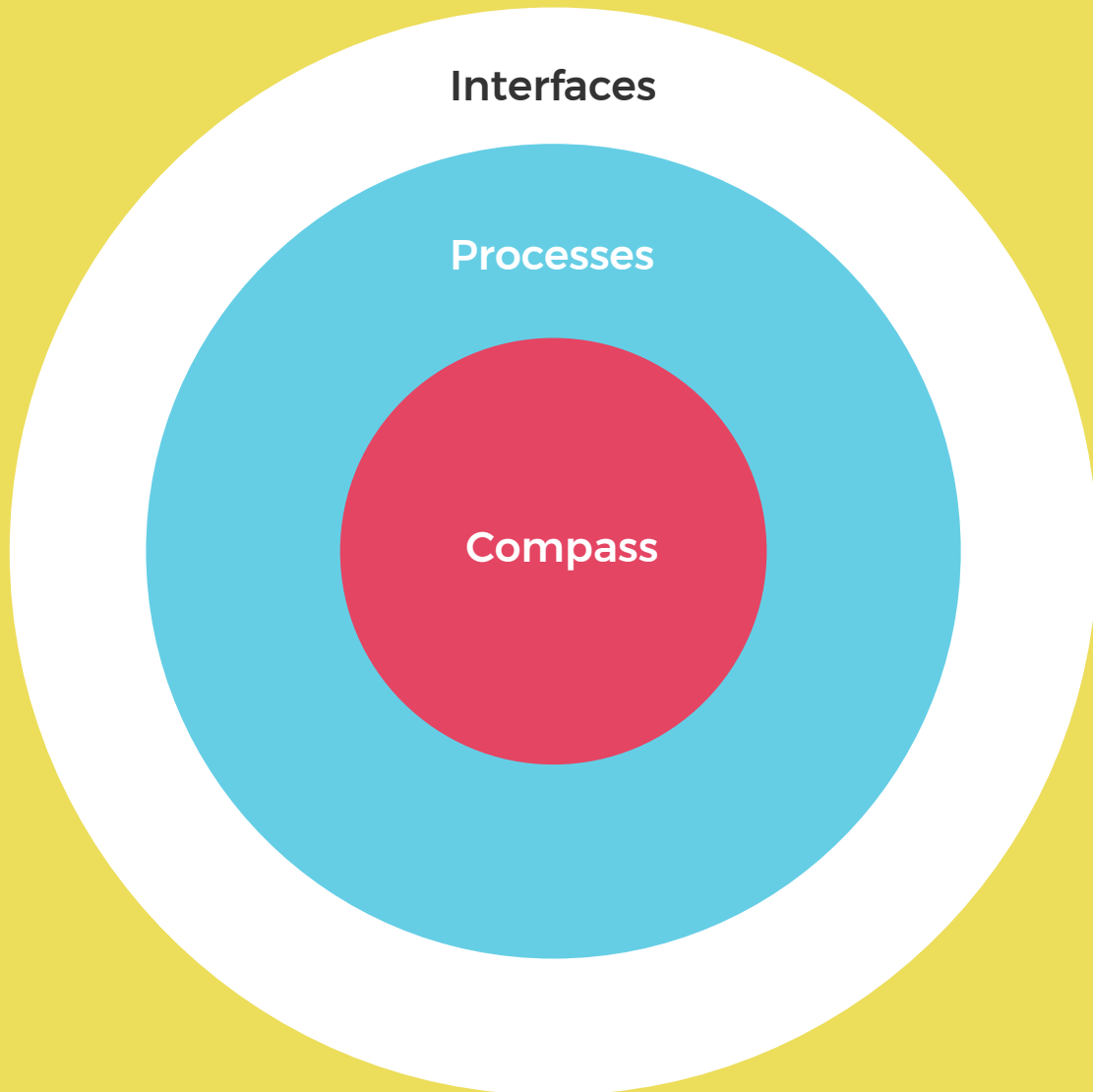
**Agile** - can both sense and respond, irrespective of size

**Aspirant** - can sense but may not have the means to respond. Startups, for example

**Incumbent** - the current market leader who responds to disruption, but rarely disrupts anything

**Traditional** - limited ability to sense and respond

# Deep Innovation



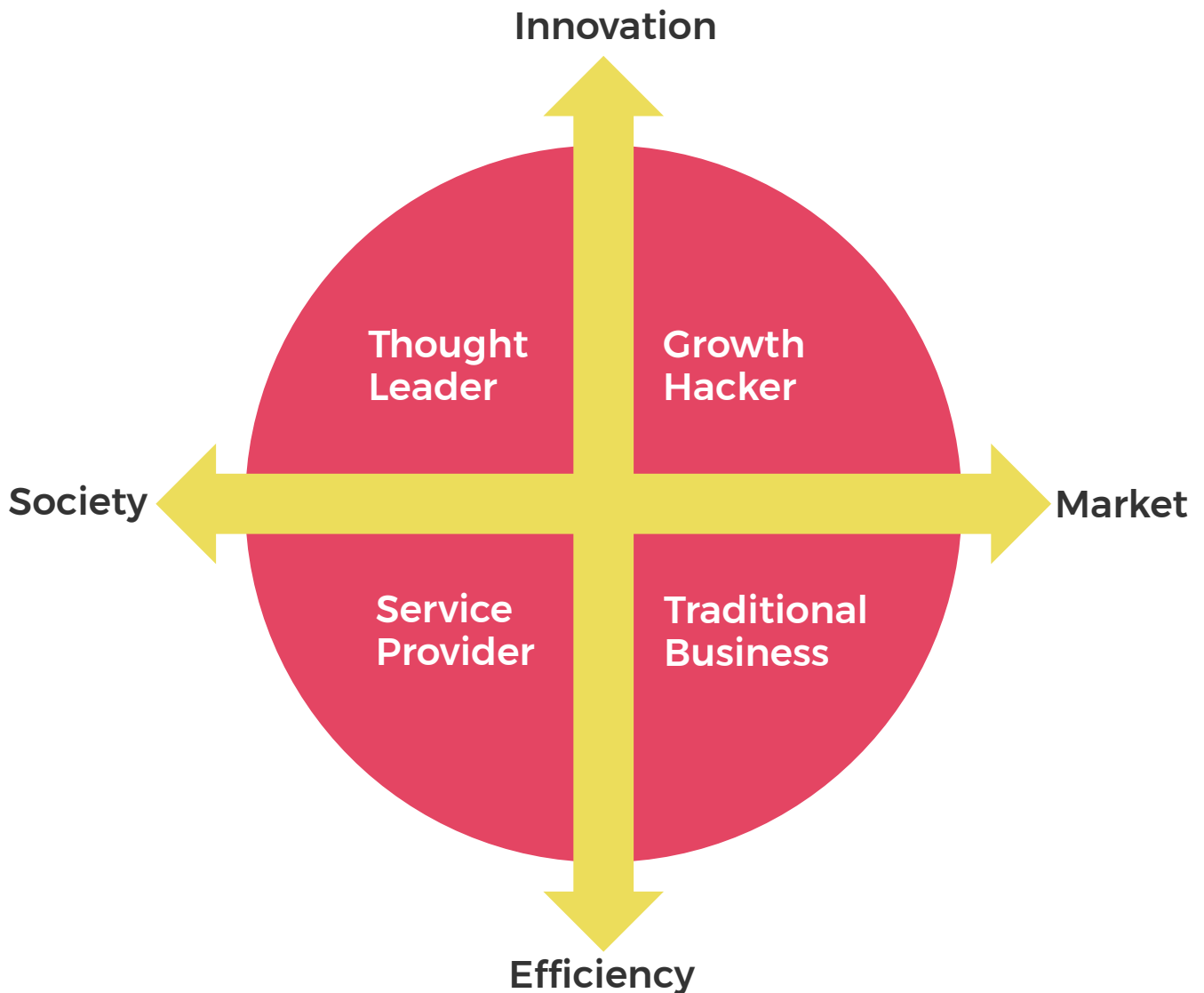
## **Deep innovation involves all the layers**

Different layers in the enterprise move at different rates. Unless your systems, processes and interfaces are agile, true and deep innovation is difficult to achieve.

## **Is your enterprise ready for innovation in all the layers?**

# Compass

Your internal compass is your fundamental belief system. It determines how your organisation is structured



What is your  
internal  
compass  
pointing at?

Are you market-oriented or a social enterprise? Do you rely on innovation or efficiency to achieve your goals? These motivations define the structure of your organisation.

**Growth Hacker**

Focused on creating new forms of customer value

**Traditional Business**

Focused on profits for stakeholders

**Service Provider**

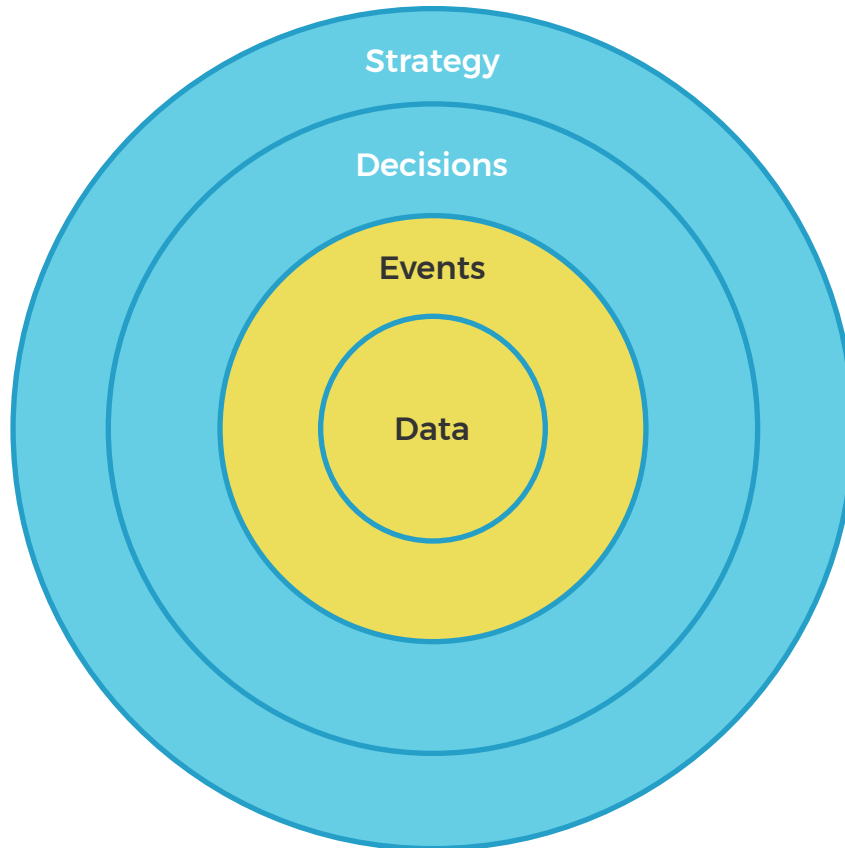
Focused on quality of service

**Thought Leader**

Focused on rallying people around an idea

# Processes

Your processes define the responsiveness of your enterprise to the market



Can be automated



Needs human intervention

How responsive are your business processes?

Your processes rely on a combination of data and decision making. Workflow automation and business applications can impact both.

## **Data**

How extensive is your data map?

## **Events**

How are events triggered in your organisation?

## **Decisions**

How data-driven are the decisions inside your organisation?

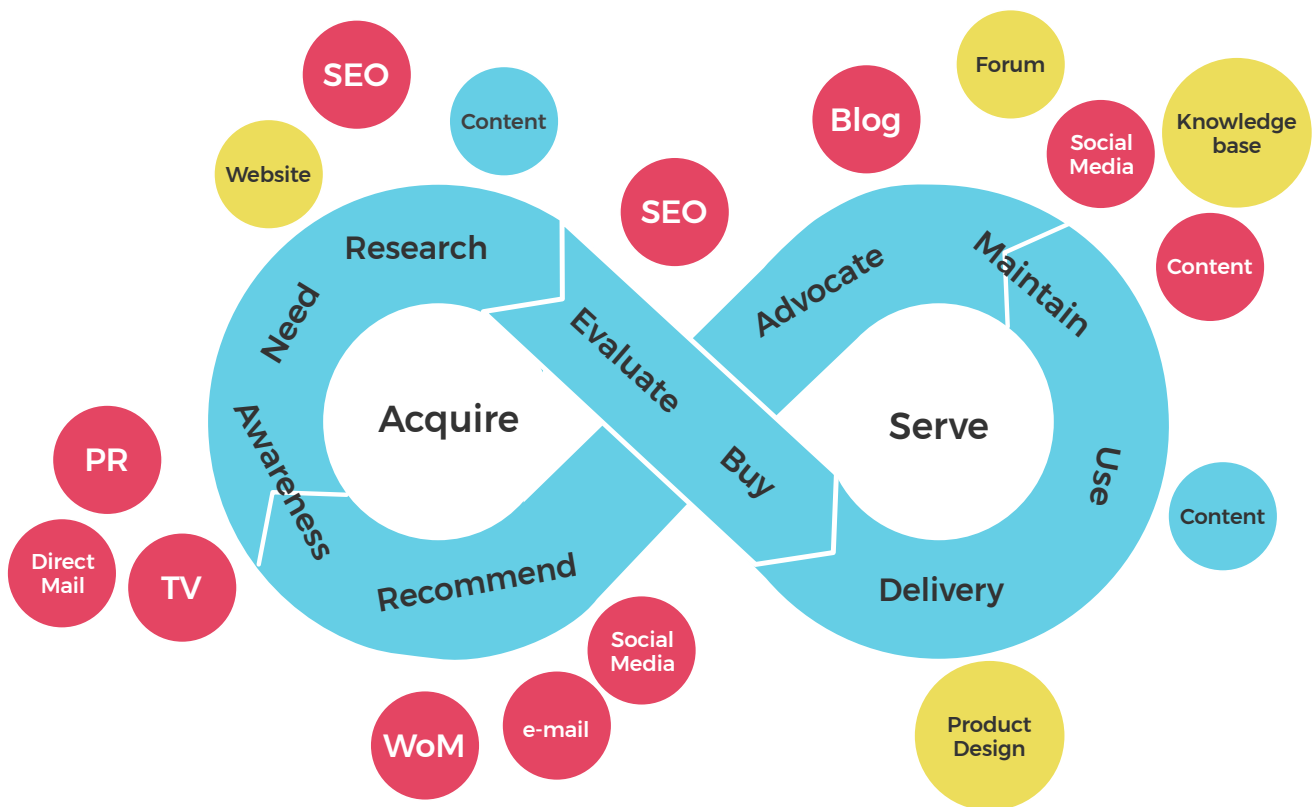
## **Strategy**

How soon can you pivot your strategy based on fresh market information?



# Interfaces

Your customer touchpoints and journeys determine the experiential value of your enterprise



## How integrated are your customer touchpoints?

Your customer's journey and experience along the way determines the success of your enterprise. Your business usually has several touchpoints to interface with your customer.

### **Customer Experience**

Do you have an omnichannel CX strategy? How are your internal processes aligned to delivering customer experiences?

### **Customer Journey**

Do you have a well defined customer journey map? Do you use the data from various touchpoints as feedback for your business processes?

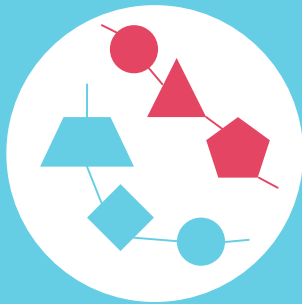
# The Four Levers of Business Agility

Business agility is a prerequisite for digital transformation and innovation



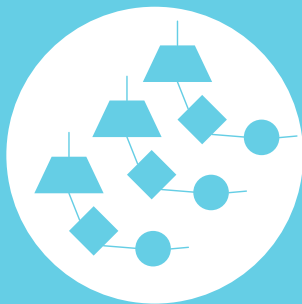
## Mixability

Is about functions. How can your business be defined as 'functional units'? How can these units of the business be 're-mixed' at will? Think APIs.



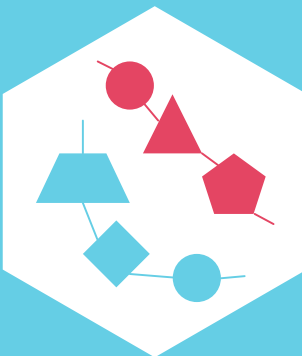
## Flexibility

Is about processes. How quickly can your business processes recombine to adapt to a new market demand? Think workflow automation and business apps.



## Scalability

Size and scale. How rapidly can your business invest resources in a desired direction? Think Cloud.



## Adaptability

Is about interfaces. How quickly can your business adapt its interfaces with both its internal and external customers? Think Omnichannel.

Can you grade your enterprise along these four levers of agility?



Agility is a prerequisite for digital transformation and innovation. WaveMaker helps enterprises become agile.

- De-silo your departments
- Develop business apps
- Deploy apps at scale
- Distribute across the enterprise

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