

# Herzlich willkommen bei RTC-online



**Thema heute, 05.09.2018:**

**„Agil, was nun? – Professionalisierung Agiler Coaches,  
Organisationsentwicklung im agilen Umfeld auf dem  
Weg zur agilen Organisation“**

**Lars Zapf**

**Beginn: 18:00 Uhr**

**Ende: 19:30 Uhr**

## **Bitte beachten:**

Alle Rechte dieser Präsentation liegen bei den ReferentInnen.

Weiterverwendung - auch auszugsweise - bedarf der schriftlichen Zustimmung der ReferentInnen.

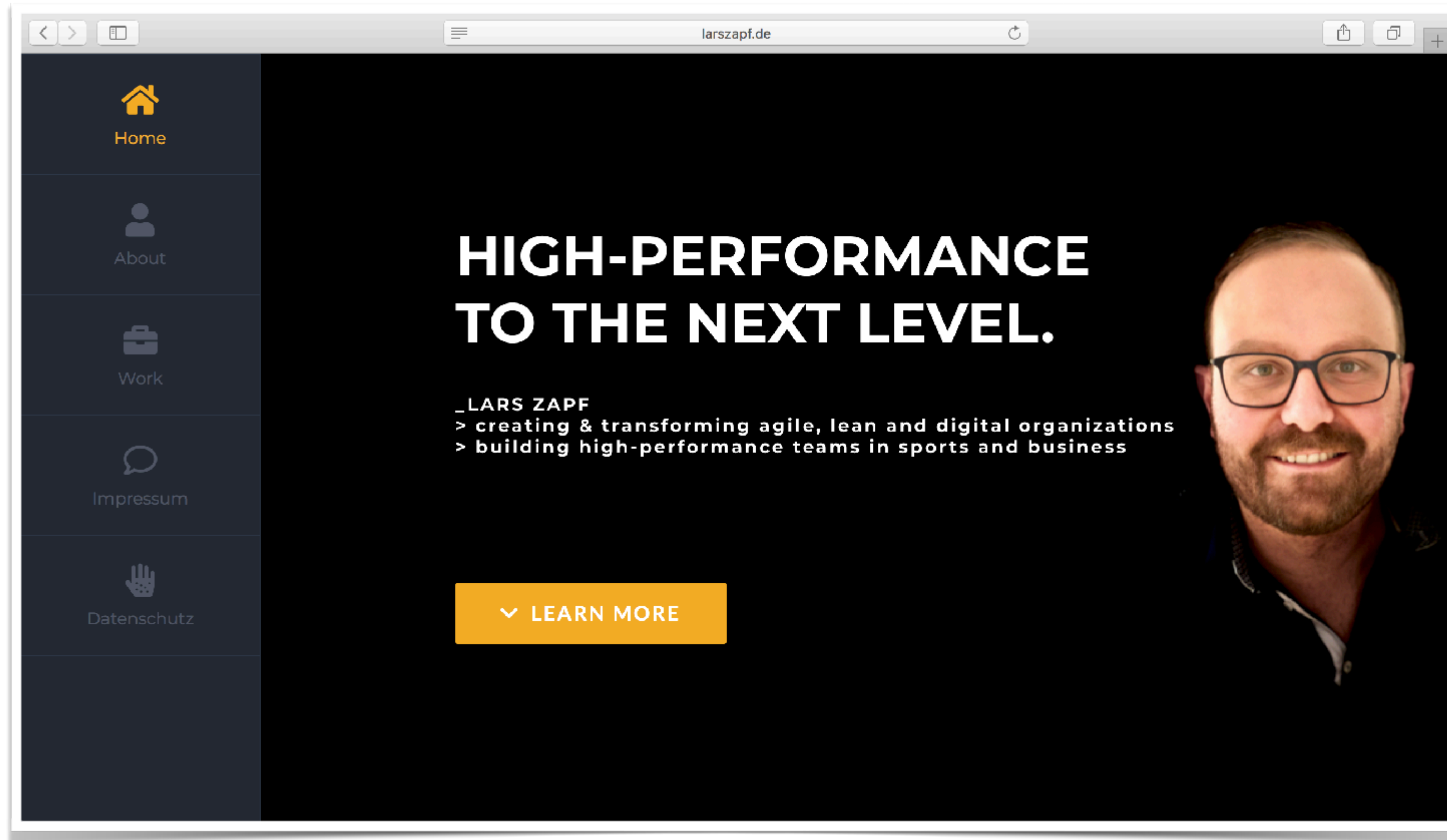
Verlinkungen auf diese Veranstaltungsdokumentation sind möglich und erfolgen ausschließlich auf die Seite <http://www.roundtable-coaching.eu/rtc-online/>

Bei Rückfragen senden Sie bitte eine Email an [online@roundtable-coaching.eu](mailto:online@roundtable-coaching.eu)

Vielen Dank für Ihre Fairness.

**AGIL, WAS NUN? – PROFESSIONALISIERUNG AGILER COACHES;  
ORGANISATIONSENTWICKLUNG IM AGILEN UMFELD AUF DEM WEG  
ZUR AGILEN ORGANISATION**

**// LARS ZAPF, RTC-ONLINE, 05. SEPTEMBER 2018**





The screenshot shows a web browser window with the URL `roundtable-coaching.eu`. The page features the Roundtable logo, a navigation menu with 'RTC-online' highlighted, and a registration form titled 'Anmeldung RTC-online'. The form includes fields for 'Vorname', 'Nachname', and 'E-Mail-Adresse', along with an 'Anmelden' button. The main content area contains three paragraphs of text describing the RTC-online service.

# Roundtable der Coachingverbände

RTC   Über den RTC   Profession Coach   **RTC-online**   RTC-online Archiv   🔍

## RTC-online

**RTC-online** ist ein Angebot des Roundtable der Coachingverbände.

Der RTC ist eine Interessensgemeinschaft der größten und wichtigsten deutschsprachigen Coachingverbände. Ziel des RTC ist es, Coaching in unserer Gesellschaft zu fördern und zur Qualitätssicherung im Coaching beizutragen.

Da Coaching nicht geschützt ist, ist eine fachliche Auseinandersetzung mit allen wesentlichen Aspekten erforderlich. RTC-online bietet diese Möglichkeit.

Wir laden Sie herzlich zu unseren Online-Diskussionsabenden ein. Wir wollen inspirieren, Experten-Know-How auf hohem Niveau austauschen und Coaching-Themen für die Zukunft setzen. Dazu laden wir kompetente Speaker ein, die auch mal den Blick über den Tellerrand hinaus wagen. Bei RTC-online haben Sie Gelegenheit, unterschiedliche Sichtweisen und Methoden zum professionellen Coaching kennenzulernen, Fachdiskussionen mit Experten zu führen und gleichzeitig neue Kontakte zu knüpfen.

### Anmeldung RTC-online

Ja, ich möchte den RTC Online Verteiler mit Einladungen zu den Veranstaltungen und Infos zu RTC abonnieren.

Vorname

Nachname

E-Mail-Adresse

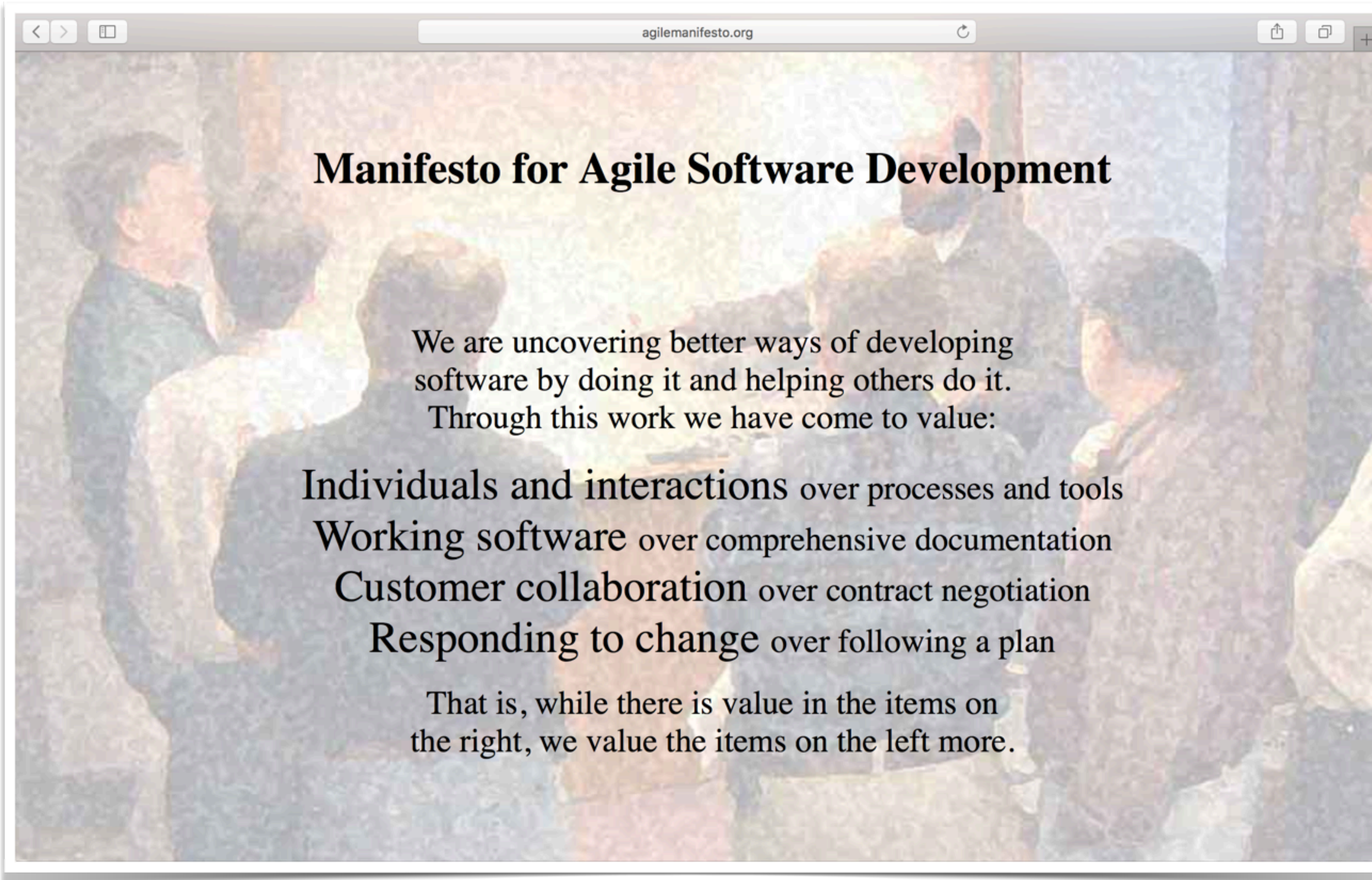
**Anmelden**

**AGIL, WAS NUN? – PROFESSIONALISIERUNG AGILER COACHES;  
ORGANISATIONSENTWICKLUNG IM AGILEN UMFELD AUF DEM WEG  
ZUR AGILEN ORGANISATION**



The screenshot shows the German Wikipedia page for 'VUCA'. The browser address bar displays 'de.wikipedia.org'. The page header includes navigation links like 'Nicht angemeldet', 'Diskussionsseite', 'Beiträge', 'Benutzerkonto erstellen', and 'Anmelden'. A search bar contains the text 'Wikipedia durchsuchen'. The main content area features a banner for 'Wiki Loves Monuments im Europäischen Kulturerbejahr' and the article title 'VUCA'. The article text defines VUCA as an acronym for volatility, uncertainty, complexity, and ambiguity, and discusses its application in business and organizational contexts. Below the text are sections for 'Literatur' and 'Weblinks', each with a list of references. The footer contains a timestamp, a link to 'Abrufstatistik', and a license notice: 'Der Text ist unter der Lizenz „Creative Commons Attribution/Share Alike“ verfügbar; Informationen zu den Urhebern und zum Lizenzstatus eingebundener Mediendateien (etwa Bilder oder Videos) können im Regelfall...'



A screenshot of a web browser displaying the Agile Manifesto website. The browser's address bar shows 'agilemanifesto.org'. The page features a background image of several people in a meeting. The main heading is 'Manifesto for Agile Software Development'. Below it, the text reads: 'We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:'. This is followed by four lines of text, each with a bolded phrase on the left and a comparison on the right: 'Individuals and interactions over processes and tools', 'Working software over comprehensive documentation', 'Customer collaboration over contract negotiation', and 'Responding to change over following a plan'. The final paragraph states: 'That is, while there is value in the items on the right, we value the items on the left more.'

agilemanifesto.org

## Manifesto for Agile Software Development

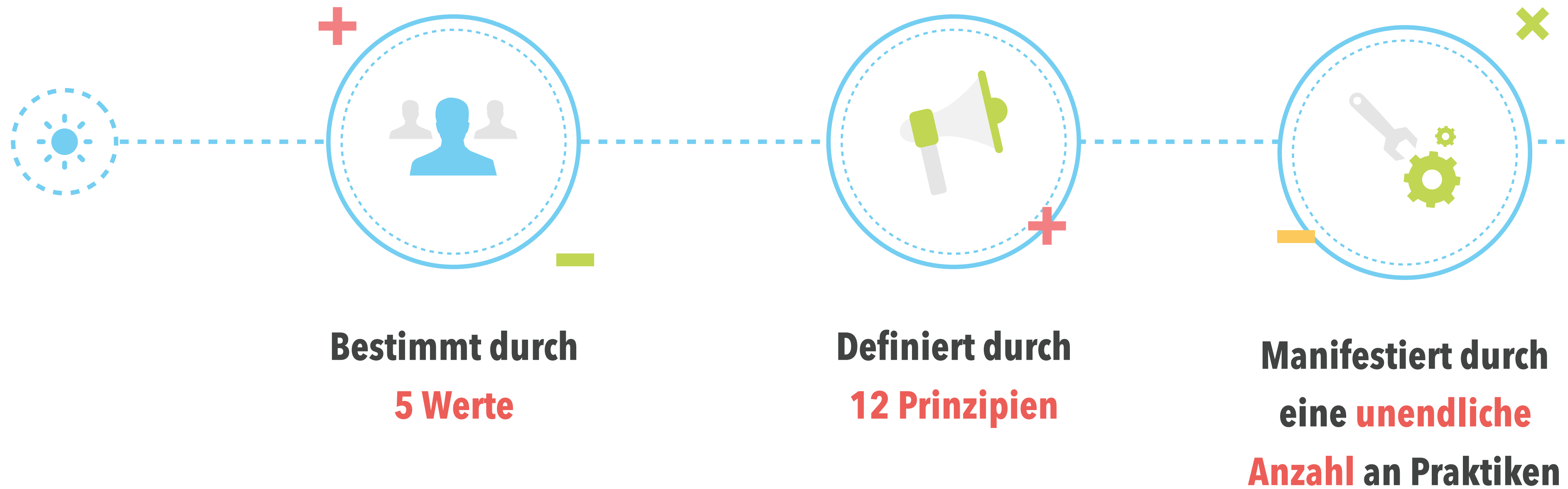
We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:

**Individuals and interactions** over processes and tools  
**Working software** over comprehensive documentation  
**Customer collaboration** over contract negotiation  
**Responding to change** over following a plan

That is, while there is value in the items on the right, we value the items on the left more.



## AGIL IST EINE HALTUNG





The screenshot shows a web browser window with the URL `stateofagile.versionone.com`. The main banner features a dark blue and orange background with the text: "SPONSORED BY COLLABNET VERSIONONE", "WELCOME TO THE LARGEST AND LONGEST-RUNNING AGILE SURVEY IN THE WORLD", "the 13th annual STATE OF AGILE SURVEY", and a "TAKE IT NOW" button.

Below the banner, a section titled "VIEW THE 12TH ANNUAL REPORT" contains three key findings:

- BENEFITS OF AGILE ADOPTION BEING REALIZED**  
Four of the top five reported reasons for adopting agile are also reported in the top five areas most-impacted as the result of adopting agile.
- ORGANIZATIONAL CULTURE MATTERS**  
This year's survey is consistent with that of recent years in that organizational culture stands out as a critical factor in the success of adopting and scaling agile.
- AGILE IS EXPANDING WITHIN THE ENTERPRISE**  
The survey provides indicators that agile adoption is growing within organizations, both more broadly and deeply.

At the bottom, there is a fourth finding: **CUSTOMER SATISFACTION IS OF UTMOST IMPORTANCE**. One of the most notable changes from last year's survey is the importance of Customer/User Satisfaction in measuring success.

The bottom of the page features a graphic with the Collabnet VersionOne logo and a circular diagram with arrows.

Search: hierarchical organization agile organization

### Hierarchical Organization

### Agile Organisation

1070 x 534 - Bilder sind in der Regel urheberrechtlich geschützt. Weitere Informationen

### Agile Corporate Culture | AOE

Agile Culture: Individual Responsibility and Self Determination

Besuchen | Speichern | Gespeicherte Inhalte ansehen | Teilen

Ähnliche Bilder

Hilfe - Feedback geben

#### Traditional Business

#### THEY REALLOCATE THE WORKING TIME OF THEIR TEAMS

#### From organizations as "machines" ... to organizations as "organisms"

#### Moving to the New Organization Model

	Today	Future
Organization Structure:	Hierarchical business functions	Projects, events, teams, ad-hoc services
Teams and Projects:	Teams focused, clearly own tasks	Teams assemble and stop working
Job and Roles:	Job descriptions, job search, job titles	Assignments, tasks, expert roles
Management:	Managers "own" teams	Managers manage

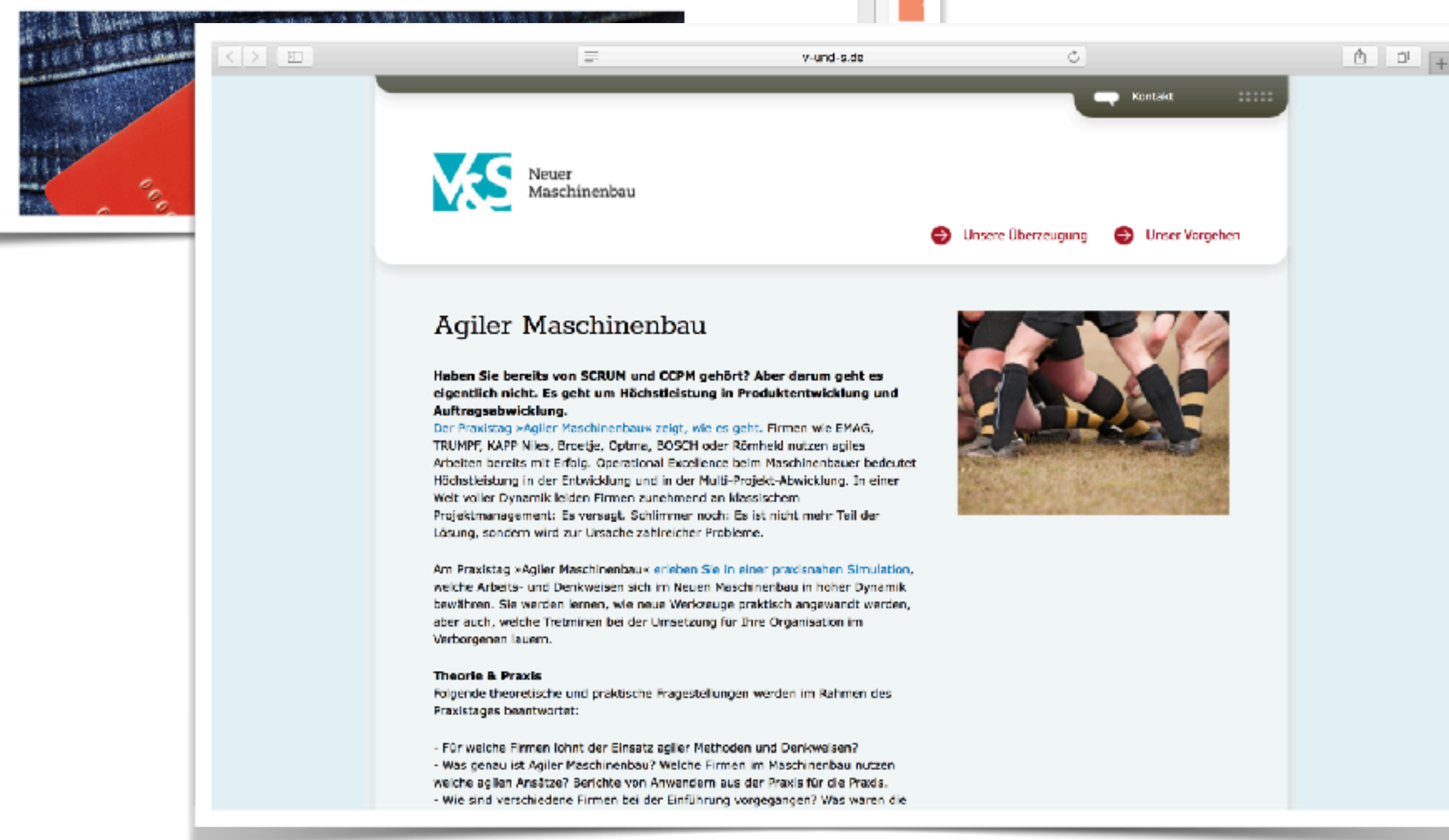
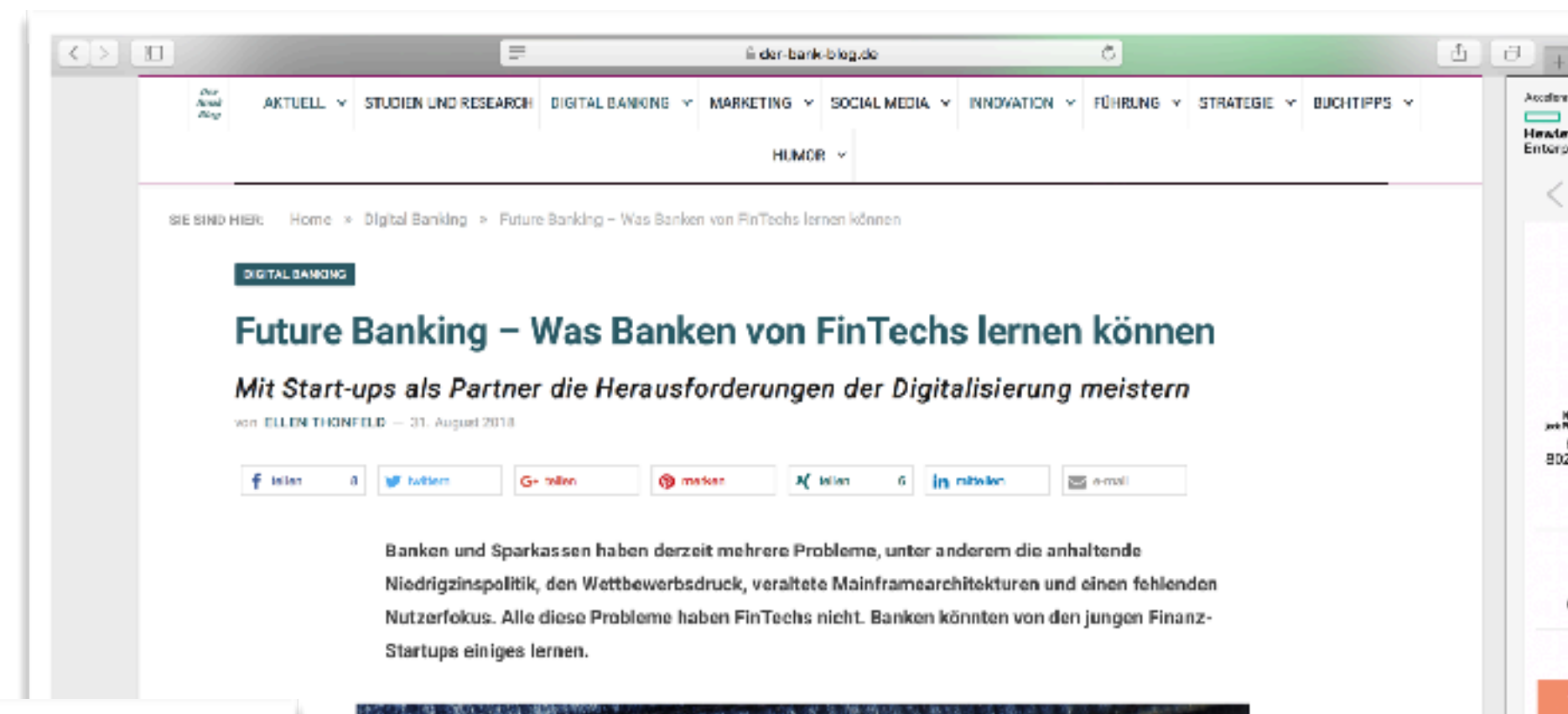
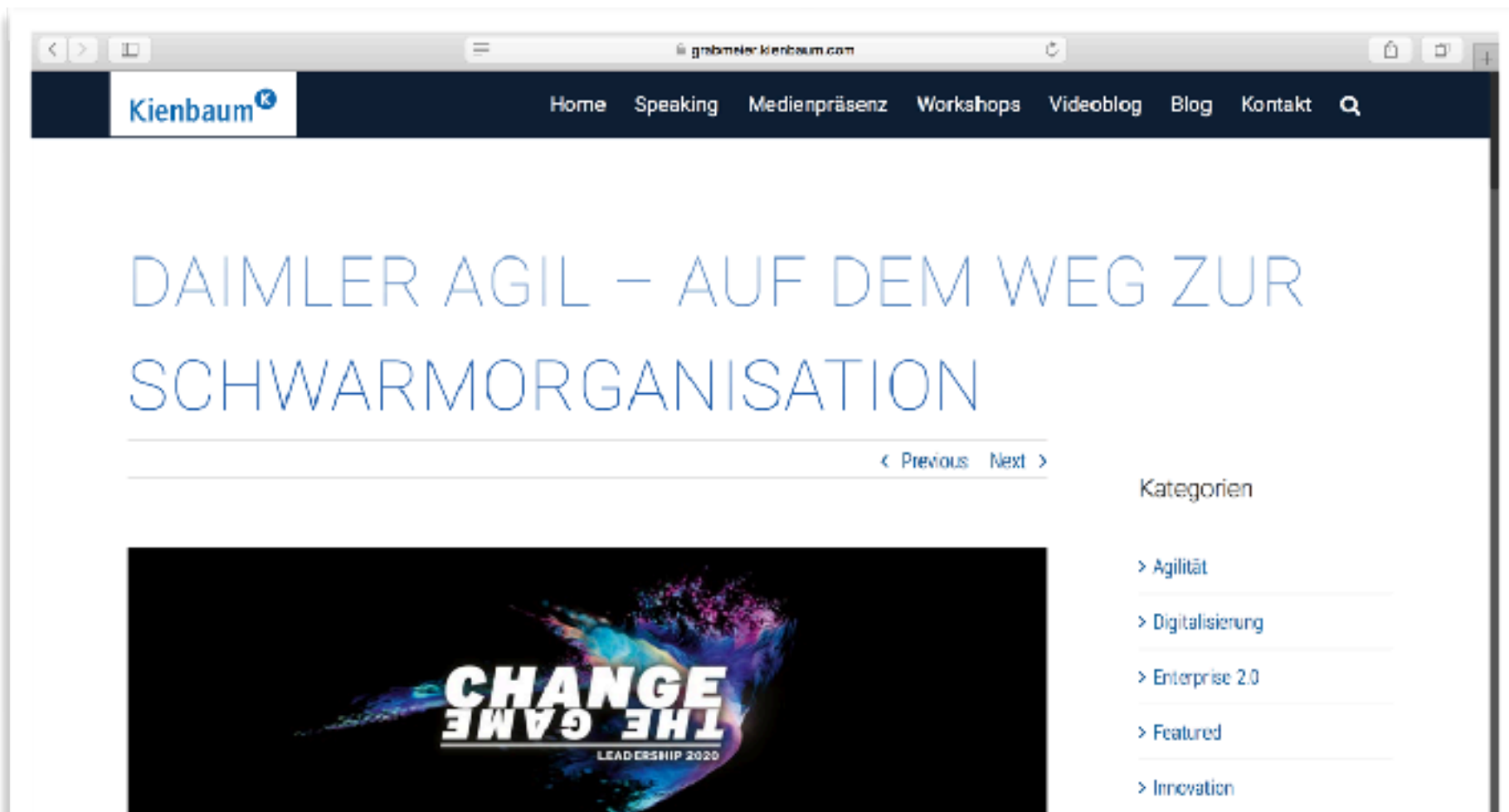
#### Growth of Agile Business

Enterprise Coordinator provides business units with clear goals and support services like finance, marketing and IT services

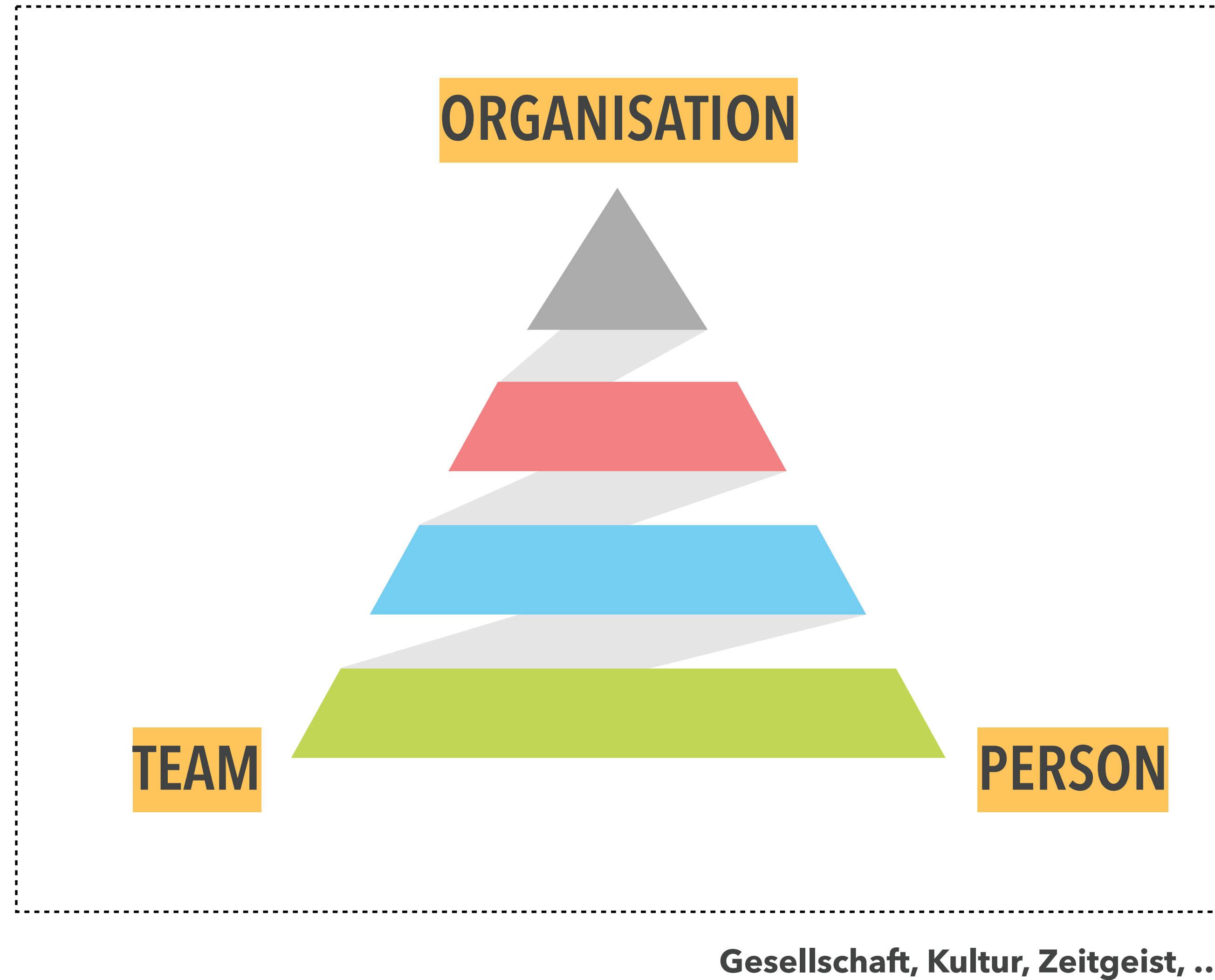


# SERVANT LEADERSHIP



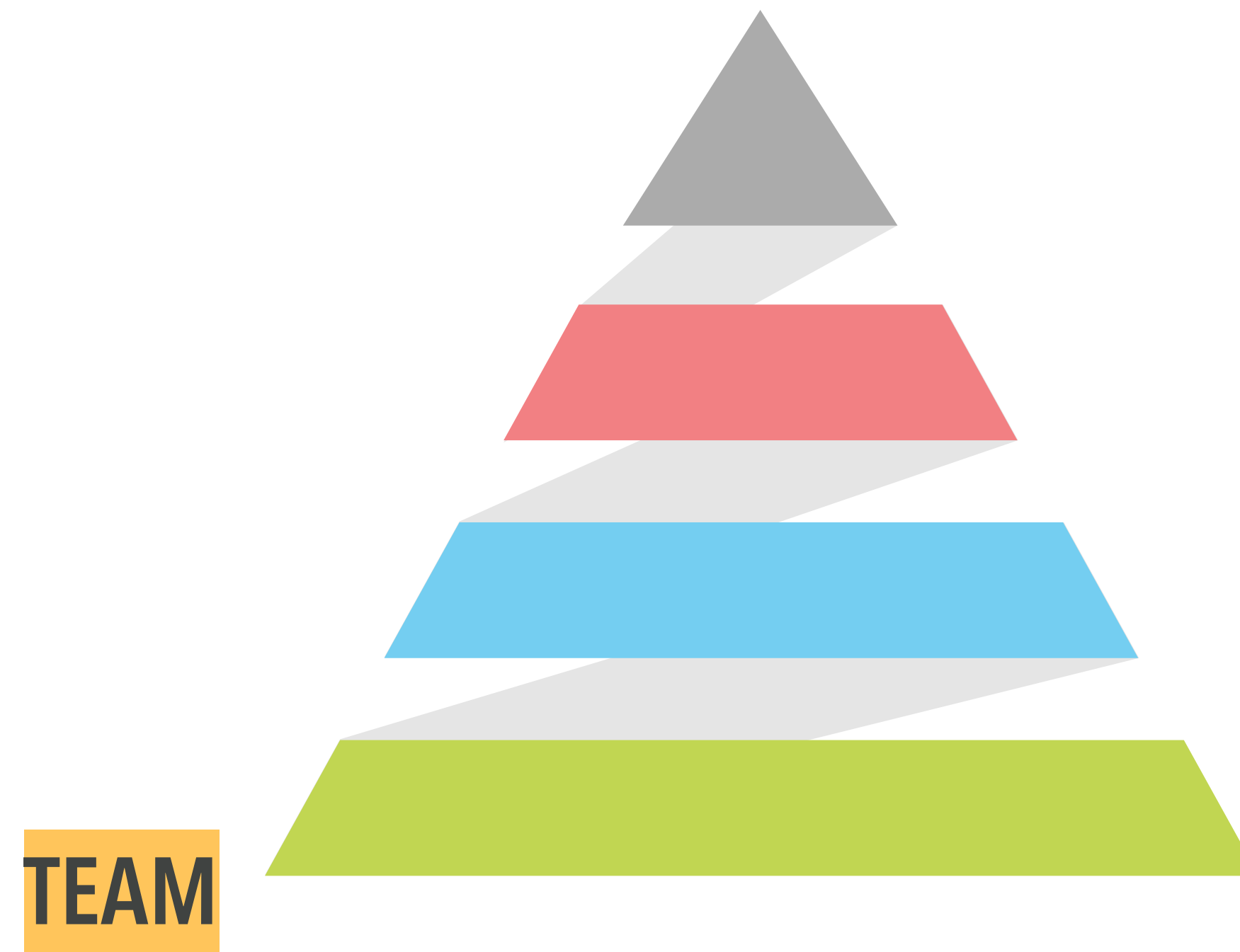


**OE IST IMMER IM  
KONTEXT ZU SEHEN**





**OE IST IMMER IM  
KONTEXT ZU SEHEN**



The screenshot shows the Scrum Inc. website with a central infographic titled "Scrum's Simple Rules" (3 Roles • 5 Events • 3 Artifacts). The infographic uses gears to represent these elements:

- 3 Roles (Teal Gears):**
  - Product Owner:** Voice of the Customer, Vision, Known Stable Interface.
  - Scrum Master:** Stable Process, Continuous Improvement.
  - Team:** Competency, Knowledge, Value.
- 5 Events (Red Gears):**
  - Sprint:** Fixed duration, Container for events.
  - Sprint Planning:** Sprint Backlog, Re-plan.
  - Daily Scrum:** Re-plan.
  - Backlog Refinement:** Get Backlog ready.
  - Sprint Review:** Product Increment, Velocity, Feedback.
  - Retrospective:** Kaizen.
- 3 Artifacts (Orange Gears):**
  - Product Backlog:** Vision, Priorities.
  - Sprint Backlog:** Known Work, Capacity.
  - Product Increment:** Sum of Completed Work, "Done".

Below the infographic, it states: "Without the 3-5-3 you are not doing Scrum." and includes the Scrum Inc. logo.

On the left side of the page, there are social media share buttons for Facebook (0 shares), Twitter (3 shares), LinkedIn (0 shares), and Google+ (0 shares).

On the right side, there are "Log In with:" buttons for Facebook, Google, and Twitter.

The browser address bar shows "scruminc.com". The navigation menu includes Home, Training, Consulting & Coaching, Online Learning, Blog, and About Us.

Importance of the 3 Roles

## DAS BEDEUTET FÜR DIE TEAMS

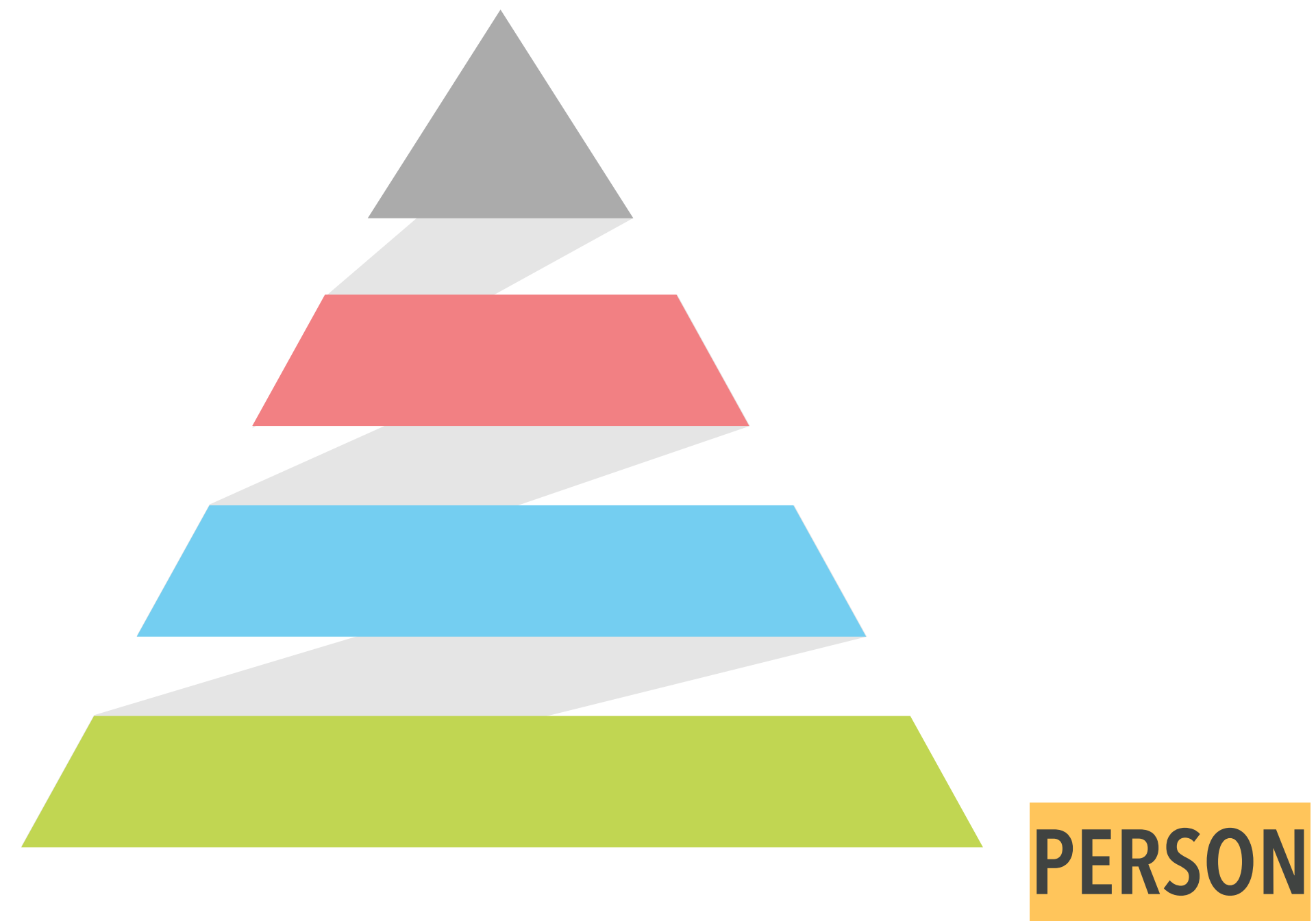
- **Selbstorganisation, pull statt push**
- **Selbstverwaltung**
- **Permanente Validieren von Hypothesen und Transparenz**
- **Interdisziplinarität und end-zu-end Befähigung**
- **Leanes Denken und just-in-time Lieferung**
- **Permanente Verbesserung und Anpassung**
- **Servant Leadership und Mindsetarbeit**

**BEWÄHRTE PRINZIPIEN, DIE IN IHRER  
KOMBINATION DAS NEUE AUSMACHEN**



The screenshot shows the Retromat website interface. At the top, there is a navigation bar with the Retromat logo, a language dropdown menu set to 'English (133 activities)', and links for 'Blog | Books | About'. The main content area features a light blue patterned background with the following text: 'Planning your next agile retrospective? Start with a random plan, change it to fit the team's situation, print it and share the URL. Or browse around for new ideas!' and 'Is this your first retrospective? [Start here!](#)'. Below this is a green section with a subscription form: 'Join 1500+ subscribers and get new activities & tips for retrospectives in your inbox!' followed by an input field for 'Your email address', a 'Subscribe' button, and links for 'Wondering what content you'll get? [Look at past emails](#) | [Privacy Policy](#)'. The next section is light green and displays 'Current ID: 122-19-8-88-112' with icons for a pie chart and a magnifying glass. To the right is a sponsor logo for 'EMENDARE' with the tagline 'POSITIVE KRÄFTE ENTFESSELN'. The bottom section has a dark green background and features the title 'Positive and True (#122)' with a 'SET THE STAGE' link. The text describes a game where participants ask tailored questions to boost energy, such as 'What have you done really well in the last iteration?' and 'What is something that makes you really happy?'. The source is cited as 'Veronika Kotrba and Ralph Miarka, adapted from Nancy Kline'.

**OE IST IMMER IM  
KONTEXT ZU SEHEN**





scrumguides.org

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- Purpose of the Scrum Guide
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  - Sprint Backlog
  - Increment
- Artifact Transparency
  - Definition of "Done"
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- Acknowledgements
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  - History

• Ensuring the Product Owner knows how to arrange the Product Backlog to maximize value;

• Understanding and practicing agility; and,

• Facilitating Scrum events as requested or needed.

### Scrum Master Service to the Development Team

The Scrum Master serves the Development Team in several ways, including:

- Coaching the Development Team in self-organization and cross-functionality;
- Helping the Development Team to create high-value products;
- Removing impediments to the Development Team's progress;
- Facilitating Scrum events as requested or needed; and,
- Coaching the Development Team in organizational environments in which Scrum is not yet fully adopted and understood.

### Scrum Master Service to the Organization

The Scrum Master serves the organization in several ways, including:

- Leading and coaching the organization in its Scrum adoption;
- Planning Scrum implementations within the organization;
- Helping employees and stakeholders understand and enact Scrum and empirical product development;
- Causing change that increases the productivity of the Scrum Team; and,
- Working with other Scrum Masters to increase the effectiveness of the application of Scrum in the organization.

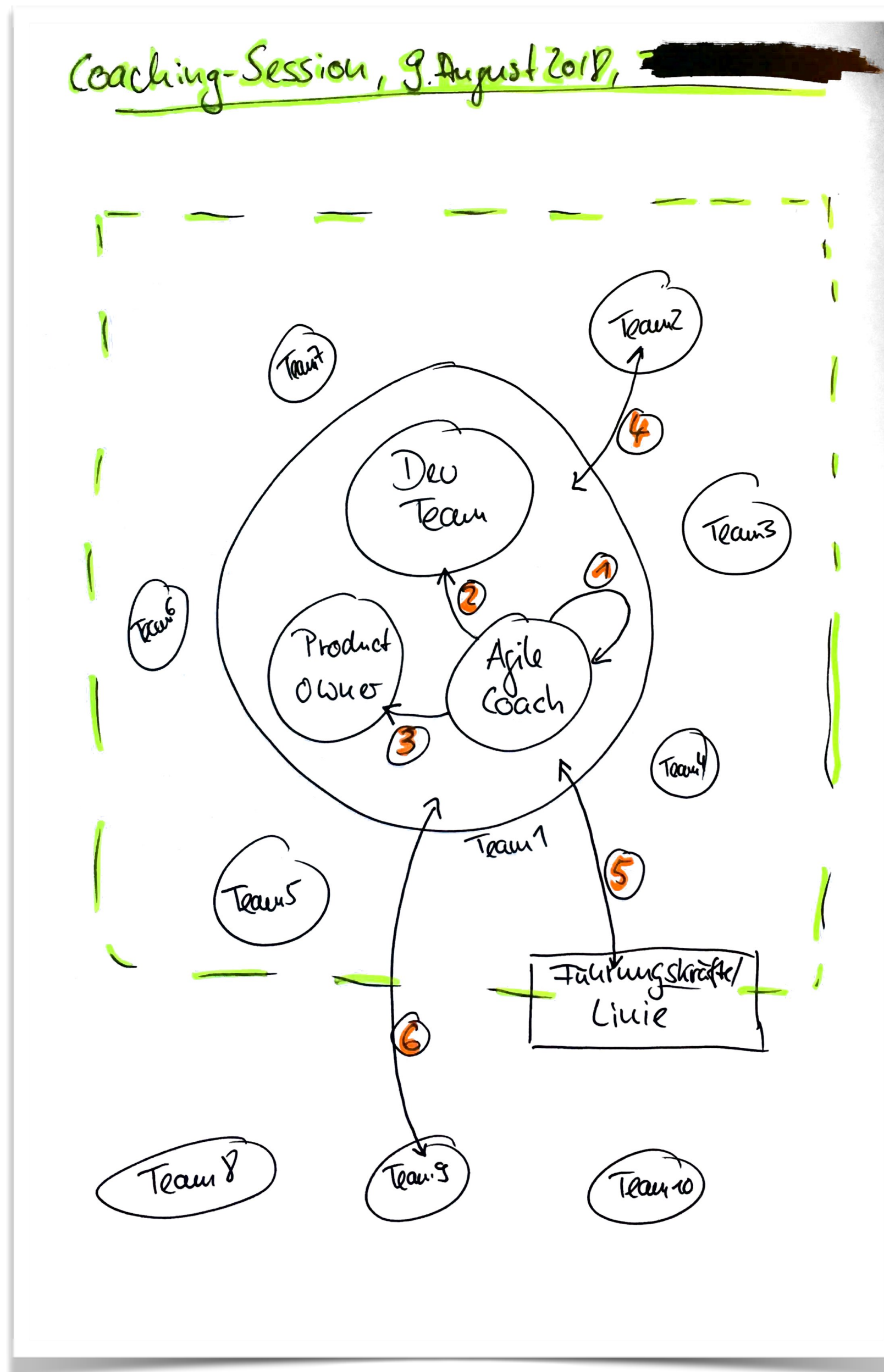
## Scrum Events

Prescribed events are used in Scrum to create regularity and to minimize the need for meetings not defined in Scrum. All events are time-boxed events, such that every event has a maximum duration. Once a Sprint begins, its duration is fixed and cannot be shortened or lengthened. The remaining events may end whenever the purpose of the event is achieved, ensuring an appropriate amount of time is spent without allowing waste in the process.

Other than the Sprint itself, which is a container for all other events, each event in Scrum is a formal opportunity to inspect and adapt something. These events are specifically designed to enable critical transparency and inspection. Failure to include any of these even results in reduced transparency and is a lost opportunity to inspect and adapt.

## The Sprint

The heart of Scrum is a Sprint, a time-box of one month or less during which a "Done", useable, and potentially releasable product Increment is created. Sprints have consistent durations throughout a development effort. A new Sprint starts immediately after the





The screenshot shows a web browser window with the URL `zoe-online.owlit.de`. The page features the Owlit logo and the title 'OrganisationsEntwicklung' with the subtitle 'Zeitschrift für Unternehmensentwicklung und Change Management'. A navigation bar includes links for 'AKTUELLES', 'ZEITSCHRIFT', 'INHALTE', 'DATENBANK', 'VERANSTALTUNGEN', 'SERVICE', and 'MEDIASALES'. Below the navigation bar, there are search-related links: 'Recherche-Startseite', 'Letztes Suchergebnis', 'Letztes geöffnetes Dokument', and 'Bibliothek'. On the left side, there is a sidebar with the 'Handelsblatt FACHMEDIEN' logo and a search result for 'ZOE Zeitschrift Organisations Entwicklung'. The main content area shows a search result for 'Klassiker der Organisationsforschung (29)' by Thomas Klug. The article is from 'ZOE vom 15.07.2018, Heft 03, Seite 90 - 97, ZOE1273664'. The article title is 'Klassiker der Organisationsforschung (29)' and the author is 'Thomas Klug'. There is a link for 'Mehr Autoreninfos'. Below the article title, there is a section for 'Artikel-Inhalt' with a list of topics: 'Mit dialogischer Haltung auf Sinnsuche in Organisationen', 'Fragmentierung', 'Denken und Wahrnehmung', 'Bewusstsein als subjektive Beziehung zur Welt', 'Weltbild und Ganzheit', and 'Explizite und implizite Ordnung'. There is also a link for 'Dialogische Haltung'.

The thumbnail shows the cover of the current issue of the journal 'OrganisationsEntwicklung'. The cover is green and features the title 'OrganisationsEntwicklung' at the top. The main title on the cover is 'Leistungs-FREUDE' with the subtitle 'Entwickeln aus dem Spiel'. Below the title, there is a list of articles with their page numbers: '1. ...', '3. ...', and '10. ...'. At the bottom of the thumbnail, there is a link that says '» zum Inhalt'.

## DIALOGISCHE HALTUNG

- Haltung und Grundeinstellung führt nicht zu Fragmentierung
- Neugierig, lernen, erkunden
- Andere überzeugen und mitnehmen, nicht nieder diskutieren
- Bewusst werden über die eigenen Annahmen
- Kohärenz in Denken und Handeln
- Vom Herzen sprechen, nicht als Funktionsträger

**KERNQUALIFIKATION IM  
AGILEN KONTEXT**

**OE IST IMMER IM  
KONTEXT ZU SEHEN**

**ORGANISATION**





### Case Study: 3M-HIS

**Executive Meta Scrum**

**CCPO MS**

**SoSoS**

**CoP**

**CR**

**EAT**

**People Ops**

*Knowledge Teams (on Teams)*

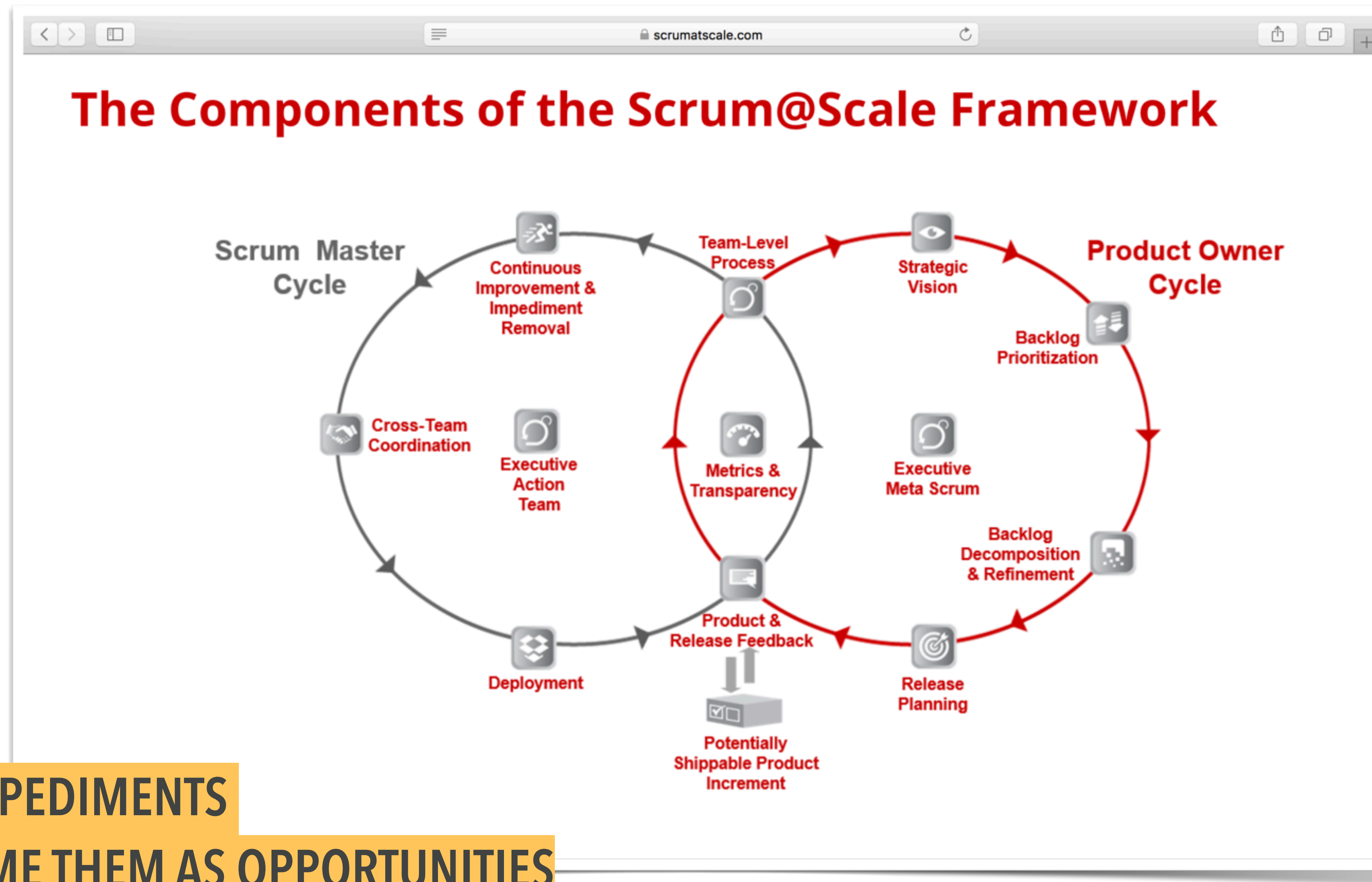
*Infrastructure Teams (on Teams)*

- CR** Customer Relations and Intelligence
- CoP** Communities of Practice
- People Ops** People Operations (Agile HR)

scruminc.

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**IDENTIFY IMPEDIMENTS  
AND REFRAME THEM AS OPPORTUNITIES**



## THE EXECUTIVE ACTION TEAM

For example, if there is a traditional Product Development Life Cycle in the old organization, a new agile Product Development Life Cycle needs to be created, implemented, and supported. It will typically support quality and compliance issues better than the old method but be implemented in a different way with different rules and guidelines. The EAT ensures that a Product Owner organization is created and funded and that this organization is represented on the EAT to support these efforts.

The EAT is accountable for the quality of Scrum within the organization. Its responsibilities include but are not limited to:

- creating an agile operating system for the Reference Model as it scales through the organization, including corporate operational rules, procedures, and guidelines to enable agility.
- measuring and improving the quality of Scrum in the organization.
- building capability within the organization for business agility.
- creating a center for continuous learning for Scrum professionals.
- supporting the exploration of new ways of working.

Finally, the EAT must set up and support a corresponding Product Owner organization through associations of PO's that mirror the SoS's and scale their PO functions. These teams of PO's and key stakeholders are known as



## AGIL IST EINE HALTUNG – WARUM UNTERNEHMEN BEI DER EINFÜHRUNG SCHEITERN, WENN SIE AGILITÄT ALS EIN SET VON METHODEN VERSTEHEN

17. Juli 2018 | [Karriere-Tipps](#) | [Gastautor](#) | Keine Kommentare



### Gastautor

In regelmäßigen Abständen schreiben Gastautoren für den Hays-Blog: die Speaker des Hays-Forum, Wissenschaftler und Forscher, freie Redakteure, sowie Kooperationspartner.

Wir schreiben das Jahr 2002. Das [Agile Manifest](#) ist erst wenige Monate alt. Auf der CeBIT präsentiert das Unternehmen T-Systems seine neue [Handheld-Lösung](#) Ron Sommer und Steve





After piloting and iterating on our work, we came up with a four-step approach to business-driven organizational change we call "ChangeRules." Four analytical questions drive this approach:

These questions create a common language around change, and brings together change strategy with change process.

**Phase 1**  
Why?

The need for change. This is "why" this change is happening.

**Phase 2**  
What?

The vision for the change (future state, "what" you want to do).

**Phase 3**  
Who?

Key/ critical stakeholders "who" are impacted by the change.

**Phase 4**  
How?

"How" the change will be executed (feedback loops & measurement).

Decision Validation      Alignment      Engagement

**re:Work**

**Phase 1 - "WHY?"**

The screenshot shows a web browser window with the URL `zoe-online.owlit.de`. The page features the Owlit logo with the tagline "Suchen. Finden. Wissen." and the journal title "OrganisationsEntwicklung" with the subtitle "Zeitschrift für Unternehmensentwicklung und Change Management". A navigation menu includes "AKTUELLES", "ZEITSCHRIFT", "INHALTE", "DATENBANK", "VERANSTALTUNGEN", "SERVICE", and "MEDIASALES". Below the menu, there are links for "Recherche-Startseite", "Letztes Suchergebnis", "Letztes geöffnetes Dokument", and "Bibliothek".

On the left side, there is a sidebar with the "Handelsblatt FACHMEDIEN" logo and a section for "ZOE Zeitschrift Organisations Entwicklung". Below this, there are buttons for "Gefundenes Dokument" and "Verwandte Dokumente".

The main content area shows navigation buttons for "VORHERIGER TREFFER" and "NÄCHSTER TREFFER", along with "Drucken" and "Vollbild" options. The article title is "Agil agiler werden" with the subtitle "Agilität in der Organisationsentwicklung". The authors are listed as "Mag. Alexander Chenet / Mag.a Nina Obermayer / Mag. Bernhard Pieber". A link for "Mehr Autoreninfos" is provided.

The article text begins with: "Agilität bedeutet, sich an sich verändernde Umwelten rasch anpassen zu können. Durch Agilität werden festgefahrene, große Projekte wieder auf Kurs gebracht. Agile Organisationen haben einen wesentlichen Vorteil – aber wie werden Organisationen agil? Jedenfalls nicht durch klassisches top-down Change Management, sondern durch einen Weg, der selbst schon agil gestaltet ist."

At the bottom, there is a section titled "Artikel-Inhalt" with a sub-item "Neuer Weg oder Hype?". A "TOP" button is located in the bottom right corner.





**„IN POTENTIALENTFALTUNGSGEMEINSCHAFTEN  
GIBT ES KEINE HIERARCHISCHEN ORDNUNGEN  
MEHR.“**

**\_GERALD HÜTHER**

## TOP MYTHS ABOUT AGILE

- Agile is a silver bullet.
- Agile is anti-documentation.
- Agile is anti-planning.
- Agile is undisciplined.
- Agile requires a lot of rework.
- Agile is anti-architecture.
- Agile doesn't scale.
- Agile is new.
- Implementing agile is easy.
- Agile has no hierarchy.
- In an agile team everybody has the skills to do anything.
- Agile gives instant benefit.
- Agile only relates to software delivery.
- Agile should replace everything all at once in a big bang transformation.
- Agile doesn't work for fixed deadline projects.
- Agile doesn't work on Brownfield projects.
- Agile doesn't work on Greenfield projects.
- Now is not the right time.

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**„MAN KANN  
NUR AGIL  
AGILER  
WERDEN.“**





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"By not following your true passion, you live  
other people's life. Change, now!!"

### **SUCCESS STORIES**

- #1 at Race Across America (RAAM) with XXL CO-CREATIVE TEAM
- brand eins 03/15 with lexoffice.de
- Top 10 iTunes App Store with Deutsche Telekom
- Best-Practice IT-Unternehmern with Simprove GmbH

### **CLIENTS**

Obama-Wahlkampfteam, TechCrunch, WordPress, die Nachrichtenagenturen ANSA in Rom und EFE in Madrid, Deutsche Telekom, T-Systems, Deutsches Forschungszentrum für Künstliche Intelligenz (DFKI), DATEV, die Landesbanken Hessen-Thüringen (LTH, IBH) und Baden- Württemberg (LBBW), Intershop, Haufe Lexware, Kultusministerium Sachsen, Freistaat Thüringen, EnBW, Yello Strom, Media-Saturn Deutschland, r.s.p., powercloud