

# How can Technology keep Businesses Agile Post-Brexit?

# Businesses Agile Post-Brexit?

- There are many ways we can assess how our business processes and technological developments/solutions support us to be/become more agile.
- However, some approaches miss a key aspect, it's not surprising, as we just don't see what we are missing!
- We will share a tried and tested method, then highlight the potential 'blind-spot'.

**Don't get blind sided by your own Enabling Technology or Business Processes**

# What is PESTLE<sup>1</sup>

**Political:** These factors determine the extent to which a government may influence the economy.

**Economic:** These factors are determinants of an economy's performance that directly impacts a company and have resonating long term effects.

**Social:** These factors scrutinize the social environment of the market, and gauge determinants like cultural trends, demographics, population analytics etc.

**Technological:** These factors pertain to innovations in technology that may affect the operations of the industry and the market favourably or unfavourably.

**Legal:** These factors have both external and internal sides. There are certain laws that affect the business environment in a certain country while there are certain policies that companies maintain for themselves.

**Environmental:** These factors include all those that influence or are determined by the surrounding environment. This aspect of the PESTLE is crucial for certain industries particularly for example tourism, farming, agriculture etc.

# Focus on Technological

## Technological<sup>1</sup>

These factors pertain to innovations in technology that may affect the operations of the industry and the market favourably or unfavourably. This refers to automation, research and development and the amount of technological awareness that a market possesses.

## Technological<sup>2</sup>

Competing technology development  
Research funding  
Associated/dependent technologies  
Replacement technology/solutions  
Maturity of technology  
Manufacturing maturity and capacity  
Information and communications  
Consumer buying mechanisms/technology  
Technology legislation  
Innovation potential  
Technology access, licencing, patents  
Intellectual property issues  
Global communications

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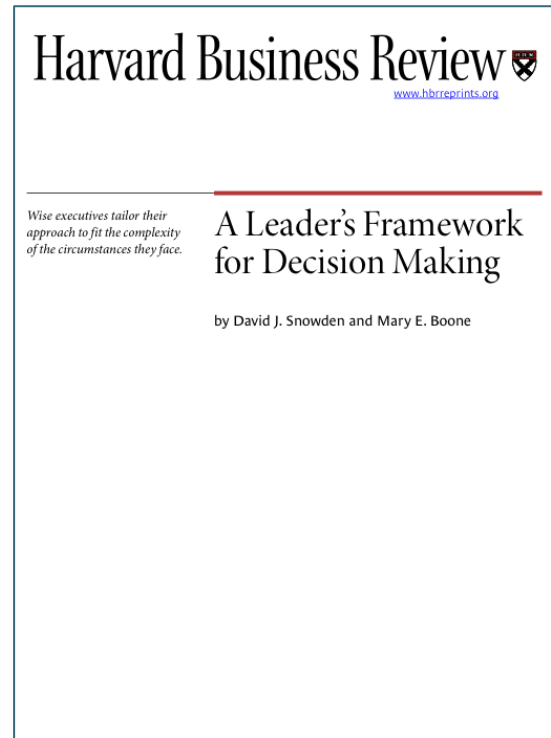
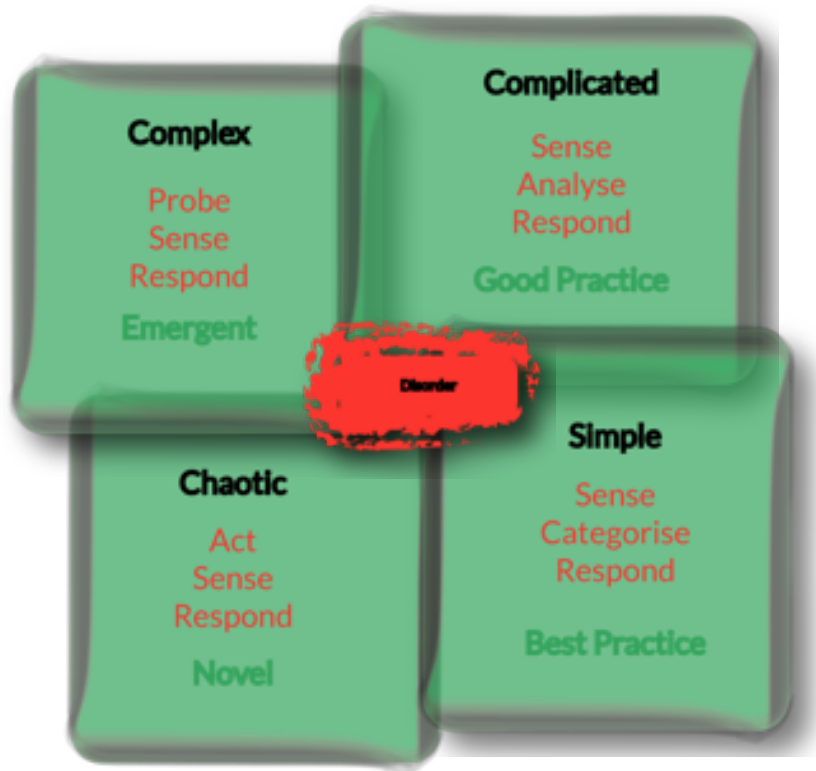
**These issues are important, however they miss something that is critical if you wish to avoid being blind sided.**

**Especially so in the context of BREXIT!!!**

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# Responding to different contexts

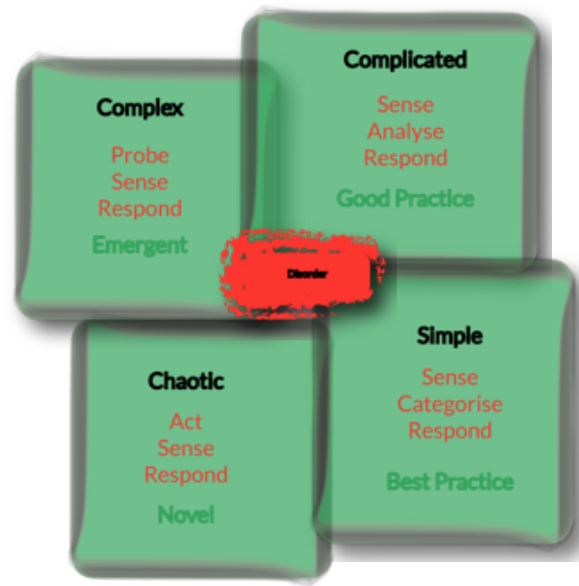


<https://hbr.org/2007/11/a-leaders-framework-for-decision-making>

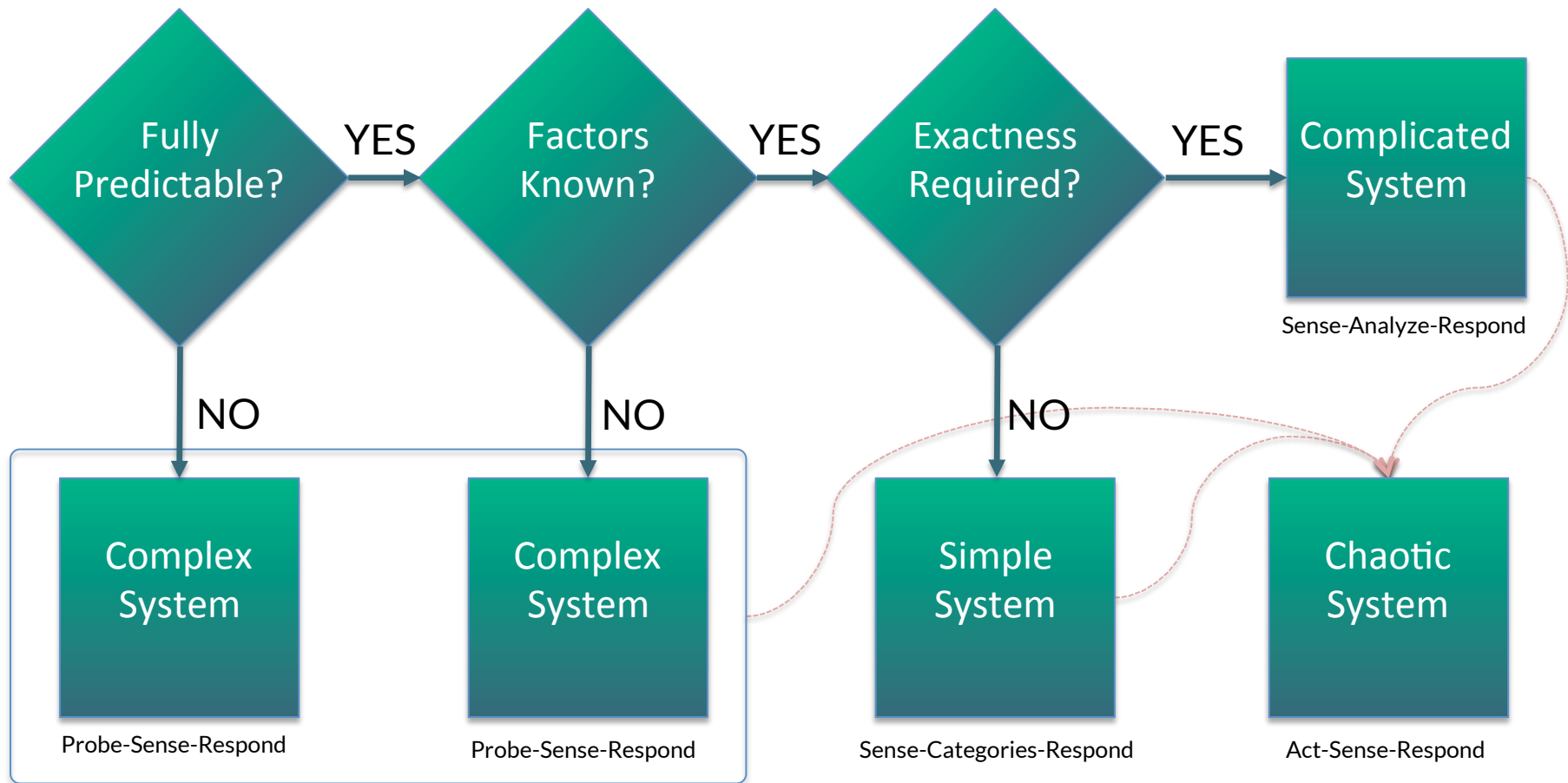
# Organizational Contexts Complex or Complicated?

Rick Nason, an Associate Professor of Finance at Dalhousie University's Rowe School of Business, explains:

- If you manage **complex** things as if they are merely **complicated**,  
**you're likely to be setting your company up for failure!!!**
  - NB: Complex or Complicated is NOT captured explicitly in PESTLE!!!



# Decision Making Process







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Videos, Papers, Books and Tools are referenced in the  
Supporting Material Section that follows

# Scrum is an example of agile team management?

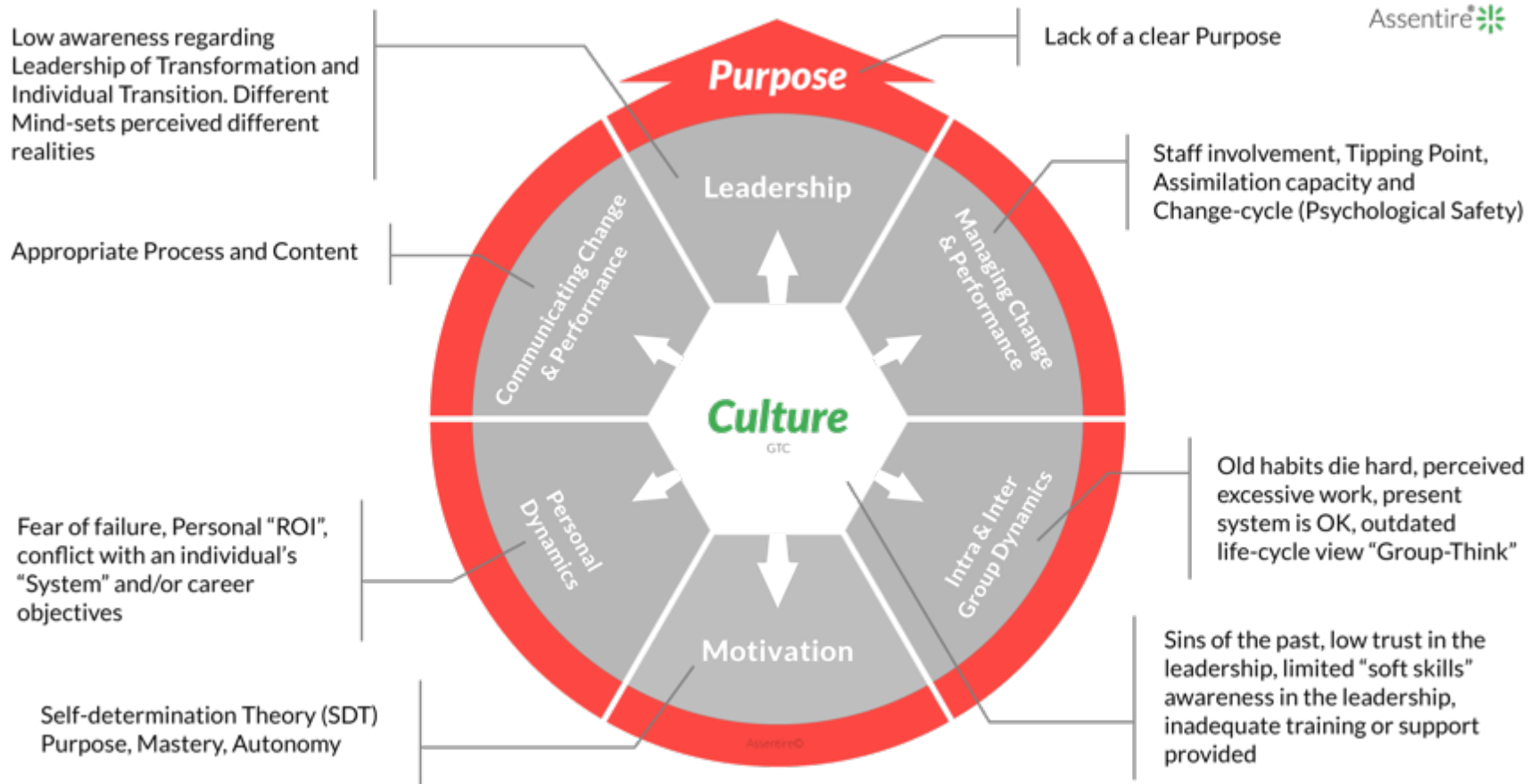


Free to download and only 18 pages  
<https://bit.ly/2F7HKxd>

## Definition of Scrum Scrum (n):

A framework within which people can address **complex adaptive problems**, while productively and creatively delivering products of the highest possible value.

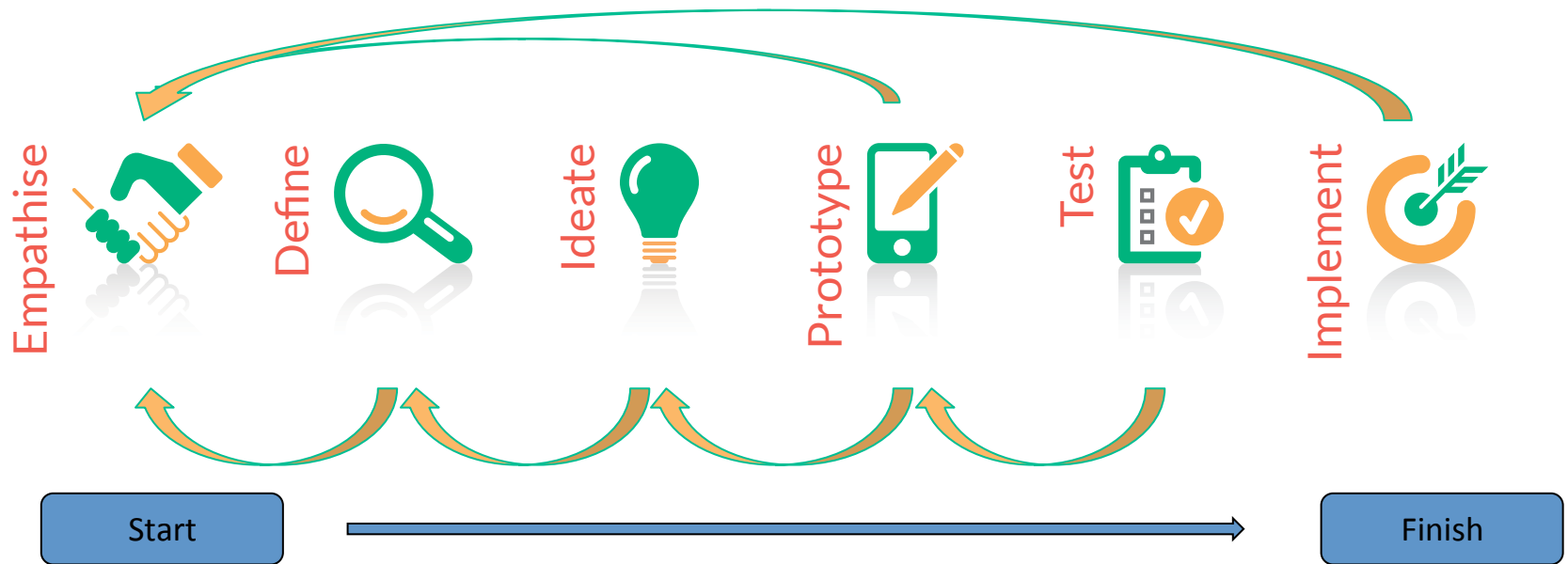
# Behavioural Change symptoms were often thought of as 'Resistance To Change', but RTC is often not the root-cause!





# Design Thinking might help

What if we used Design Thinking to understand the different perspectives of the many stakeholders?



# Further Watching

<https://getagilemindsets.com/videos>

Amy Edmondson  
Psychological Safety  
Building a psychologically safe workplace



<https://www.youtube.com/watch?v=UuU0t000000>



Inge Thulin  
3M CEO #16  
"Nordic Leadership at a Large American Corp."



<https://www.youtube.com/watch?v=UuU0t000000>



Dan Pink  
DRIVE  
The puzzle of motivation



<https://www.youtube.com/watch?v=UuU0t000000>



Jim Tamm  
Collaboration  
Don't Be So Defensive!



<https://www.youtube.com/watch?v=UuU0t000000>



Rod Willis  
Collaboration  
Collaboration in the workplace



<https://www.youtube.com/watch?v=UuU0t000000>

