



# Ways of Working: Agile Everywhere 2018

## Who is it for?

This programme is aimed at managers, directors and high potentials.

## What is the objective of this programme?

The WOW programme: Agile Everywhere aims to provide participants with the tools to be able to compete in a world where digital innovators have created high expectations for customers and that requires companies, which seek to respond more quickly to changing requirements of the clients, find a new way of working.

To achieve an interconnected and customer-focused organization, we want to adopt an agile model from end to end, and with new ways of working in order to accelerate and improve its response capacity to clients.

## Content

Together with great experts in this area, we have designed a course that will answer three main questions:

**Why:** Why have other companies opted for the Agile Ways of Working, why should Telefónica opt for this methodology? Why is it necessary to deploy Agile Ways of Working in a company that is experiencing a digital transformation?

**How:** How is it necessary to structure a company so that it can opt for the Agile Ways of Working in the most effective and efficient way? What are the bases to achieve it? Here we will focus on the structural, cultural and organizational changes.

**What:** How does it work at the operational level and what are the basic concepts and tools of the Agile Ways of Working? For this, several examples and cases of companies that have already done so will be reviewed repeatedly.

## Methodology

In this programme you will experience 4 types of sessions:

- (1) Real business cases: Different companies that have opted for the Agile Ways of Working will tell us how they have applied it in their companies
- (2) Directors of Telefónica will give us their vision of why and how we can apply Agile Ways of Working in Telefónica.

(3) Speakers, who are great experts in the field, will teach us what the theory and practice of how to apply Agile Ways of Working in a company that is going through a digital transformation.

(4) In team activities the participants will work in concrete cases to learn how to apply Agile Ways of Working in their day to day.

### Languages

All editions will have simultaneous Spanish and English translation.

### Duration

4 days

### Sponsor

Gonzalo Martín-Villa



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