

Agile network course

Creating the Agile Network: win-win matrix

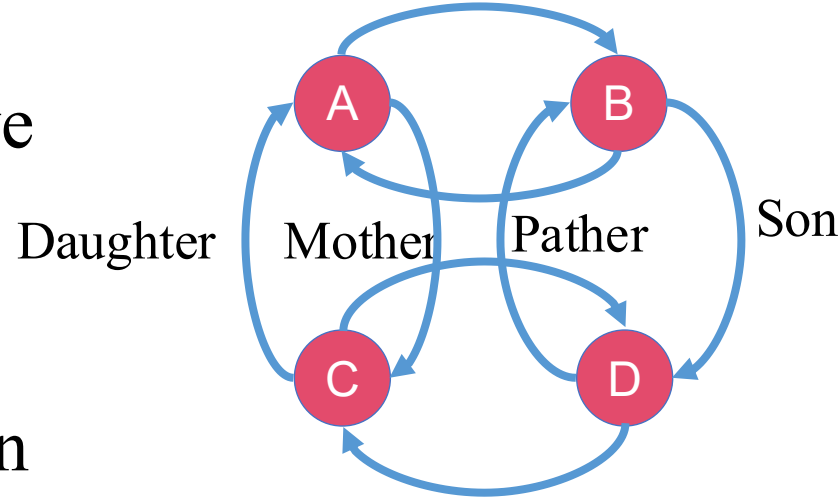
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How are synergies generated in an entrepreneurship networked ecosystem?

1. **Knowledge Sharing and Collective Learning**
When people or startups are interconnected, the flow of information and knowledge is facilitated.
2. **Access to Shared and Complementary Resources**
Network relationships allow members to access resources that would be costly or impossible for them to acquire individually.
3. **Resilience and Adaptability**
A robust ecosystem distributes risk and facilitates response to market changes.
4. **Project Collaboration and Joint Development**
Direct interactions lead to the creation of joint value that exceeds what each entity could achieve on its own.



A network can be modelled as a table, a matrix where cells have content that describes the relationship between column and row.



	A	B	C	D
A				
B				
C				
D				

A synergy involves some agile elements that need to be known

- Actors... people or teams involved.
- Artifacts... tools available, used, products.
- Ceremonies... events in which actors use artifacts.



- Actors (People & Roles... startups)
 - Description: The individuals or groups actively participating in the network. In Agile, this emphasizes cross-functional teams, product owners, Scrum Masters, stakeholders, and even customers. Their interactions, skills, and commitment are paramount.
 - Agile Nuance: Focus on self-organizing teams, collaboration, communication (especially face-to-face), psychological safety, and the importance of diverse perspectives. Relationships between actors (trust, empathy, shared understanding) are critical for effective connections.



- **Artifacts (Information & Work Products):** Tangible items or representations of work and knowledge that facilitate collaboration and progress. This includes:
 - **Product Backlog:** A prioritized list of features, functions, requirements, and enhancements.
 - **Sprint Backlog:** The subset of the Product Backlog selected for a Sprint, plus the plan for delivering the Increment.
 - **Increment:** The sum of all Product Backlog items completed during a Sprint and previous Sprints, which is potentially releasable.
 - **Information Radiators:** Visual displays of information (e.g., Kanban boards, burn-down charts) that make work progress and impediments transparent.
 - **Tools:** Software development tools, collaboration platforms, communication channels.
- **Agile Nuance:** Artifacts should be transparent, regularly inspected, and adapted. They serve to create shared understanding and track progress towards value delivery.



- Events / Ceremonies (Structured Interactions): Time-boxed occasions for teams and stakeholders to inspect and adapt. These structured interactions facilitate communication, decision-making, and progress. Examples from Scrum include:
 - Sprint Planning: What will be done in the Sprint.
 - Daily Scrum: Inspecting progress towards the Sprint Goal and adapting the Sprint Backlog.
 - Sprint Review: Inspecting the Increment and adapting the Product Backlog.
 - Sprint Retrospective: Inspecting how the team worked and adapting the process.
- Agile Nuance: These events provide regular cadences for inspection and adaptation, ensuring continuous improvement and alignment. They are crucial for maintaining healthy connections and a shared understanding of the evolving product and process.

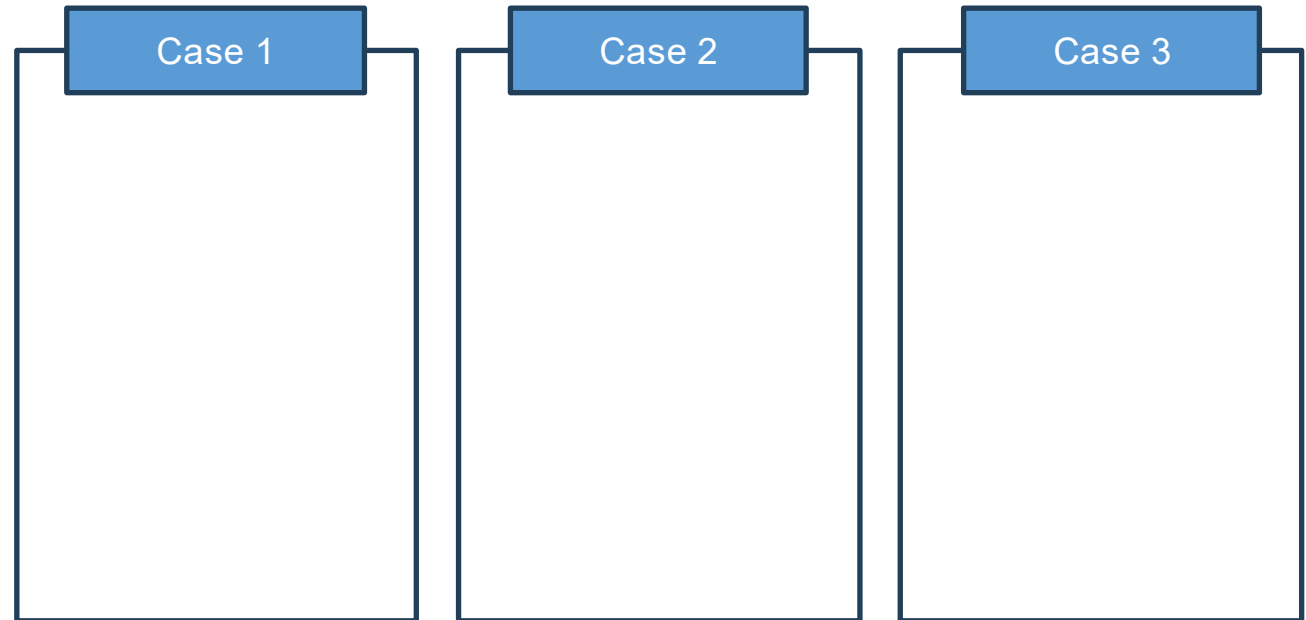


Connectors give value to the relationship between two elements of the network.

That relationship can be...

1. Both nodes lose
2. One node loses, the other node wins
3. Both nodes wins

Only option 3 is valid for an agile entrepreneurial network.



How are synergies generated in an entrepreneurship networked ecosystem?

By means connections win-win (mutual benefits)

How to create a win-win connection?

1. Knowing your own gain
2. Knowing the other party's gain

The key concept is “facilitating” the connection

- Define how to measure your gain
- Ask for how the other party measures the gain



**To start a fire,
you need a spark.**

What tools do you have to create sparks? Tools to **facilitate** the link

- Manifesto (personal / startup) to decide your strategies
 - Personal / startup branding
 - Social Media
- Maturity level: Gains (personal / startup) indicators to show how measure the gain
 - Quantitative: Money...
 - Qualitative: Prestige..., change to quantitative.
- Cheat sheets to show your processes
 - Meetings
 - Business

Cells... Actor in
column win in the link
with actor of the row

	1	Actor A	Actor B	Actor C	Actor D
2	Actor A				
	Actor B	A win with B			
	Actor C				
	Actor D				

Cells... Actor in
column win in the link
with actor of the row

	1	Actor A	Actor B	Actor C	Actor D
2	Actor A			C win with A	D win with A
	Actor B	A win with B			
	Actor C		B win with C		
	Actor D	A win with D			

Cells... Actor in
column win in the link
with actor of the row

A win with D

D win with A

	1	Actor A	Actor B	Actor C	Actor D
2	Actor A			C win with A	D win with A
	Actor B	A win with B			
	Actor C		B win with C		
	Actor D	A win with D			

After the link... the artifacts

- "Customer Problem" / "Unmet Need":
 - This is the equivalent of the initial Product Backlog, but from the customer's perspective. It is the list of pain points, challenges, or desires that the startup seeks to solve. This backlog must be prioritized by the customer (implicitly or explicitly) so that the startup focuses on the most critical needs.
- "Value Proposition" / "Minimum Viable Product (MVP) Demo":
 - These are the increments or "artifacts" that the startup presents to the potential customer.
 - The Value Proposition is the hypothesis of how the startup can solve the customer's "Product Backlog."
 - The MVP or demo is an early, working version of the solution that allows the customer to experience it and provide real feedback, long before the product is "finished."
- "Customer Feedback" / "Solution Iterations":
 - Although not artifacts in and of themselves, they are the direct results of interacting with the artifacts. Customer feedback feeds into the startup's Product Backlog, leading to new iterations of the proposal or product, similar to how feedback from a Sprint Review refines the Product Backlog.

- "Needs Discovery Meeting" / "Co-creation Session":
 - These are equivalent to a Sprint Planning or a first Sprint Review. Here, the startup seeks to deeply understand the customer's "Product Backlog," identifying their priorities and co-creating potential solutions. This is not a sale of a finished product, but rather a joint exploration.
- "Iterative Demos" / "Pilots":
 - These are the equivalent of Sprint Reviews. The startup presents early versions or fragments of the solution (the "Increment") to the potential customer regularly and frequently to obtain early feedback and validation. This replaces the old "big reveal" at the end.
- "Quick Check-ins" / "Informal Follow-ups":
 - Similar to Daily Scrums, but tailored to the customer-startup relationship. These are brief, regular communications to maintain alignment, quickly resolve questions, and ensure that the "customer problem" remains the focus.
- "Honest Feedback Sessions" / "Post-Pilot Surveys":
 - These can be thought of as relationship-focused retrospectives. Here, the startup seeks to understand not only whether the product is working, but also how the interaction is being perceived and how collaboration can be improved.

In a network, the communication is the interchanging of information.

In the case of an agile network, communication is the generation of value.

To communicate nodes (business between partners) you need some competences

- Organise your startup (canvas, etc.)
- Branding (manifesto, etc.)
- Know the “tribe” interested in the link
- Decision Making
- Etc.

- In agility, it's important to understand actors, artifacts, and ceremonies.
- To create an agile network that accelerates people's or startups' progress, it's important to understand what each actor gains.
- Mutual benefit is the spark that ignites a beneficial relationship.
- Organizing relationships allows you to optimize and facilitate personal or business relationships.
- It's important to understand actors, artifacts, and ceremonies through which value is generated.