



# CHANGE

 **APMG** International

## Understanding the value of Agile Change

**AGILE CHANGE**  
MELANIE FRANKLIN

November 2024



IN PARTNERSHIP WITH:



Host & Moderator

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**Mark Constable**  
APMG International

Presenter

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**Melanie Franklin**  
Agile Change Management Ltd



## Presenter



### MELANIE FRANKLIN

Director, Agile Change Management Ltd  
Consultant, Trainer, Author, Speaker, Mentor

- ❖ Track record of excellence and 30+ years experience in project, programme, portfolio and change planning and delivery.
- ❖ Co-author of the book Neuroscience for Change at Work
- ❖ Former chair of Change Management Institute UK
- ❖ Founder of Continuous Change Community
- ❖ Chief Examiner for Agile Change and Neuroscience for Change certifications
- ❖ CEO of Capability for Change Limited – an online platform for solving change challenges



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## Before we get started:



This session is being recorded. A follow-up will be sent to you.



Submit your questions anytime.



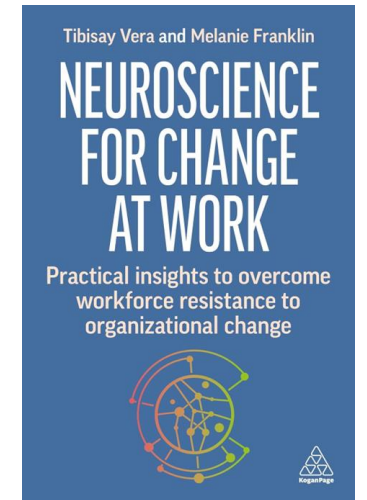
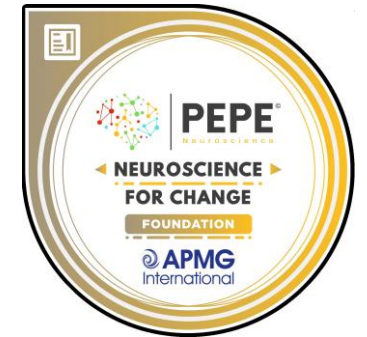
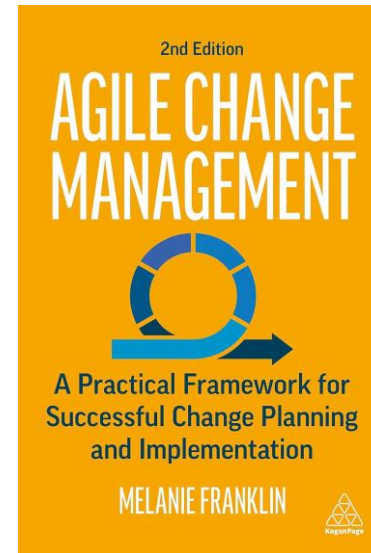
Your feedback is welcome and valuable. You have my email address!

# What is agile change?

- A way to identify, plan and implement change, applying principles from the Agile community and techniques from the change management profession.
- Realises early benefits from change by applying prioritisation to ensure changes creating the most business value are implemented first.
- Brings together creation of project deliverables with development of new habits and routines to achieve adoption of new ways of working and realisation of benefits.



# Origins story – background and timeline



# Design criteria

- I predicted Agile Change would become a strategic priority
- Designed for 21<sup>st</sup> century leaders and project, programme and change managers
- Delivers a brain-smart approach to work that meets employee engagement criteria
- Broadens agile from IT projects to all types of change
- Less academic emphasis, so suitable for all levels of ability
- Highly practical, fun with lots of activities, high energy and participation
- Entry and follow up for existing qualifications

# Origins story – background and timeline

53% CEOs personally responsible for change

43% CEOs increasing pace of change

47% CEOs believe agility is a high priority

21% hiring transformation leaders

35% hiring transformation teams

38% allocating capital to transformation

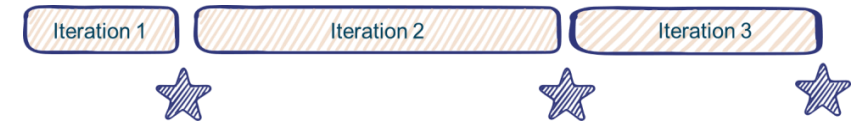
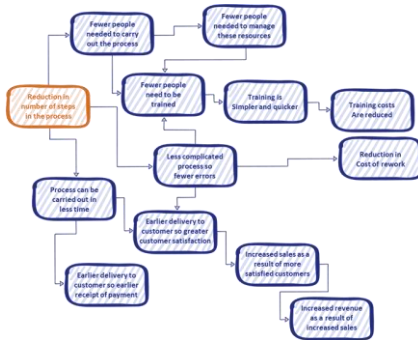
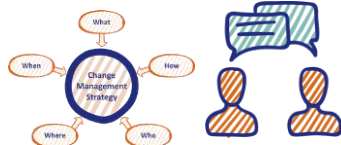
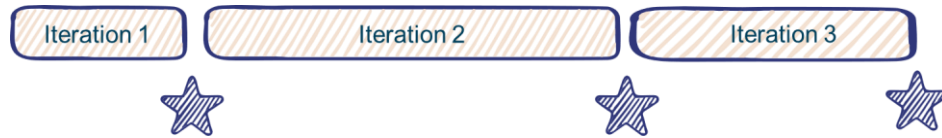
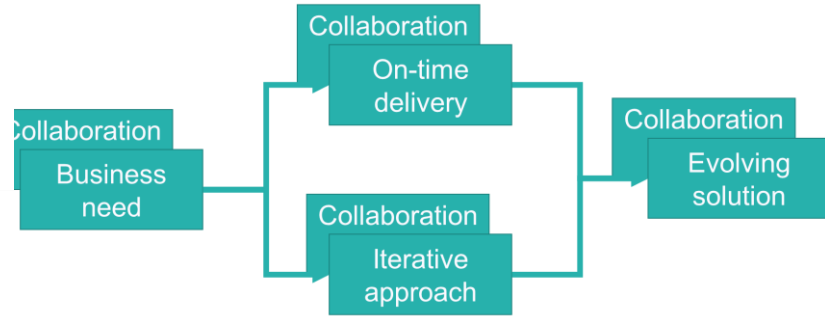
24% raising additional funding

38% staff have time to change

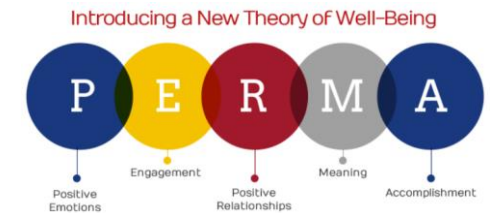
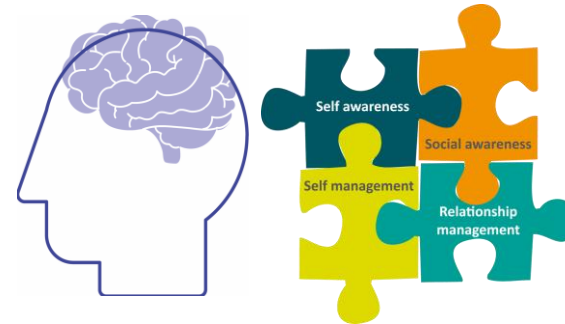
43% of staff willing to support change

Katy Dowding, CEO, Skanska UK: The need for agility in business models is going to continue and the organisations that will survive are not necessarily the ones who can predict the future but the ones who are able to respond to new futures as they emerge.





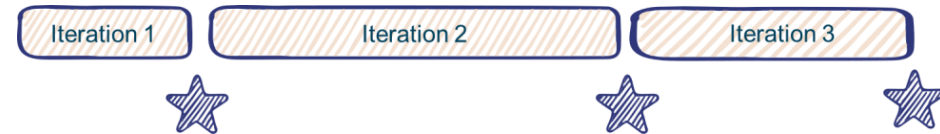
7 Interest	13 Participation
9 Positivity	12 Resilience
	2 Enjoyment



# Roadmap



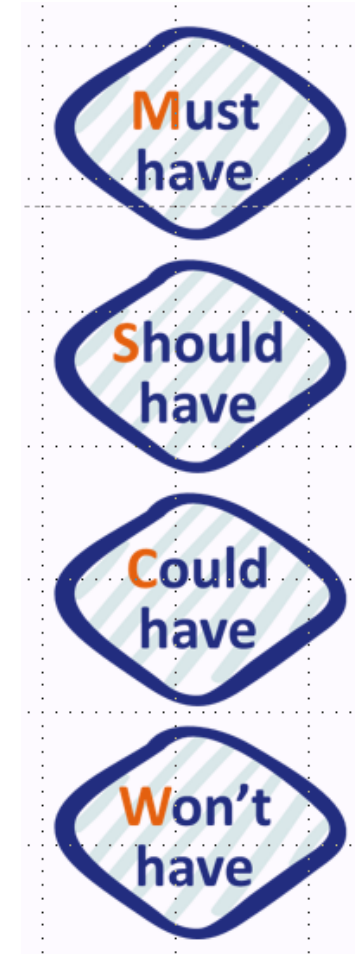
- Minimal processing power:
  - Short cycles
  - Visuals
  - Certainty – fewer scenarios
- Frequent achievements to create energy and motivation – sprints/iterations/end goal
- Align expectation and reality



# Prioritisation



- Create common goals and objectives
- Align expectation and reality
- Promote curiosity and insights
- Positive social interactions  
- collaboration

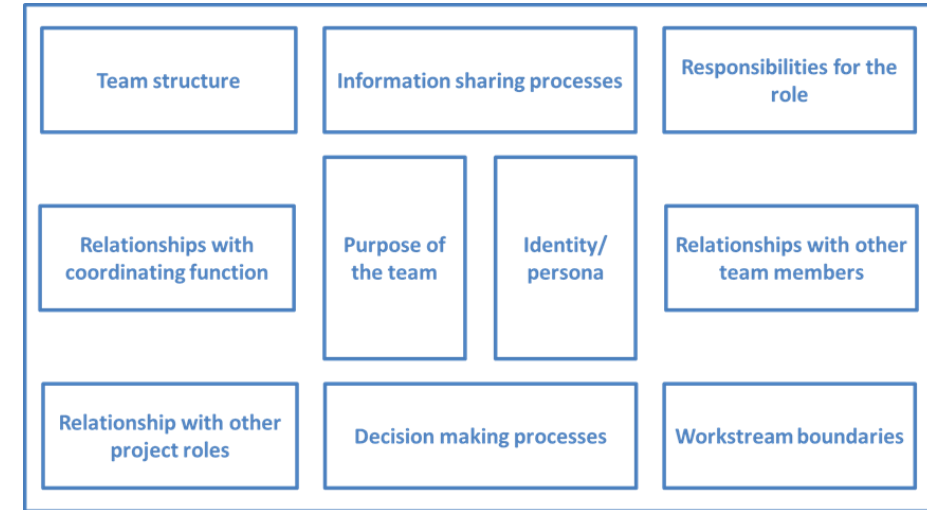




# Team Canvas



- Create common goals and objectives
- Positive social interactions - collaboration
- Promote curiosity and insights



# Celebrations



- Balances anticipation and pleasure
- Creates a culture of positivity
- Feel valued and respected



# Great feedback

“This course really stretched me and the ways I think and feel about change. I am recommending it to everyone in my network.”

This has simplified what I say – it has given me so much more confidence to write difficult emails because I know that I am saying things in a way that the brain responds to.

I found the content very insightful and the Agile Roadmap is so useful – I have already briefed my team so we can use it for our client projects

“The course gave me so many insights and new ideas. Some of what I learnt I have already used in how I communicate with my stakeholders.

Just taken my manager through the prioritisation criteria – he was so impressed, and I feel great – thank you

If I have anything difficult to do, I use the Benefits Dependency Network now!

We have a competition in our Team meetings now, to see how many layers we can break our changes into, the winner gets a Mars Bar!



## Further information



[www.agilechangemanagement.co.uk](http://www.agilechangemanagement.co.uk)



[www.apmg-international.com](http://www.apmg-international.com)

Agile Change training and certification:



[apmg-international.com](http://apmg-international.com)  
(search "*agile change*")

