



Business Acumen & AGILE

... an overview



Understanding 'value'

A case study on value



“share memories, share life”

- **1884** George Eastman, patents photographic film stored in a roll
- **1888** Cameras sold @ \$25
- **1900** Cameras sold @ \$1, brings photography to the masses
"You push the button, we do the rest,"
- **1969** Apollo 11 landing filmed by Kodak camera
- **1975** 1st to make a digicam, 23 secs to expose
- **1976** over 90% of photographic film and more than 85% of cameras sold in the US are made by Kodak.
- **1994** QuickTake consumer digicams launched by Apple made by Kodak
- **2004** As the popularity of digital cameras grows, Kodak finally abandons the film/roll camera.
- **2009** After 74 years of production, Kodak stops selling 35mm colour film.
- **2011** Kodak shares fall by more than 80 per cent, partly because the company struggles to meet pension costs for its employees.
- **2012** Kodak files for chapter 11 bankruptcy.



I had not exactly won them over when I unveiled the digicam
"In what has got to be one of the most insensitive choices of demonstration titles ever, we called it 'Film-less Photography'.

Talk about warming up your audience!"

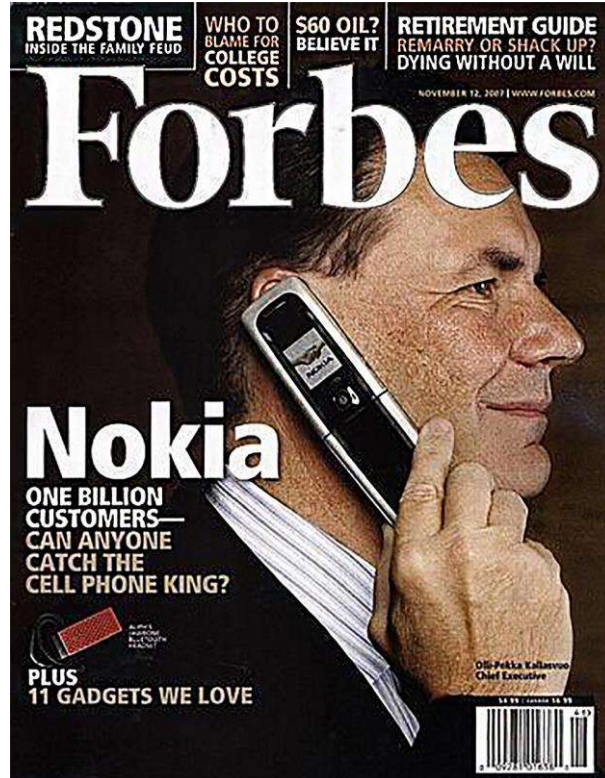
Did not reduce workforce size

- Invented by Steve Sasson while at Kodak
- Board said: 'its cute... but don't tell anybody about it!'
- *but it clearly had massive disruptive potential.*

Value remains constant, though markets & conditions change

A few more examples

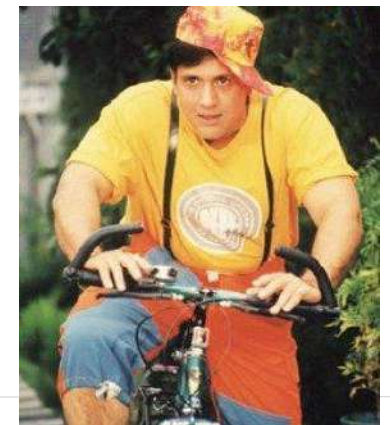
NOKIA
Connecting People



1928, 1932, 1936, 1948, 1952, 1956 Gold
1960 Silver, 1964 Gold, 1968 Bronze,
1972 Bronze



1976 7th, **1980 Gold**
1984 5th, 1988 6th, 1992 7th, 1996 8th
2000 7th, 2004 7th, 2008 Did not qualify
2012 12th, 2016 8th



Business Acumen

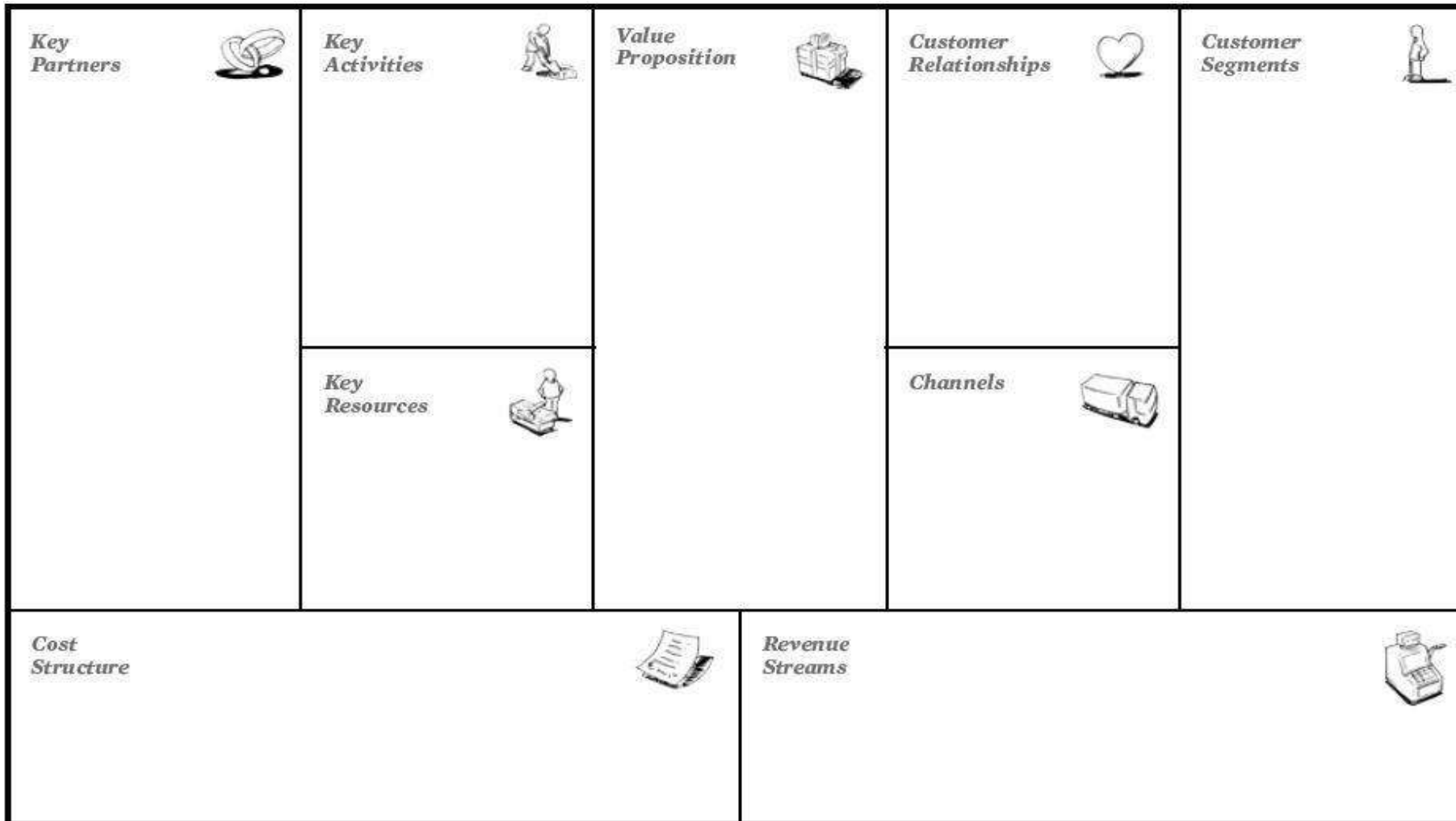


Business acumen: ***keenness** and **quickness** in understanding and dealing with a "business situation" in a manner that is likely to **lead** to a **good outcome**.*

Additionally, business acumen has emerged as a vehicle for improving financial performance and leadership development.

Source: Wikipedia

Creating, sowing & harvesting value through **Business Model Canvas**



A few questions that BMC answers & help build Acumen

- How to understand business growth.
- How to manage and control cash flow.
- How to interpret financial statements.
- How to focus on value add activities.
- How to interpret pricing and costing to make effective financial decisions.
- How to make sure people are not pulling the wool over your eyes.
- How to identify cash cows and disaster zones.
- How to conduct a trend analysis.
- How to segment and target profitable market segments.
- How to understand the linkages between strategic decision making processes and the external business world.
- How to understand the importance of making sound business decisions and focusing upon key performance indicators.
- How to snowball the power of knowledge.

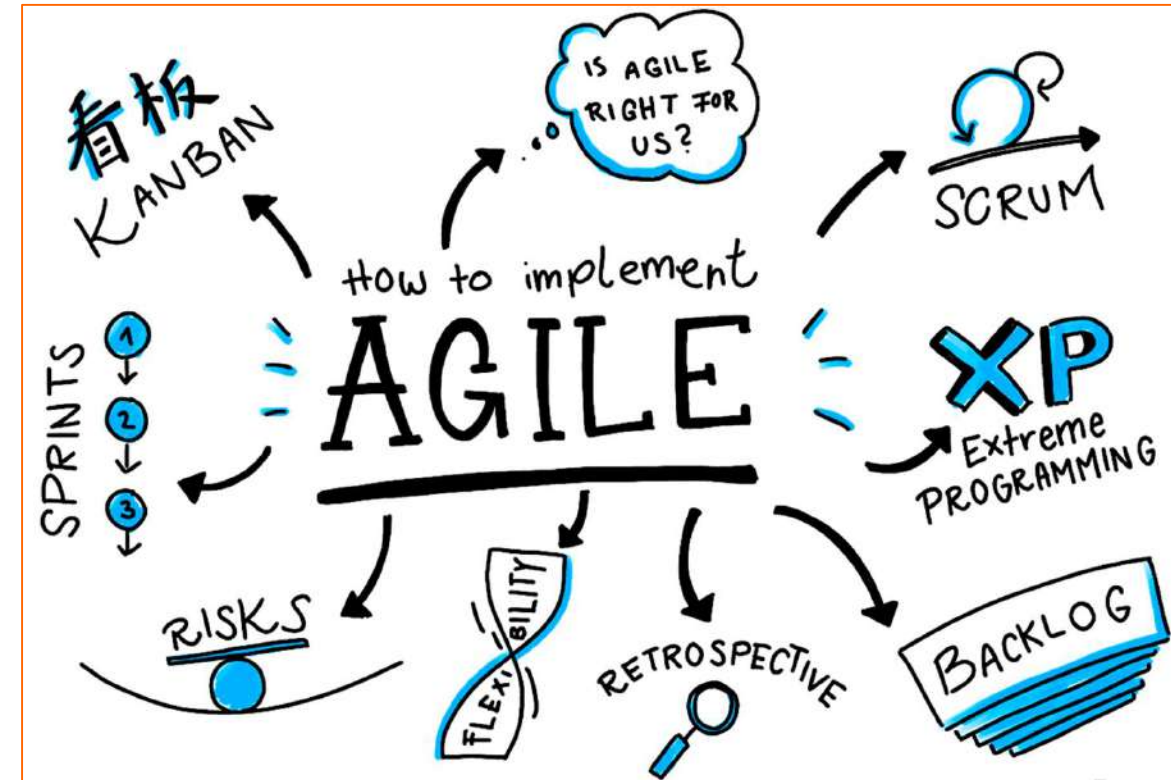


Understanding AGILE

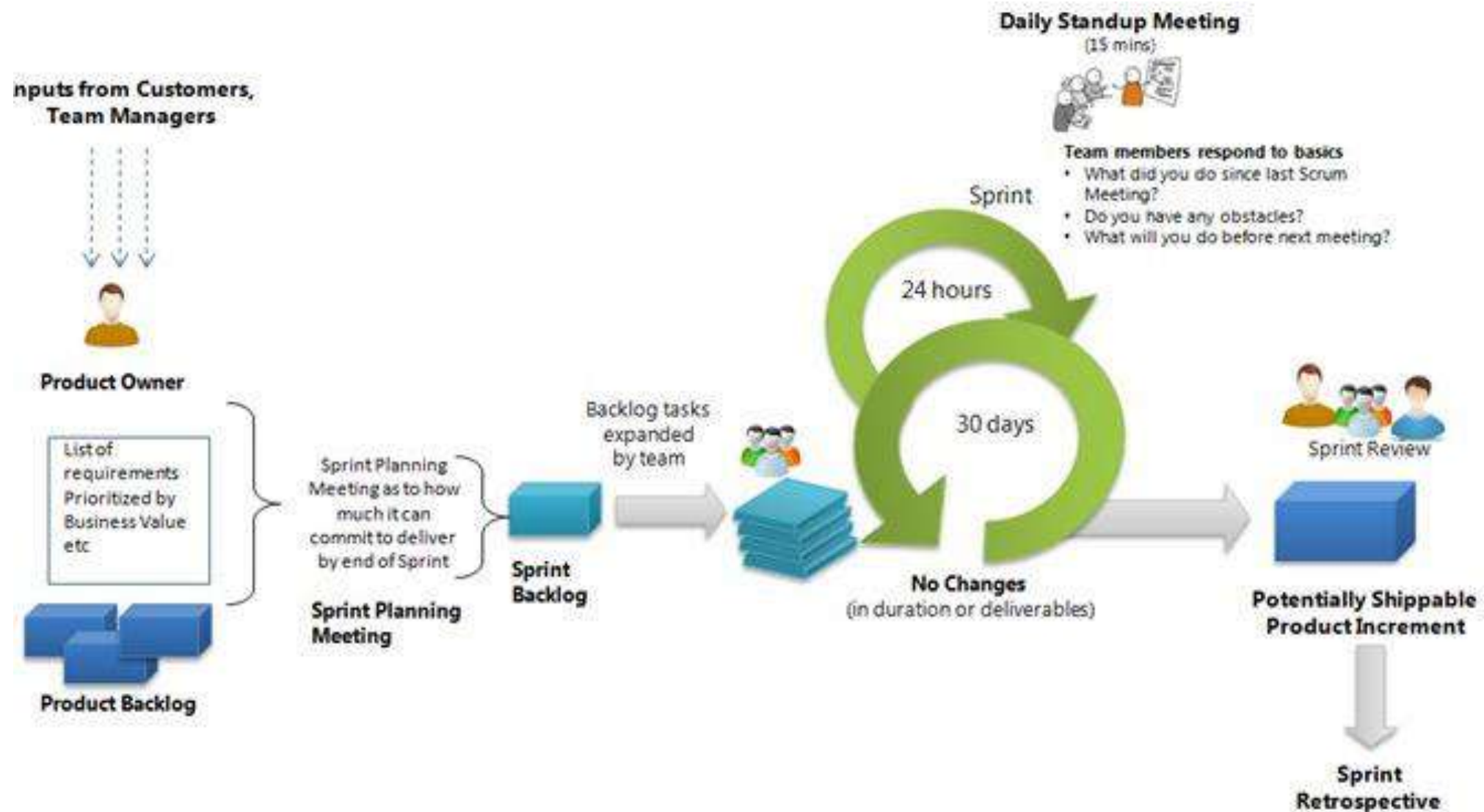
Agile is having the faculty of quick motion in the limbs; apt or ready to move; nimble; active; as, an agile boy; an agile tongue

while

Fragile is easily broken or destroyed, and thus often of subtle or intricate structure.



The AGILE process



Understanding AGILE

4 VALUES BEHAVIOURS

- Individuals and interactions
- Collaboration
- Respond to change
- Respect for people

12 PRINCIPLES BEHAVIOURS

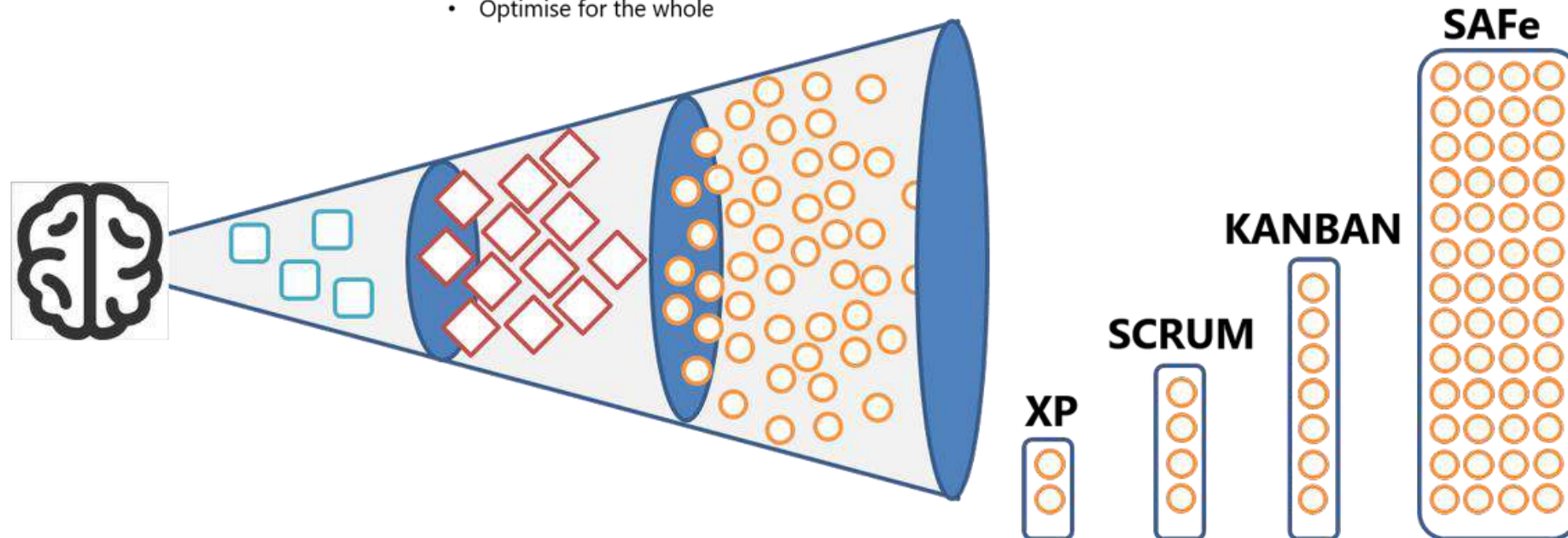
- Transparency
- Inspection
- Adaption
- Empiricism
- Trust
- Eliminate waste
- Deliver for fast feedback
- Build in quality
- Build organisational knowledge
- Optimise for the whole

MANY PRACTICES BEHAVIOURS

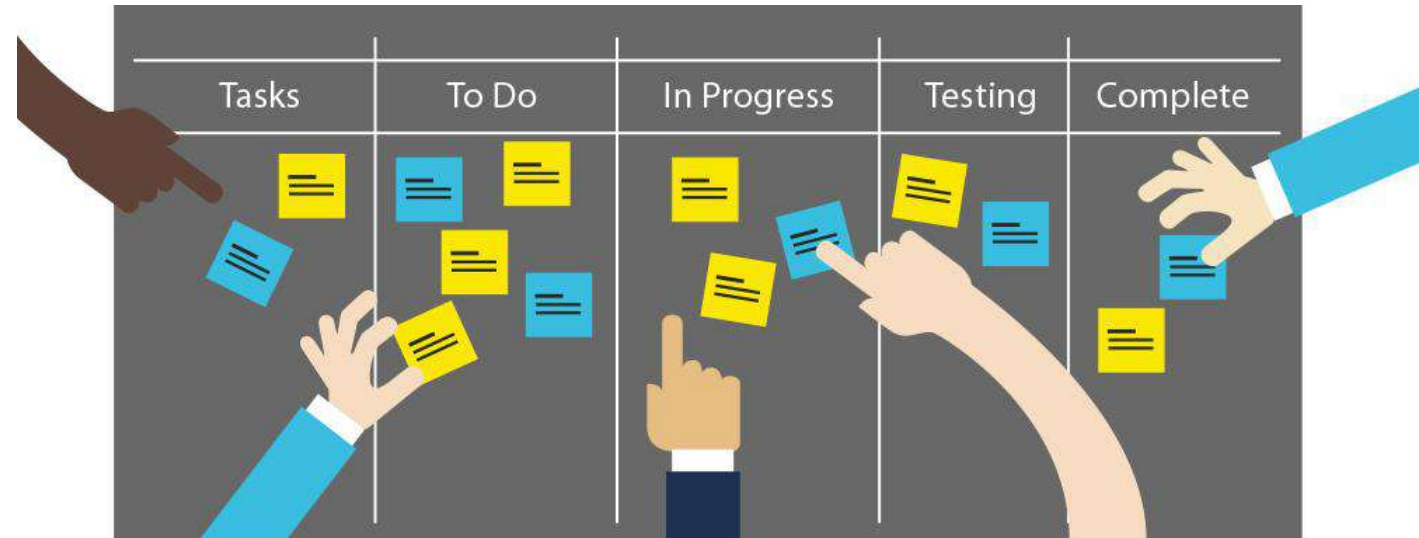
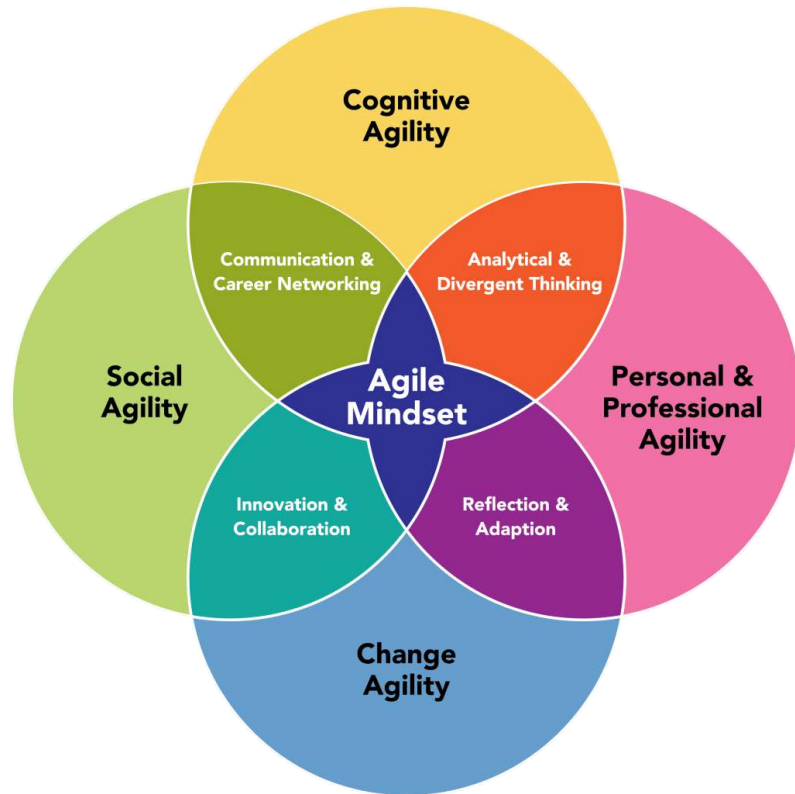
- Value-centred
- User-centred
- Optimised for fast feedback

NUMEROUS FRAMEWORKS BEHAVIOURS

- Using a defined framework
- Disciplined in its execution
- Utilised for continuous improvement
- Utilised for continuous feedback loops



The AGILE Mindset



Chunking deliverables to smaller tasks

Applying AGILE to deliver value

TIE-BRAKE ... converting workplaces into sports arenas!



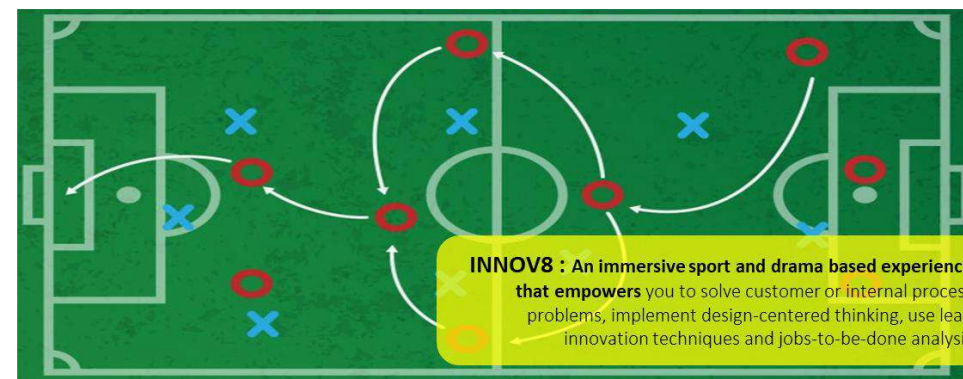
Game of Business ... built on the award winning Inner Game of Business philosophy



Just GOLF for it! ...what do you do when your only opponent is YOU!



INNOV8... using sports & drama for design thinking, innovation & problem solving



Applying AGILE to deliver value

Grounded... outdoor immersive experiential!



an experience of handling the moral compass, staying balanced and composed irrespective of the situations around.

X-SELL... sales performance program for all sales & non-sales teams



X-Sell in your **non-sales roles** and **personal abilities** through **life skills** from **sales!**

ACTIV8... impactful, engrossing, immersive learning through theatre



ACTivate your **creative, strategic, communicative** and **execution skills** through an **impactful** and **highly innovate** way through immersive, fun-oriented & empowering concepts from Theatre, Creative Movement and Storytelling

FINquest ... the game of business economics for non finance folks!



FINquest: raise your level of financial awareness, use the financial information provided, make better short-term or long-term decisions... and have fun while doing so!



► **+91-984-575-5933**

► **AFEED@KALEIDOSCOPE.ORG.IN**

► **WWW.KALEIDOSCOPE.ORG.IN**