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AGILE   
EDITION

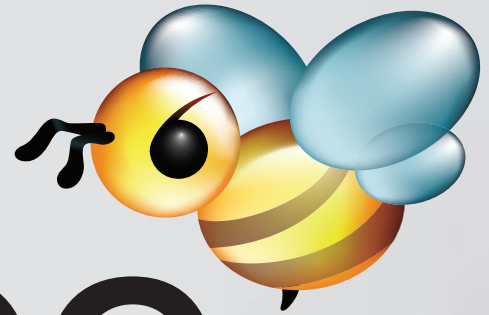
  
agilbee  
be agile

FACILITATING  
**AGILITY**  
GLOBALLY

PATRICE PETIT,  
FOUNDER

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# agilbee

be agile

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## FACILITATING **AGILITY** GLOBALLY

**T**he digital age is both a blessing and a curse. On the one hand, technology and the internet have made it easy for brands to reach and engage with their target markets. But on the other hand, it has lowered the barriers for entry into various industries and has increased the ferocity of business competition. The expectations put on new businesses are high, and tolerance is low; it's more about the survival of the fittest and less about who the big disruptors are. With each passing second, the global markets witnesses the birth of a new player who is currently figuring out how to connect the dots between new technologies and

discovering solutions faster than other competitors. And with such an evolving dynamics of competition, the current day corporate world has become a brutal race of survival.

It's common knowledge that this economic and social impact of emerging technologies and globalization over and over again questions the hegemony of existing businesses every other decade. Studies have shown that the longevity of companies has considerably reduced from 70 years in the 1950s to less than 15 years in 2010. Although strategically, reinventing business dynamics, its trades, services, and products are known to be traditional measures opted by most businesses, business



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**PATRICE PETIT,  
FOUNDER**

leaders today need to be more concerned about continuing to exist than merely troubleshooting their obsolescence away. In such conditions, agility is the answer that can save modern businesses from the impending and endless cycles of disruption.

Amidst this chaos, helping organizations reinvent themselves by optimizing their business processes amid changing industry dynamics is AgilBee. The company has marked its niche in revolutionizing and spearheading the much needed agile mindset into the norms of current day businesses through agile solutions.

towards the implementation of agile in France, Switzerland, and Luxembourg markets since 2005.”

AgilBee specializes in coaching and development across all domains with clients in accounting, HR, marketing, sales, museum, industry, research, and education. According to Patrice Petit, with a multitude of domains practicing agile, replication, or homogenization of agile models from one agile team to another team or restricting agility at the level of the development team is not the way to go forward. Patrice Petit believes that even managers must become agile themselves in order to spearhead organizational agility and recognize the



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Poised to aid businesses in trouble, AgilBee's agile coaching is a potential of positive energy to restart the machine when it has been in idle mode for a long time. Patrice Petit, the Founder of AgilBee and AgileTour, says, “At the heart of our operations is the core understanding that performance will come from people, from their interaction and from the ability of governance to align its strategy with tactical teams.”

### Pioneers at the Core

Backed by two decades of experience in the Agile landscape, AgilBee has established itself as a pioneer and leading French organization offering its clients a robust solution segregated into four types of services, namely Coaching, Large Group Facilitation, Training, and Continuous Practice. These services are designed to reinforce a constructive mindset, tools, and frameworks which can simplify the business processes and make them more at par with a rapidly evolving world. Patrice Petit adds, “Right from the origin, we have been dedicated

factors of leadership, human, and team dynamics from an agile viewpoint.

Today, AgilBee is positioned as one of the first companies in the world to have developed a training path to support professionals and enterprises for becoming a certified Agile Professional Coach and a certified Agile Professional Enterprise Coach. Since 2014, the company has registered a massive increase in the number of certified training and an evolving trend among the businesses seeking real qualitative training and acquisition of advanced coaching skills.

### Pioneering Agility in Professional Coaching

As an alternative to traditional professional coaching, AgilBee's Agile Professional Coaching provides trainers with coaching tools that enable them to activate all aspects of the coach, such as mentoring, facilitation, coaching, and training even in complex systems. Today, the company's primary development is towards a different and more specific direction - individual coaching.



Beginning from team level training in 2005, AgilBee has developed the enterprise coaching and witnessed growing traction for individual support training as Enterprise Performance is essentially extracted from the individual and the way that he/she is performing within his/her enterprise. "Individual Agility is a concept that we are developing to lead each person in the company to find their place and to perform," adds Patrice Petit. This propelled AgilBee to support individuals in reaching their goals, to progress, and to live better in their organization where the company helped them with different ways to deal with anxiety-provoking contexts, better manage their emotions, and reduce procrastination through specialized coaching. Patrice Petit explains, "To achieve this feat, AgilBee's coaching approach combines the know-how of agile coaching with techniques extracted from neuroscience and, more importantly, high-level sports."

### **Agility in Different Walks of Life**

There is dire need to implement agility even in the novel fields of education and politics. A school is an organization with multiple collaborators who work differently. In such a place, organizing services with agility needs to be essential. However, bringing an educational team to be agile is a different soup altogether as teachers need more freedom, flexibility, and confidence. In such cases, organizational processes are often viewed as an obstacle to their actions and their creativity that is targeted towards the satisfaction of the student. To this, AgilBee's approach takes into account three levels of actions: An agile pedagogy based on workshops, an agile class organization, and lastly, techniques including "Training from the Back of the Room."



**At the heart of our operations is the core understanding that performance will come from people, from their interaction and from the ability of governance to align its strategy with tactical teams**



A significantly similar approach is needed in politics, which is the art of managing projects across a country. Agility, therefore, has its place in this area as it can potentially deliver more success in larger projects. AgilBee's agility models and its methodology effectively align with the mindset of citizens and focuses on understanding their needs. The solution, therefore, needs to be a unique solution for the 'society of tomorrow'. Patrice Petit explains, "Political life is not a strategic issue for AgilBee; it's just a desire, as an activist society of the always better. We want to help as much as possible those who want to give themselves the means with better management of citizen

satisfaction so that the citizen feels engaged in the life of the society, listened to and understood."

### **An Edge for Excellence**

As a pioneer in agility solutions, what sets AgilBee apart from its peers is having a competitive edge right from the beginning. Between 2000 and 2005, a multitude of enterprises were oblivious to the advantage of agility until AgilBee walked in with its president and created AgileTour to spread agility around the world massively. Today, the company shines as an organization and the source of many initiatives in the agile community, which positions it with a benchmark reputation in the international market, both in Coaching and Training.

According to Patrice Petit, AgilBee's competitors and their clients face intense cultural contradictions as paradoxical injunctions and dissonances that contradict agility. Despite adopting agile methods, they do pseudo Lean with a multitude of injunctions that are contrary to the whole construct of agility. "This is the most vital difference between them and us. Their process-oriented internal logic hides their businesses from completely different development perspectives and does not see agility as it should," adds Patrice Petit. Although, these approaches are changing rapidly thanks to the successful model that AgilBee puts across out in the market.

Along this journey, AgilBee today offers more than 400 facilitation workshops to support and set its client's businesses in motion. "It is an interesting pool of activity to train people and make the work environment more pleasant, with more fun and motivation. Continuous training has been one of our favorite activities since 2007. We call it AgileDojo," concludes Patrice Petit. **CA**

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