Agile Transformers
simply agile

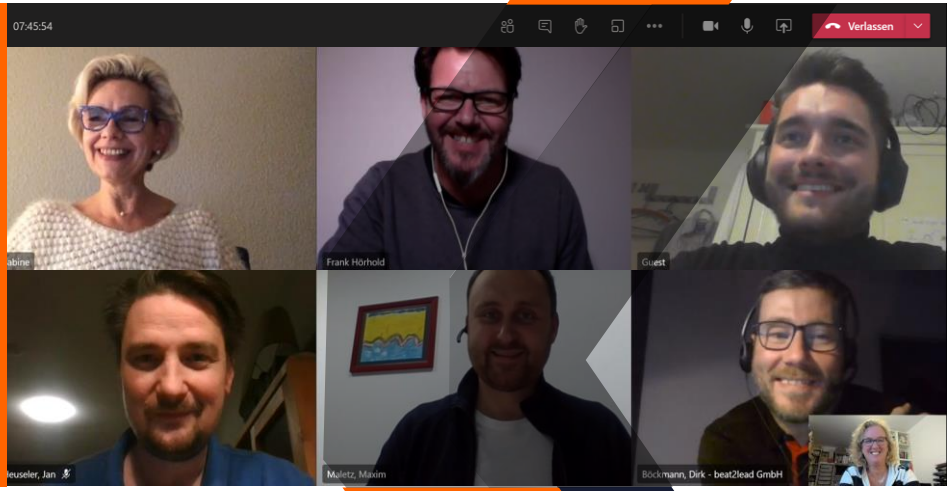
BECOME AN ...

... 5 MODULES

... 25 VIRTUAL SESSIONS

... 150 HOURS

... IN ½ YEAR



AGILE COACH & TRANSFORMATION CONSULTANT

VIRTUAL TRAINING

BECOME AN AGILE COACH & TRANSFORMATION CONSULTANT®

TO THE POINT

As of January 2021, we have trained over 500 Agile Coaches and Transformation Consultants worldwide. At the beginning of 2020, we still thought we couldn't do it virtually. Thanks to Corona, we have thrown our own paradigms overboard and have taken the opportunity to illuminate the advantages of a purely virtual training.

We discovered that the effectiveness of our holistic concept is virtually just as great as it is in person!

We have re-cut the training according to didactic sense and divided it into smaller units. This way, learning can be integrated even better into everyday life. The proven content remains, only the process is different, tailored to the changed challenge of the new virtual learning reality.

VIRTUAL TRAINING

BECOME AN AGILE COACH & TRANSFORMATION CONSULTANT®

ADVANTAGES COMPARED TO OUR PRESENCE EVENTS

The training days can be divided into **smaller bites** and are therefore **easier to integrate into everyday life**.

The **self-study times** are easy to integrate.

Travel costs for all participants are **eliminated**, catering is not included and thus the **training can be cheaper**.

Smaller **coaching units** are still possible and even more **intensive** due to the more **flexible time allocation**.

If you don't have **digital skills** yet, you **automatically increase** your proficiency in it. After the training, you are guaranteed to be able to **conduct a virtual workshop** in high quality.

International in-house trainings are (time zone dependent) easy and cost effective to realize!

We can easily offer the Facet 5 **as an in-depth reflection tool**.

VIRTUAL TRAINING

BECOME AN AGILE COACH & TRANSFORMATION CONSULTANT®

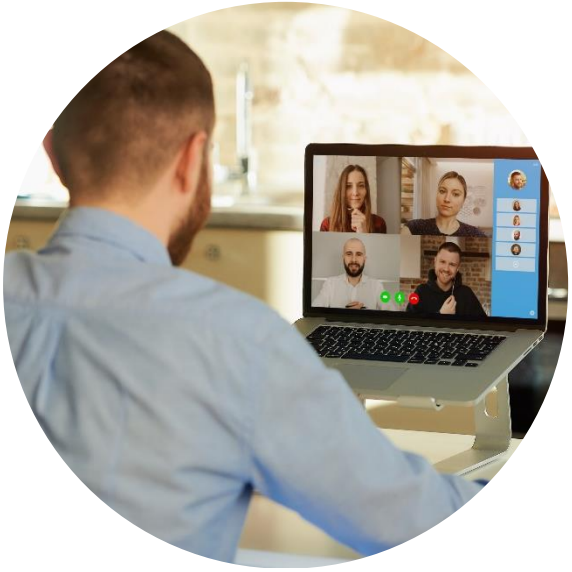
CONDITIONS FOR SUCCESSFUL VIRTUAL TRAINING

All participants have **well-functioning technology** and good wi-fi reception.

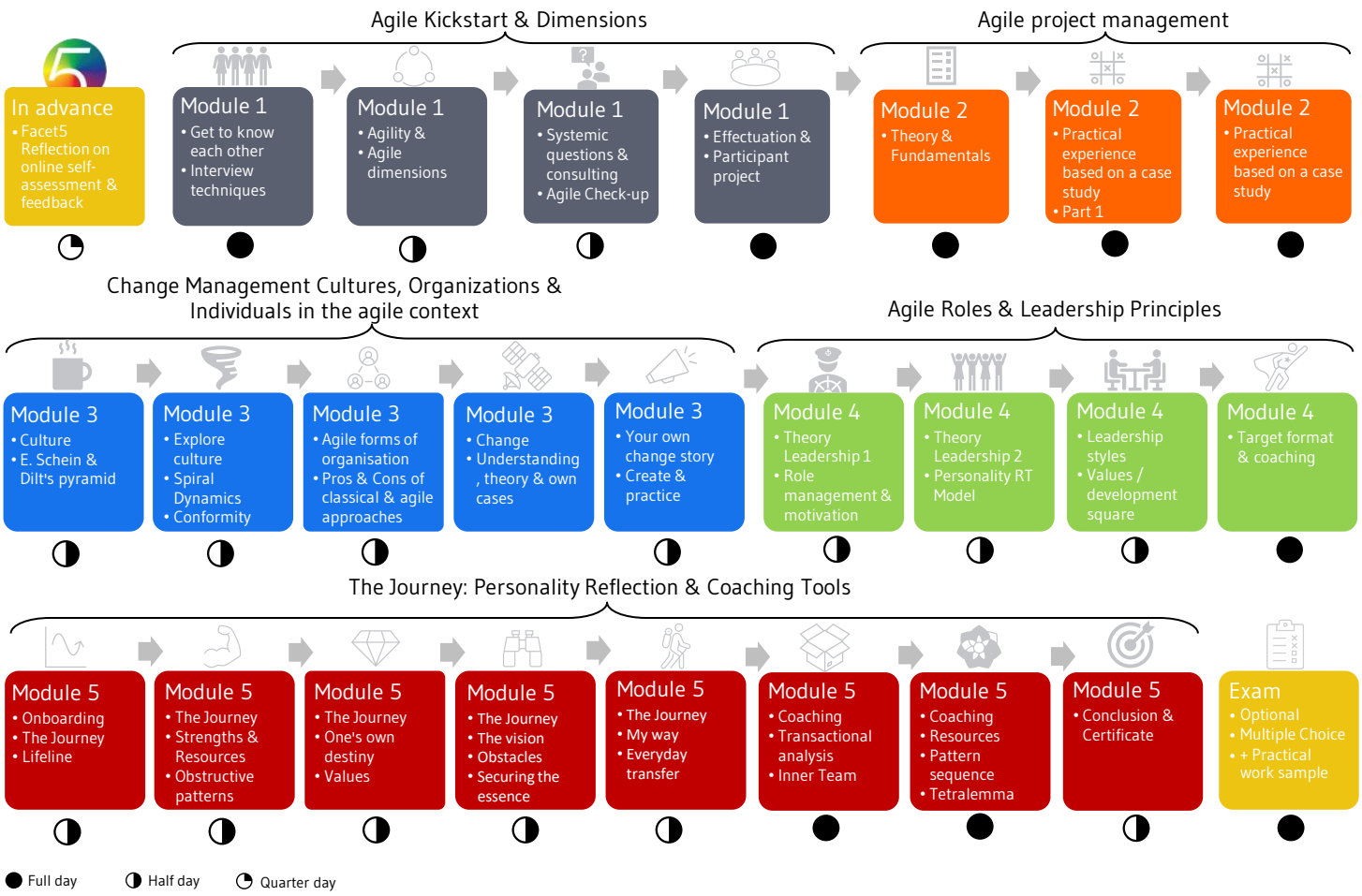
The cameras must be activated.

Groups **should not be too large** or have 2 trainers.

Participants should ignore other incoming (push) **messages as much as possible** for the time they are in the training. This is not a learning unit that can be done "on the side". Reflection is only possible if there is **space and time** for it..



PROCESS


Agile Kickstart & Dimensions
Agile project management
In advance
• Facet5 Reflection on online self-assessment & feedback
Module 1
• Get to know each other
• Interview techniques
Module 1
• Agility &
• Agile dimensions
Module 1
• Systemic questions & consulting
• Agile Check-up
Module 1
• Effectuation &
• Participant project
Module 2
• Theory & Fundamentals
Module 2
• Practical experience based on a case study
• Part 1
Module 2
• Practical experience based on a case study
Change Management Cultures, Organizations & Individuals in the agile context
Agile Roles & Leadership Principles
Module 3
• Culture
• E. Schein & Dilt's pyramid
Module 3
• Explore culture
• Spiral Dynamics
• Conformity
Module 3
• Agile forms of organisation
• Pros & Cons of classical & agile approaches
Module 3
• Change
• Understanding , theory & own cases
Module 3
• Your own change story
• Create & practice
Module 4
• Theory Leadership 1
• Role management & motivation
Module 4
• Theory Leadership 2
• Personality RT Model
Module 4
• Leadership styles
• Values / development square
Module 4
• Target format & coaching
The Journey: Personality Reflection & Coaching Tools
Module 5
• Onboarding
• The Journey
• Lifeline
Module 5
• The Journey
• Strengths & Resources
• Obstructive patterns
Module 5
• The Journey
• One's own destiny
• Values
Module 5
• The Journey
• The vision
• Obstacles
• Securing the essence
Module 5
• The Journey
• My way
• Everyday transfer
Module 5
• Coaching
• Transactional analysis
• Inner Team
Module 5
• Coaching
• Resources
• Pattern sequence
• Tetralemma
Module 5
• Conclusion & Certificate
Exam
• Optional
• Multiple Choice
• + Practical work sample
Full day
Half day
Quarter day

WHAT AN AGILE COACH DOES

AN AGILE COACH ...

- understands and knows **agile practices and principles** and is passionate about helping teams to learn and apply them.
- identifies organizational blockages as well as obstacles. He coaches the management and other stakeholders in the **agilization of the company**.
- is able to accompany teams mediatively, moderatively, coachingly and methodically in their **development into high-performing teams.**
- can convince and inspire managers and board members of the benefits of **agile methods and processes**.

At the moment, however, there are few people who can combine all these roles and skills, let alone have been trained in them.

THE AGILE COACH THUS FINDS HIMSELF IN THE FOLLOWING DEMANDING ROLES:

- Consultant
- Trainer
- Coach
- Change Manager

... and is often enough a manager as well!

PREVIOUS:

REFLECTION OF THE PERSONALITY IN THE AGILE CONTEXT

WHY Facet5 ?

- The different roles described in the previous slide are a challenge for one person in terms of their abundance and differentiation.
- Therefore, the Agile Coach must be skilled in reflection and self-regulation in order to flexibly adapt his attitude, his behaviour and his communication to the respective context and the respective target group or interlocutor. Of course, taking into account the competences and personality traits available to him or her.
- This is not about wrong or right, but rather about a professional coach being aware of his or her strengths and also limitations in order to do the best possible justice to the counterpart.
- It has been proven useful to do this in-depth reflection on one's own personality in relation to the training and the upcoming tasks and roles before the start of the training.

PREVIOUS:

REFLECTION OF THE PERSONALITY IN THE AGILE CONTEXT

WHAT EFFECTS DOES Facet5 HAVE ON THE VIRTUAL TRAINING?

- The participant is thus opened up from the outset for his or her contribution to a successful learning journey.
- The participant has the opportunity to develop coping strategies already at the beginning of the training through in-depth reflection.
- A general understanding of the importance of one's own attitude in relation to the context is developed.
- During the training, these characteristics can be referred to repeatedly and at the right places.
- The first meeting between trainer and participant is important for building mutual trust so that the "crunch points" can be addressed during the training.
- Ultimately, an Agile Coach is a multiplier in his or her company. Make sure that as such you do not unreflectedly multiply your own beliefs and paradigms into the system!

PREVIOUS:

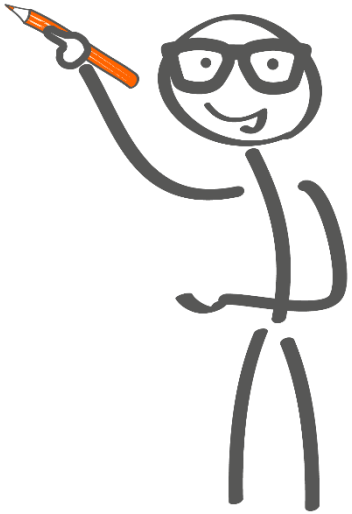
REFLECTION OF THE PERSONALITY IN THE AGILE CONTEXT

PROCESS OF THE Facet5

1ST STEP Each participant receives an online link for self-assessment of their personality.

2ND STEP Filling out the online questionnaire* takes approx. 20 minutes.

3RD STEP The principle is explained to all participants in a joint meeting and then each participant has his or her result explained in a 1-hour individual reflection.



* Results can only be accessed - in compliance with data protection regulations - by one person of Kraus & Partner via a secure data connection, without being "temporarily stored" or accessible to other people.

PREVIOUS:

REFLECTION OF THE PERSONALITY IN THE AGILE CONTEXT

Facet5 – AN OVERVIEW

Facet5 is designed to explore relatively consistent traits of a person based on the most studied model in psychological research, the BIG 5 model of personality. The results do **not** imply a right or wrong. From the (self-) image as a person, we can - together with the participant - develop ideas on how he or she is likely to act in different situations and reflect together on which behaviours and strategies can be helpful for certain challenges in the agile context.

RESULTS IN FACET5

Comprehensible language - i.e. without jargon - and "face validity" in the presentation of results related to the following factors:

- **Will** (determination, willingness to confront, independence)
- **Energy** (vitality, sociability, openness)
- **Empathy** (altruism, trust, support)
- **Control** (responsibility, discipline)
- **Emotionality** (tension, apprehension)

Facet5 does **not** provide information about "good" or "bad" (**not** a performance / ability test), but as a development tool enables a comparison of self-perception and perception by others based on sound theory as well as applied and "tested" practice. The results provide us with "working hypotheses" which we reflect on together on the selection day.

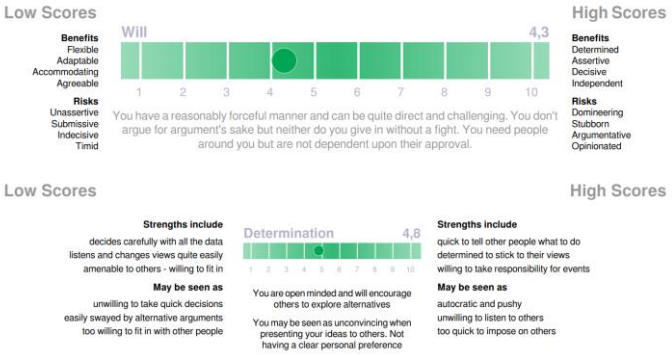
PREVIOUS:

REFLECTION OF THE PERSONALITY IN THE AGILE CONTEXT

Facet5 – AN OVERVIEW

The personality factors measured by **Facet5** have generally been regarded by psychologists since the 1960s as the five fundamental "building blocks" of a person. Each of us has some parts of each of these factors.

EXAMPLE



RESULTS IN FACET5
EXAMPLE: MAIN FACTOR WILL AND FACET "DETERMINATION"

- All results are presented completely transparently in the feedback and explained and discussed in dialogue together with the participant.
- The self-descriptive view of a participant always takes place from different perspectives and never one-sided, so that different aspects (facets) - with their opportunities and possible risks - can become clear.
- The sub-facets can be considered separately in order to discuss together the particular expression of the main factor "will" chosen here (with the sub-facets determination, willingness to engage in conflict and independence).

IN PARALLEL WITH THE MODULES

FIELDWORK

- "Practical application in the workplace" with concrete goals for the application of the module components
- Trying out the new methods in practice
- Coaching of the participants if needed

COACHING OR INDIVIDUAL SUPERVISION

- 1.5 hours supervision for each participant by a member of our Agile Transformers
  - Individually agreed and within the training period
  - Impact-relevant and compulsory
  - Reflect on your professional challenge (a case) with a professional. This can be both a counselling assignment and a personal concern.

PEER GROUP

- Between trainings:
  - There are crisp (quick, easy, challenging) learning impulses between selected module components..
- Collegial feedback:
  - Regular self-organized exchange about successes and challenges

MODULE 1:

AGILE KICKSTART & DIMENSIONS

GOAL

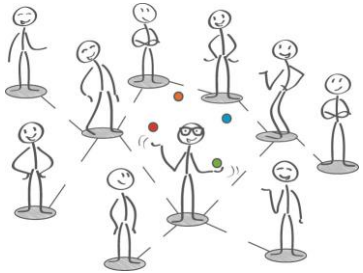
The group gets to know each other, initial insights into agile dimensions are created and the thorough analysis of a change project is developed as a basis for the further modules. With our consulting tool "Agile Check-up", the understanding of organizations is created and agile participation concepts are taught and applied. At the end of the module, the participants have a first idea of what and who needs to change and how, in order to lead the project to success. In addition, the participants have a differentiation competence where and to what extent agile working methods are target-oriented.

CONTENT

- Agility - what is that?
- And why do we need it today of all days?
- Getting to know the agile dimensions
- Complicated vs. complex: Stacey matrix
- Systematic approach to a change case: "Agile Check-up".
- Clarifying the mandate in agile environments
- Presentation and analysis of own change case
- Looking at the change case from different perspectives.
- First steps to proceeding with one's own change project
- Team building accompanies the entire training

DURATION

2 half and 2 full days



MODULE 2:

AGILE PROJECT MANAGEMENT

GOAL

Differences between classic project management and agile project management are understood and made clear and tangible by means of a case study. The Scrum method and the Kanban theory are presented as an example approach and critically examined. Advantages and disadvantages of classical and agile PM as well as target-oriented strategies for hybrid approaches are developed.

During the implementation of the case study (producing a marketing video), the participants experience what it means to use agile methods and to work in a self-organized way. The topic of decision-making in self-organized teams is also experienced first-hand.

The role of the agile coach in agile teams will be deepened.

CONTENT

- Scrum and other agile project management methods
- Differences between classic and agile project management
- Experiencing and implementing an agile project and agile methods
- Decision-making in an agile context
- Integration of agile approaches into classic project management
- Coaching sequences, me as an agile coach!

DURATION

3 days

In this case, it is important to go through the case study in one piece in order to experience the process in its entirety.

MODULE 3:

CHANGE MANAGEMENT: CULTURES, ORGANISATIONS & INDIVIDUALS IN THE AGILE CONTEXT

GOAL

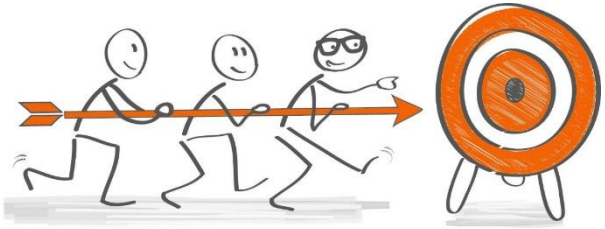
The aim of this module is to analyze the culture, to gain an understanding of what the agile organization could look like in one's own company and to enable holistic change management to accompany the organization and individuals. It is particularly important to understand the individual aspects of an agile culture in order to be able to act in a target-oriented manner in one's own company. One's own change case is considered further, cultural phenomena are discovered and the organization is examined further. After the holistic view of the organization and culture, agility is integrated and culture-changing concepts are made usable for everyday life.

CONTENT

- Cultural Analysis - Spiral Dynamics
- Developing cultural phenomena and solutions
- Organizational / cultural development and change management
- Stages of organizational development
- What needs to be considered in agile organizations?
- From stakeholder analysis to appropriate change communication
- Shaping the change to the individually appropriate agility

DURATION

4 half days and 1 full day



MODULE 4:

AGILE ROLES & LEADERSHIP PRINCIPLES

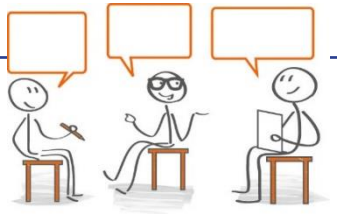
GOAL

The participants reflect on different leadership approaches in relation to agile approaches and self-organized teams. With reflection rounds, the own (leadership) personality is assessed and the agile leadership understanding is deepened. The development of successful teams in agile environments as a leadership task is a core focus of this module. Coaching and team development are closely related to leadership and personality. After this module, participants will be able to distinguish between coaching and counselling and will have concrete tools at hand with which they can set up a coaching conversation. They have become acquainted with initial methods to support the individuals and the group in working together efficiently and effectively. They have a clear understanding of the role of leadership in an agile context and can name and promote core competences for this.

CONTENT

- Leadership approaches in classical management compared to the requirements of agile teams.
- Reflection on one's own leadership personality in relation to agile teams.
- Leadership role and responsibility of an agile coach
- Empowerment and participation methods
- Which personalities does an agile team need, how can we put together a team and where do I stand?
- Differentiation between coaching and consulting
- Coaching formats: Listening, Active Listening and Rephrasing, Circular Questioning Techniques.
- Bonding between coach and coachee
- Leadership skills in transition
- Leadership tools
- Building and consolidating role understanding
- Team development methods

DURATION 3 half days and 1 full day



MODULE 5:

THE JOURNEY: PERSONALITY REFLECTION & COACHING TOOLS

GOAL

Agile Coaching needs an agile personality. Participants deal with their motives, strengths, feelings and own patterns in an intensive seminar. The prerequisite for leading and accompanying agile, self-organized teams is a personality that is capable of conflict and reflection, has a high tolerance for ambiguity and is highly motivated to develop itself further in order to continually penetrate the systemic connections and its own work within them. In this module, the coaching techniques from module 4 and many more are applied for personal growth. Practice, practice, practice ...

CONTENT

- Analysis of own strengths & blockades
- Communication basics: the four ears principle, sender-receiver model
- The dialogue according to David Bohm
- My drivers, my "hot buttons" and how to deal with them
- Discovering and understanding beliefs
- Setting up the inner team
- Recognizing patterns - finding solutions
- Appreciative Inquiry - finding and living a value-oriented attitude
- Walt-Disney method
- Tetralemma
- Working with your own values
- Personal retrospective
- Giving feedback in an appropriate form and learning to accept it
- Continuous reflection on own actions, perceptions and beliefs
- Appreciative completion of the training of the participant project

DURATION

5 half days in a row, then a block with 2 full and 1 half day

OPTIONAL: EXAM

MULTIPLE CHOICE & PRACTICAL EXAM
KNOWLEDGE TRANSFER AND DEEPENING

GOAL

The participants can decide to deepen and test their knowledge in an examination. The aim is to deepen the knowledge through this renewed learning and to prove one's skills through the preparation and execution of the practical task. In addition, it is important for us to reflect on the performance delivered, so that the participant's strengths and possibly also (up to then) existing limitations become clear. The reflection meeting serves to identify a development path beyond the training.

CONTENT

- The multiple choice exam covers all modules with their most important interventions. Through this renewed learning loop, the contents anchor themselves again and deepen in the participant's knowledge.
- The practical examination days are designed according to the number of participants to be examined. The maximum number of examinees on one day is five participants.
- The participants support and feedback each other in the case studies and role plays and thus also learn from each other in the examination situation.

DURATION

Multiple Choice: approx. 2 hours of effort during the online exam. Not limited in time.

Practical exam: participants who opt for this are (with 8 TN) 2 days in exam days.

COSTS

Multiple Choice: 60,- € plus VAT.

Practical exam: 400,- € plus VAT.

(The two exams can only be booked together).

ORGANIZATIONAL

WHO'S PARTICIPATING?

The Agile Coach training is aimed at managers, team members, Scrum masters, product owners, organizational developers, change managers, coaches and consultants..

WHICH TOOLS DO WE USE?

Communication tool: Microsoft Teams or Zoom
Collaboration tool: Miro Board

CERTIFICATE

Certification as agile coach and transformation consultant by the Dr. Kraus & Partner Academy
Optional: Professional Scrum Master Exam PSM Level 1
Additional: Professional Scrum Product Owner Exam PSO Level 1

COSTS & SERVICES

16.5 days seminar
incl. Facet5 feedback, supervision, peer groups and e-learning

- Normal price 5.700,– €
  With early bird discount* 5.000,– €
  (*up to 2 months before the start of module 1)
- Scrum Master / Product Owner exam fee of around $150 to be paid directly to Scrum.org
- Optional exam fee 460,– €

REGISTRATION

Online:
https://www.kraus-und-partner.de/academy-events/academy/ausbildung-zum-agile-coach-agilitaet/anmeldung

QUESTIONS

Contact Katja von Bergen :

E-Mail: katja.vonbergen@krauspartner.de
Mobile: +49 163 2673 018

FOR INTERESTED COMPANIES:
All our trainings are also available as in-house trainings.

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OVERVIEW OF OUR ACTC TRAINER TEAM

Katja von Bergen
Lead Trainer
ACTC virtual
MD Agile Transformers
Change Culture

- 10 years of consulting experience
- Our expert for sales, lateral thinking and agility
- Many years of experience in the introduction of lean processes and agilization of organizations
- Project experience in the service industry
- AGILE COACH

Bastian Billerbeck
Lead Trainer ACTC virtual
Moderation
Large group moderation

- 7 years of professional experience
- Project experience in merger integration projects in logistics and finance
- Experienced lead trainer for change and agile competence transfer
- Expert in large group methods and agile leadership
- AGILE COACH

Sabine Michel
Change Communication
Facilitation and
Training

- 12 years in consulting on the road
- Our expert for holistic communication and target group-oriented formats
- Support for merger integration projects (finance and logistics)
- Coach and trainer for communication skills
- AGILE COACH

OVERVIEW OF OUR ACTC TRAINER TEAM

Ami Micheler
Change management, facilitation and training

- 20 years of professional experience
- Experienced project manager
- Operational IT experience
- Coaching and advising top management
- AGILE COACH

Christoph Bauer
Process support and training

- 23 years of professional experience
- Experienced project manager
- Trainer for agile project management
- Process consulting in development and project management
- AGILE COACH

Sabine Böhringer
Consulting
Training
Moderation
Coaching

- 26 years of professional experience in various specialist & management positions, automotive group.
- 6 years experience as consultant and trainer, facilitator, business and management coach
- Expert for process analysis & development incl. Lean Management - Operations and Purchasing
- Facilitator of agile transformation and change processes
- AGILE COACH

OVERVIEW OF OUR ACTC TRAINER TEAM

Daniela Pfarr
Mediative communication
& workshops

- 7 years of professional experience as a mediator
- Our expert for mediative communication and mediation
- Facilitator of organized group mediations
- Facilitator of team workshops
- AGILE COACH

Martin Lindhuber
Training
Coaching
Consulting

- 12 years of experience in international plant engineering (energy and telecom)
- 10 years experience as trainer, coach and consultant
- Expert in project management, classical and agile
- Extensive understanding of methods and applied social skills
- AGILE COACH

Beat Schori
Change Management
Consulting
Training

- More than 20 years of experience as General Manager and Head Marketing in multinational and local companies in various industries
- Experienced consultant and trainer with vision
- Facilitator, conflict resolver
- AGILE COACH and Scrum Master

Dr. Kraus & Partner
The Change Consultants

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We look forward hearing from you!