LUXURY OF FREEDOM

BIG BERRY MASTERMIND

TILEN TRAVNIK

"TACTICS, PROJECT, AND PROCESSES IN THE COMPANY"

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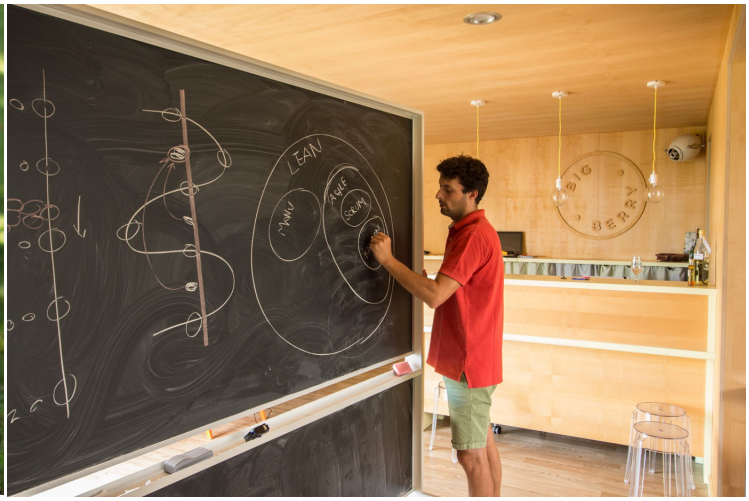
On the last weekend of summer Tilen Travnik from D·Labs gave two talks about the Agile model of business development as the new BIG BERRY Mastermind.

D·Labs is the company, which produces softer for start-ups in London. They are lean in product development, innovative in user experience and agile in engineering. The team of the company uses the same method, about which Tilen was talking.

The Agile Model

After giving a quick introduction into the structure of companies with vision, mission, and strategy, Tilen smoothly moved to the main topic of the talk – the Agile model. Basically, the agile model is the system of project management rules to make the team perform better.

The great example of the excellent teamwork is the curved conveyor system. Workers had to share spots and responsibilities between each other. Moreover, employees had a red ribbon for extreme situations. If someone would pull it, the whole conveyor would stop and all workers should have come to the person in need and help him or her to resolve the problem. That is the perfect system when people are being efficient all the time. It's all about doing continuous improvement. And this is the main aim of the Agile model.



The Agile model includes different methodologies, the most popular of which are Scrum and Kanban. The whole attention of the lecturer and participants was focused on the second one. According to this system, you always need to know your products and limitations in order to make every team member as efficient as possible. It's always better to have fixed brainstorming meetings and a note taker because otherwise all your thoughts can be easily lost. Never exceed two pages of ideas because in this case you may not be able to make them all come true and you may spread your attention on many things without really concentrating.

What is also very important when building the effective system for your company it the estimation. Basically, it is the process of figuring out how much time something will take. Planning should take from ten to twenty percent of your working process. Even though it may seem a lot, it will save you much more time.

> The vision really has to be out there.

> Know your processes. Know your limitations. Help the person to be effective.

Besides that, Tilen shared with visitors the facilities of the adoption curve and lean canvas model. With the examples of the dog shelter and Ikea, participants understood that the most important part of this model (besides, of course, satisfying customers' needs and wants) is the ability to give people the energy of participating in the process or being attached to the product. People love everything that has someone connected to them.

To conclude, every company needs to choose the strategy for the team carefully. If it doesn't work, then it's time to change the strategy. Try something new, don't be afraid of mistakes, learn from them and in the end the result will exceed all your expectations. BIG BERRY says a big thank you to the master of business advisory and wishes to meet again!