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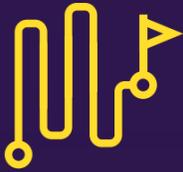
WAYS TO MAKE YOUR ORGANIZATION MORE AGILE

Recent events, such as the COVID-19 pandemic, remote working environments, touchless customer experiences, hostile political climates, inflation and more, have contributed to businesses having to adjust to various market conditions almost overnight. As a business executive, **the future can be difficult to predict** amid such a volatile market.

Your ability to adapt to radical changes and respond to fast-changing conditions will determine whether your organization survives as well as thrives and achieves its goals in the long run. SMBs must revisit even their best-laid plans if they want to increase agility and shift their business to **meet the changing needs of employees, customers and markets.**

WHAT IS ORGANIZATIONAL AGILITY?

! A company's organizational agility involves having systems in place that are flexible enough to **adapt and respond rapidly to market changes** induced by disasters, pandemics, inflation and more, without having to make radical changes and adjustments.



YOUR KEYS TO BUILDING AN AGILE ORGANIZATION



SPEED



ADAPTABILITY

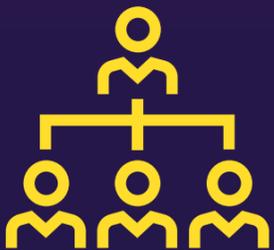


INNOVATION

3 WAYS TO BRING AGILITY TO YOUR BUSINESS

As SMBs navigate the pandemic's ever-changing hurdles and limitations, they need to realize that agility is critical for their survival. However, they lack clarity on how to achieve and sustain it in practice.

Here are the three best practices* to bring agility to your business:



1 SUPPORT A CUSTOMER-CENTERED PURPOSE

Building a customer-focused culture is the first step towards achieving organizational agility.

As an agile organization, you should expect to operate in an environment in which the path towards your ultimate business goal isn't fixed. You should be prepared for new information to cause a course correction at any time. By focusing on creating value for customers, you can provide a compass for everyone in the organization and improve agility in various ways, even if the path takes unexpected turns going forward.

If you have a "customer-centered purpose" that employees can tie their accomplishments to, it will help them recognize the value of their work. This purpose-driven work boosts employee engagement, helping your business become more agile. When your employees get clear instructions, they will naturally come up with smarter ways to reach organizational goals as quickly as possible.

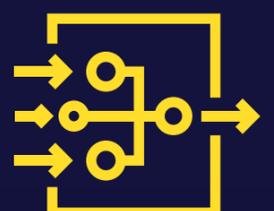


2 FOSTER A RESILIENT WORKFORCE

Experimenting is required for a business to become agile and blunders are to be expected. While you shouldn't take risks just for the sake of taking them, you should be secure in your decisions and believe that the changes you're making to become agile will be effective. This is when a company and its employees need to be resilient.

Improving your employees' resiliency helps your organization become more agile. Fear of failure makes it difficult for people to accept feedback, take responsibility for problems and make decisions. Businesses should work towards creating an environment that reduces fear by cultivating a positive company culture that encourages risk-taking and accepts failure.

When your employees are confident in their resiliency, they can concentrate more on absorbing new information and appreciating its potential utility rather than worrying about how they'll react or pass on the blame if the news isn't favorable.



3 DEVELOP EFFECTIVE TOOLS AND PROCESSES

Customers and workers are vital to the value creation process in agile organizations. You need to provide them with tools and methods that enable them to acquire high-quality data and promote interactions that lead to valuable collaboration.

Agile businesses can adjust in response to new information about customers' changing needs and the business environment — and they do it fast without creating employee resistance or resentment. The ability to transform insights into innovation requires effective collaboration, creative intelligence, and the ability to learn in new and meaningful ways.

*Dale Carnegie, The New Competitive Divide: Building the Foundation for Organizational Agility