

Singapore

Transportation

INNOVATE DIGITAL APPLICATIONS TO FACE NEW COMPETITION

Institutionalising business agility to stay ahead
of the competition



AT A GLANCE

Challenges

- Hierarchical structure with no innovation culture
- Staff are not Agile trained

Outcomes

- Company-wide adoption of Agile & innovation practices
- Developed large portfolio of innovative features
- Shortened time to market

OBJECTIVES

This company was facing new and highly aggressive competition in their market.

Their ambition was to institutionalise Business Agility and Digital Innovation to stay relevant to fast changing market needs.

This initiative was led by the CEO himself with a mandate to implement these changes rapidly.

CHALLENGE

- Hierarchical structure with lack of individual initiatives and innovation culture
- People not trained on Agile and Innovation practices
- Training and coaching to dedicated Innovation squads without disturbing their current deliveries (a lot of multitasking)

OUTCOMES

One

Transfer of Design Thinking skills to two Innovation Squads, now able to internally coach newly created Squads

Two

New ways of working and mindset adopted by employees (visual management, user-centricity, cross-department collaboration)

Three

Large portfolio of innovative features

Four

Shortened time to market and iterative deliveries

