A Brief Story of How an Entertainment Company Developed New Agile Capabilities and Unlocked Business Agility to Thrive

Based on actual events, a multinational entertainment and media company decided to undergo an agile transformation to become more agile. Those successful in the business will be the ones that can change, fast time-to-market, and continuous improvement—three ingredients of agility.

A global leader, they knew that they needed to develop new agile capabilities and unlock business agility within their company so that they could thrive in the face of rapid change, fast time-to-market, and continuous improvement—three ingredients of agility.

The chief strategy officer (CSO) knew that it was crucial to create a team with the knowledge, skills, and abilities to execute an agile transformation. The CSO was responsible for bringing the company to a point where it could change, fast time-to-market, and continuous improvement—three ingredients of agility.

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