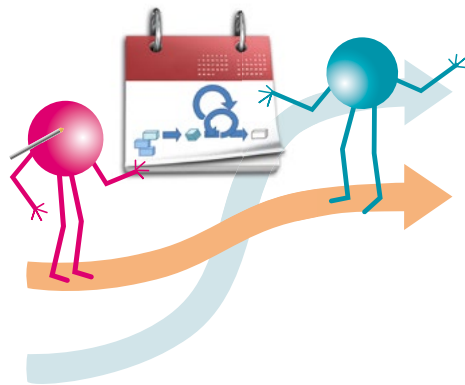


## Workshop to learn to apply the AGILE methodology in the management Innovation Experiments.

Traditional project management does not serve to manage innovative initiatives. An Innovation experiment involves handling a lot of ambiguity. We do not know the milestones, timing and resources we will need to achieve our objective.

**AGILE EXPERIMENT MANAGEMENT workshop** adapts the agile methodologies to the practical needs of an innovation experiment. Their knowledge gives us the tools to define and manage benchmarks in the short term.

This methodology offers flexibility in the constant change of direction any innovation experiment requires and determines the experiment viability long before reaching its end.



### Method

- 1,5-day workshop.
- Active learning (little theory, lots of practice)
- The theory is less than 1/3 of the total time and material.
- Focuses on learning “more from less instead of less from more”.
- Participants are the main players.
- Through the cycle concept – practical activity – debrief the participants, learn and acquire the new work methodology.

## Results

### UNLEARN TO LEARN

Unlearn inefficient and traditional practices in project management and learn more effective practices for innovation experiments.

### LEAN BAGGAGE

Build a box of tools and techniques aimed at managing in an AGILE way situations of uncertainty and ambiguity.

### REAL PRACTICE

Practice with experiments on new tools, skills and ideas to develop.

### ALIGNMENT

Build a common language among participants.

*“We failed for some time on the execution of innovation experiments. APM allowed us to discover the importance of unlearning old practices to learn how to manage the ambiguity of the innovative initiatives. It is a great workshop, very practical.”*

*Director of Innovation of a Global Insurance company*