How Agile Can Live Up to Its Hype In-House

Greater productivity. Rewarding collaboration. Solid business alignment. Creative excellence. Leaps in innovation. Customer centricity. Faster go-to-market. Iterative improvements. Workable flexibility. On-time projects. Agile promises a truckload of benefits. Benefits that have some in-house marketing and creative leaders wondering: What does it take to turn blue-sky visions of Agile into bottom line realities?

Discussion Takeaways

This timely question, and the details surrounding it, were top of mind during our recent CreativeExecs Roundtable series, "The Buzz and The Reality: Making Agile Work for In-House Agencies." Participants from around the country gathered to discuss and learn how their peers are making Agile work in their organizations. Whether undecided about transitioning to Agile, just starting out or already reaping the results of a full-blown transformation, everyone gained insights about approaches and methodologies that are producing real success.

Some key points that were discussed include:

Don't try to make one size fit. It's agreed: a hybrid Agile approach is best for accommodating different types and tiers of work.

Start training ASAP. In-house agencies often lack the time to adequately train their staff. Agile typically comes with a corporate culture change from the C-suite down, so the sooner you begin training, the faster you'll prevent a key cause of Agile failure.

Ask for help. Many people stressed the value of engaging an expert coach or consultant to guide the agency through their Agile transition.

Keep chipping away at resistance. It's not unusual for leaders to encounter reluctance from their own teams and stakeholder partners. This underscores the fact that change management is critical to Agile success.

Let technology assist. People experienced in Agile highly recommend having tools in place to better manage workflows and communication.

Promote early. Change is hard. Urge it along – up front – by promoting high-profile Agile benefits such as increased innovation and speed to market.

Test first. Some leaders advise groups to dip their toes in Agile waters by starting pilot projects with small teams and testing various approaches to learn which one(s) will drive their group's best work.

For more information on this topic, read our new whitepaper "Making Agile Work for In-House Agencies." cellaconsulting.com/cella-whitepaper-agile

In-House Creative Leaders On Agile

From our 2019 In-House Creative Industry Report

23%

report they are using Agile methodologies and 34% of those use a hybrid approach

64%

note increased productivity as top reason for adopting Agile

61%

say lack of experience is their top challenge in using the Agile methodology and 57% cite inconsistent Agile practices

Full report available at creativeindustryreport.com

Hosted by The BOSS Group and Cella, CreativeExecs Roundtables bring together creative executives for moderated peer discussions on topics tailored to the unique challenges facing leaders of in-house creative departments. Each year, we host a spring and fall series in cities across the U.S.

Need help making the transition to Agile?
Or adding great Agile talent to your staff?
Contact us at **info@cellaconsulting.com**.