

Transforming

The journey to a Product Driven Organization



Meet the Speaker



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Adapting quickly to an ever-changing world



“

It's clear that the mobility model we have today simply will not work tomorrow. We are going to build smart cars, but we also need to build smart roads, smart parking, smart public transportation systems, and more.

”

— Bill Ford

Our Opportunity

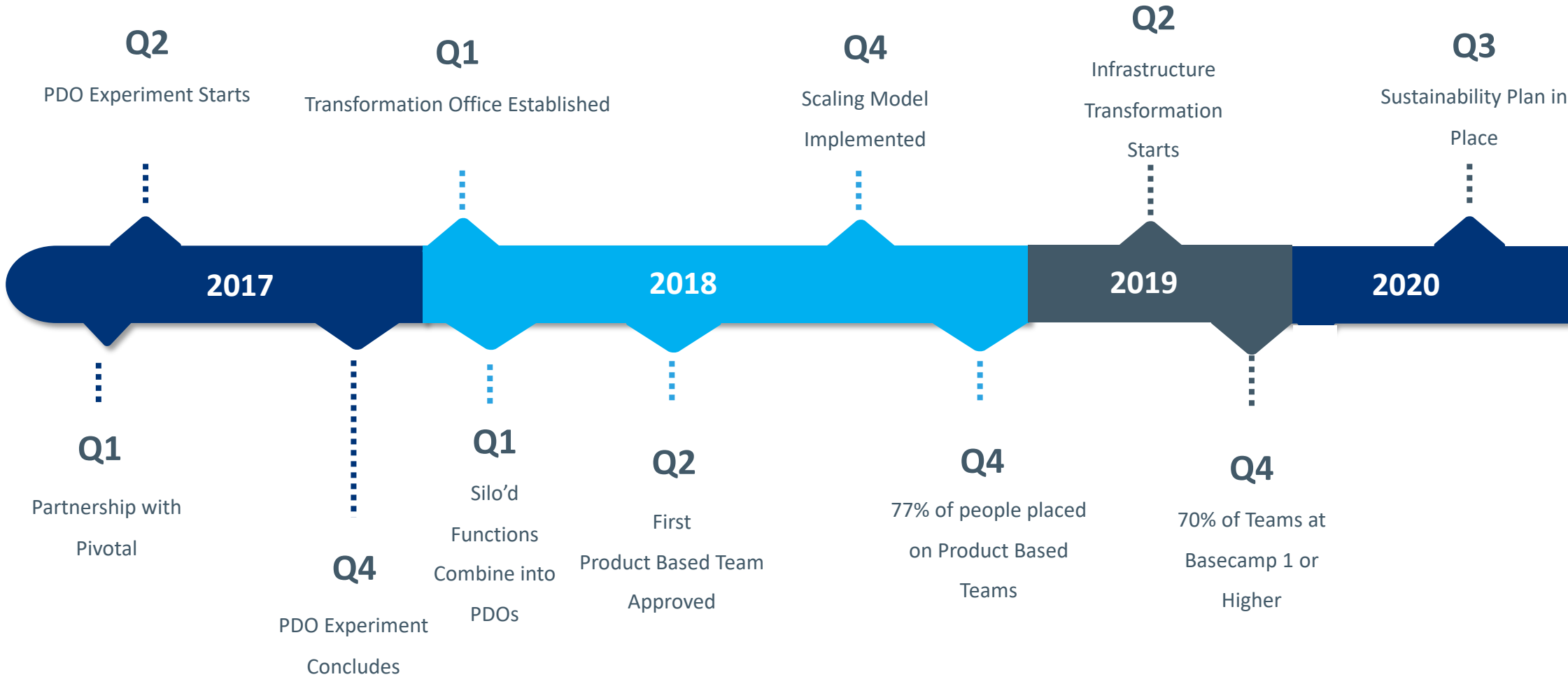
Transform today for a better tomorrow

Enabling Ford's technology teams to reorganize and solve problems by focusing on products end-to-end

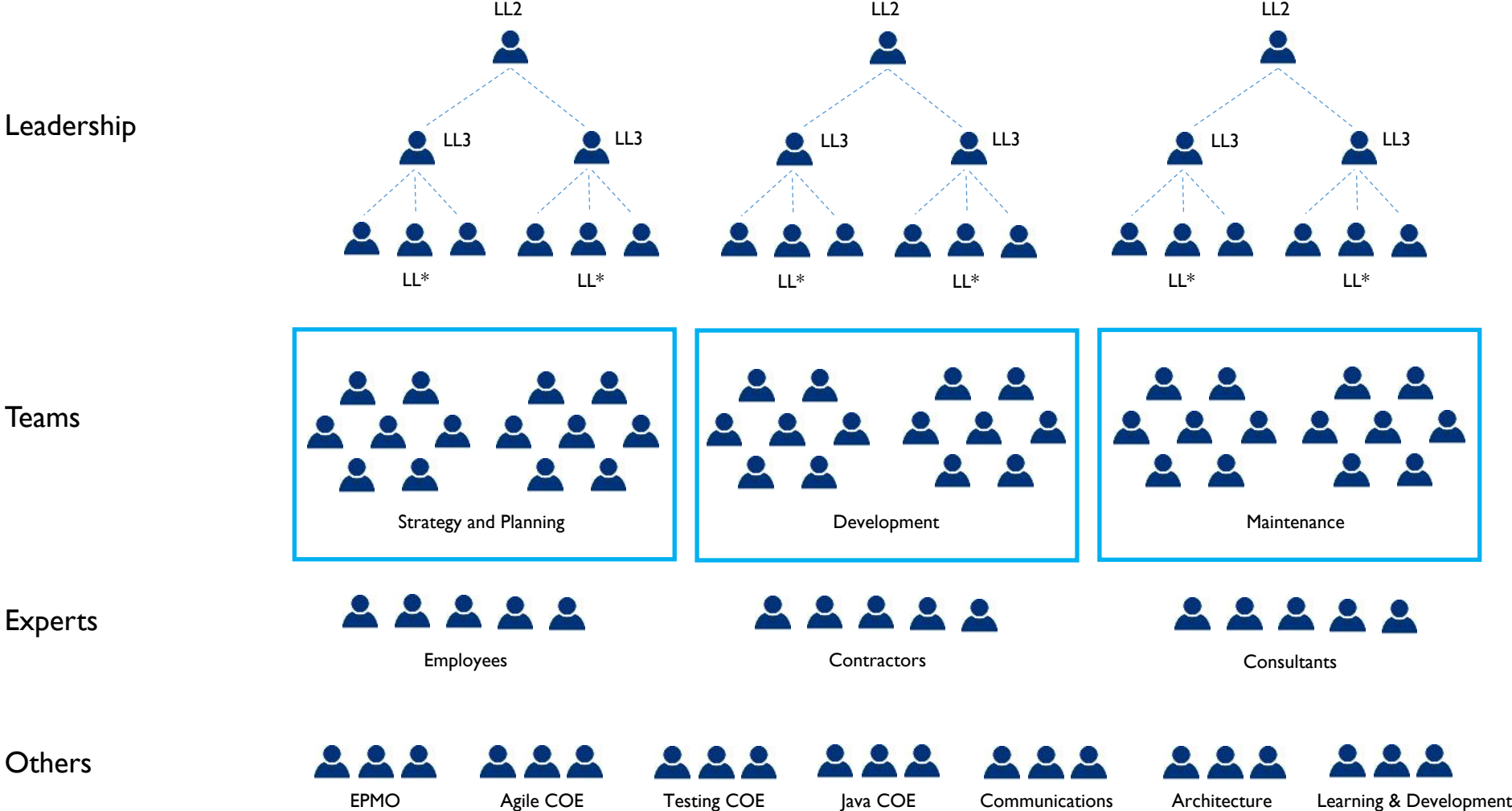


Our Journey

Ford's Journey with Agile began a decade ago



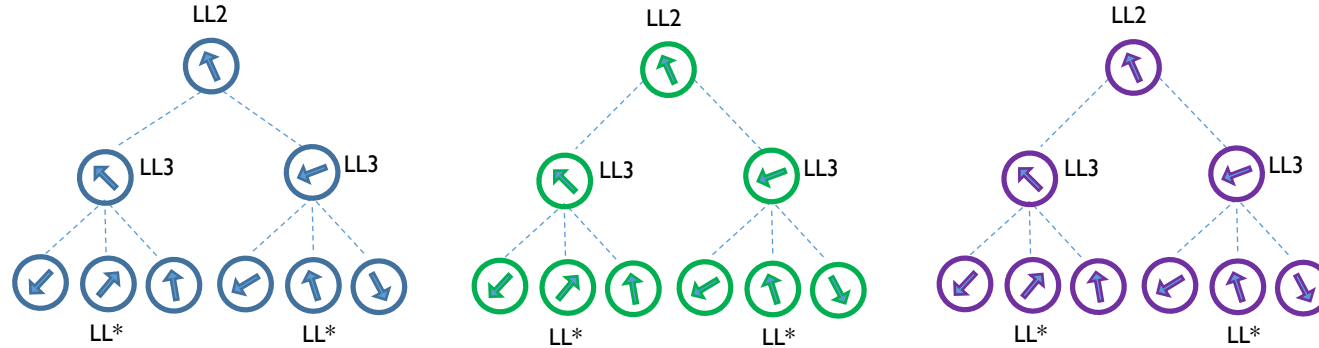
Our Previous Organization



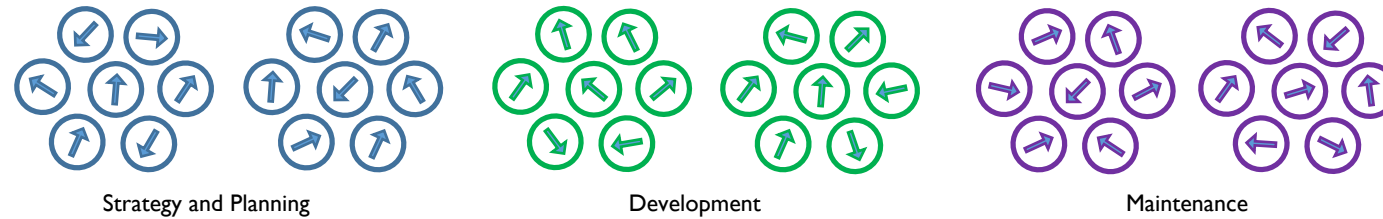
Where We Started



Leadership



Teams



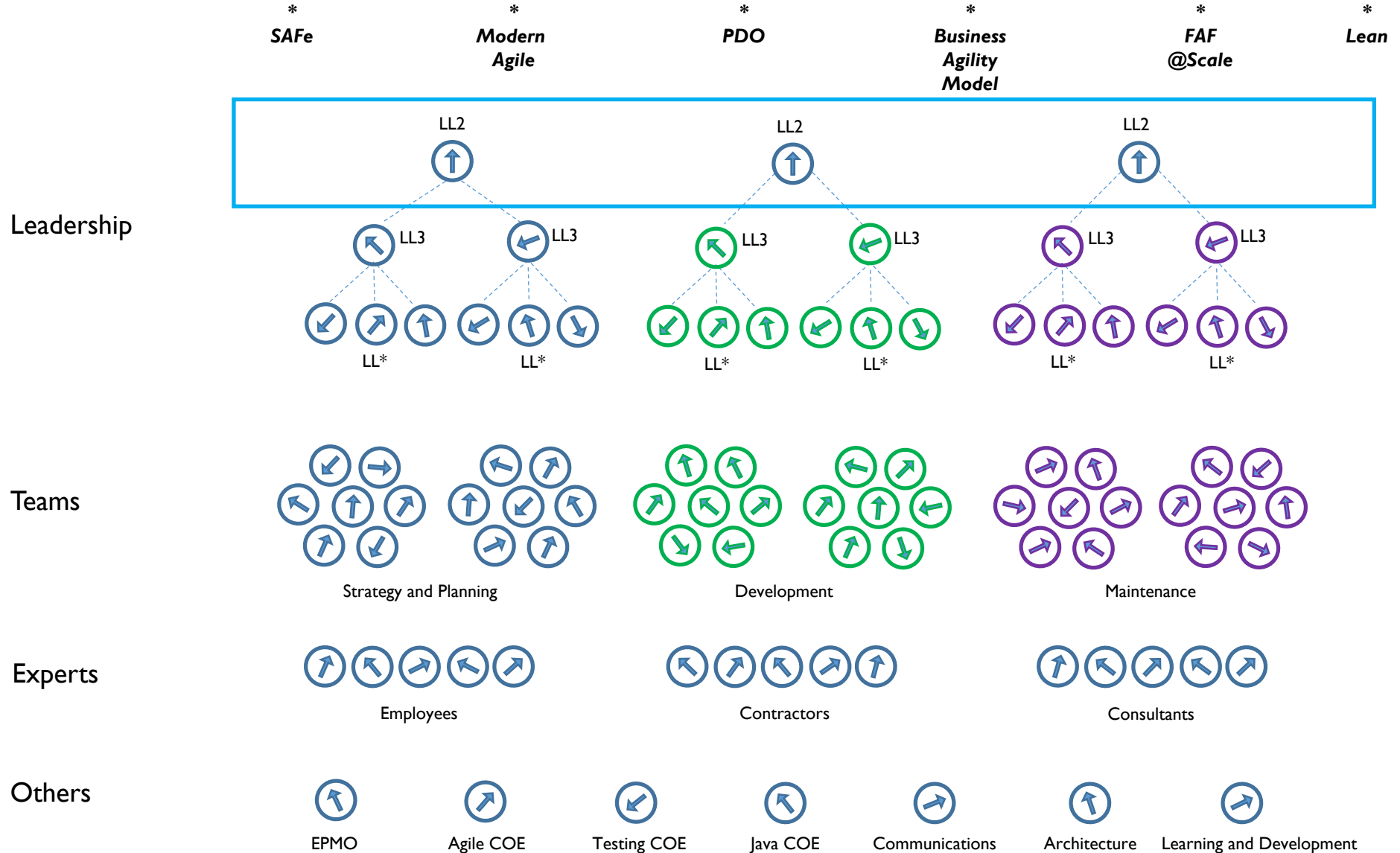
Experts



Others

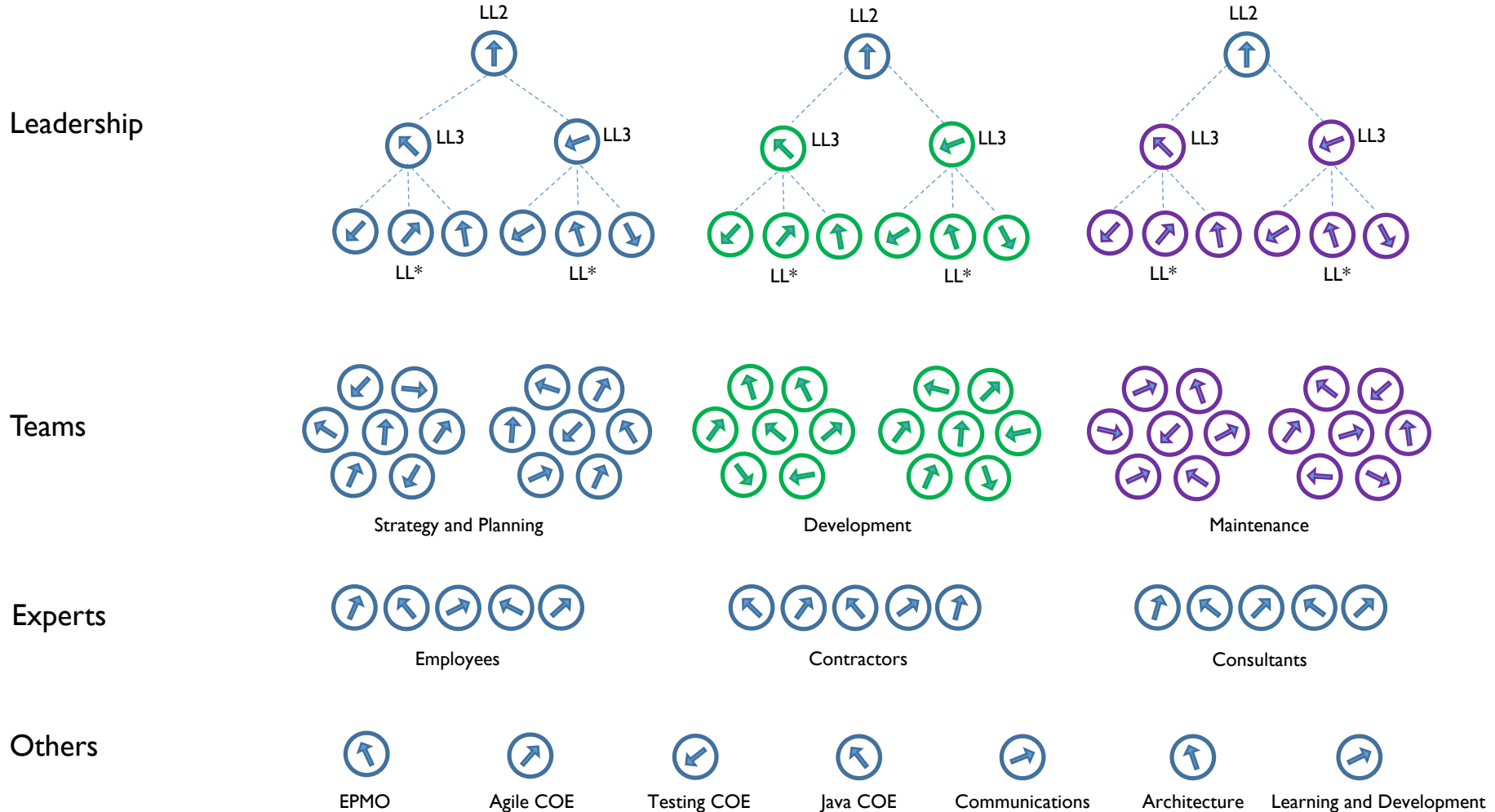


Established Transformation Council



Identified “True North”

Become a Product Driven Organization



Product Driven Organization

Combine a product mindset with a business context appropriate agile system of delivery

01

Customers

Determine our customers

02

Value

Clarify business problems and KPIs

03

Capabilities

Map work to EBCM to scale agility

04

Products

Formulate product hypothesis

05

Teams

Restructure teams to work autonomously

06

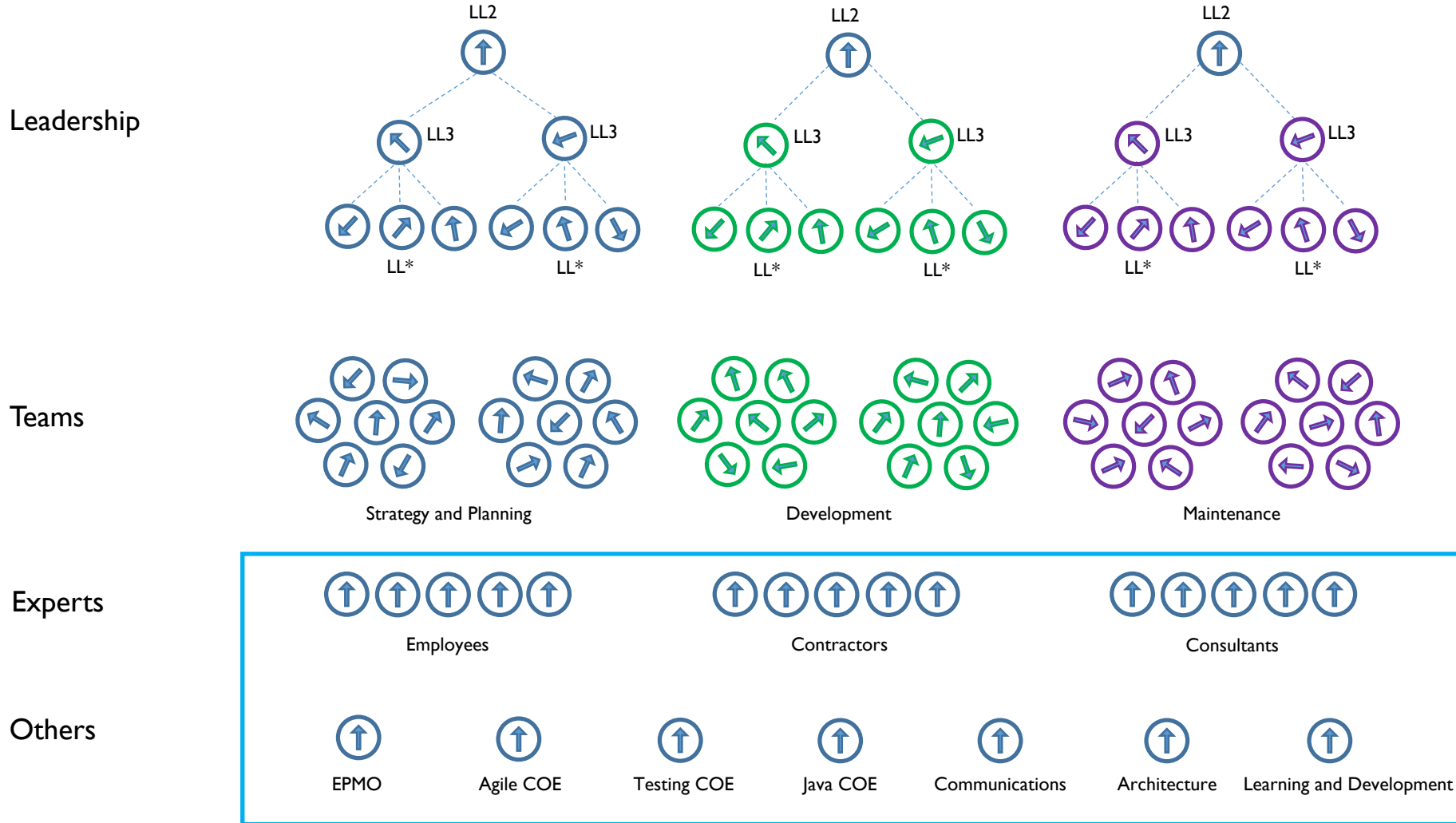
Market Speed

Deliver flexible software solutions at market speed



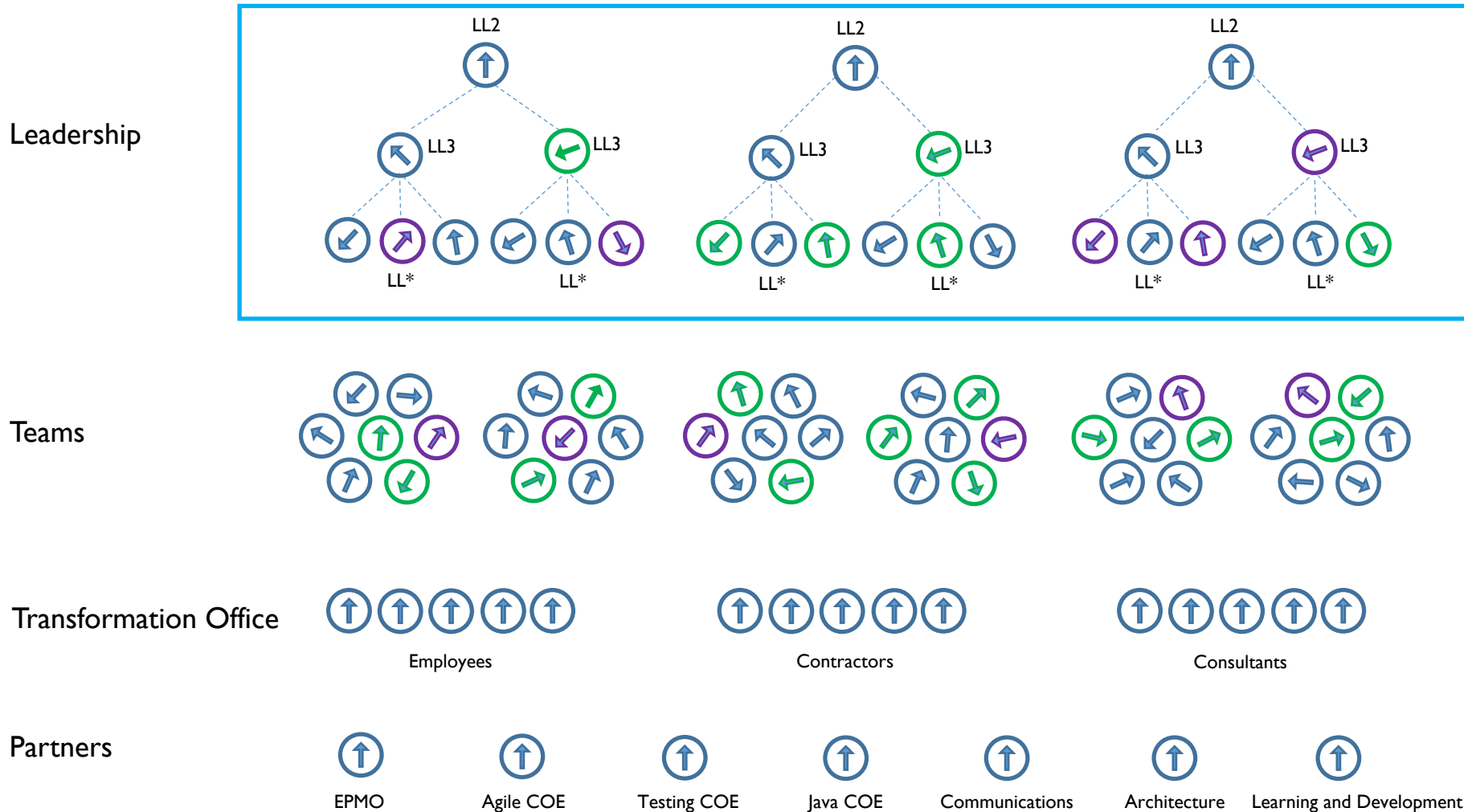
Created the Transformation Office

Become a Product Driven Organization



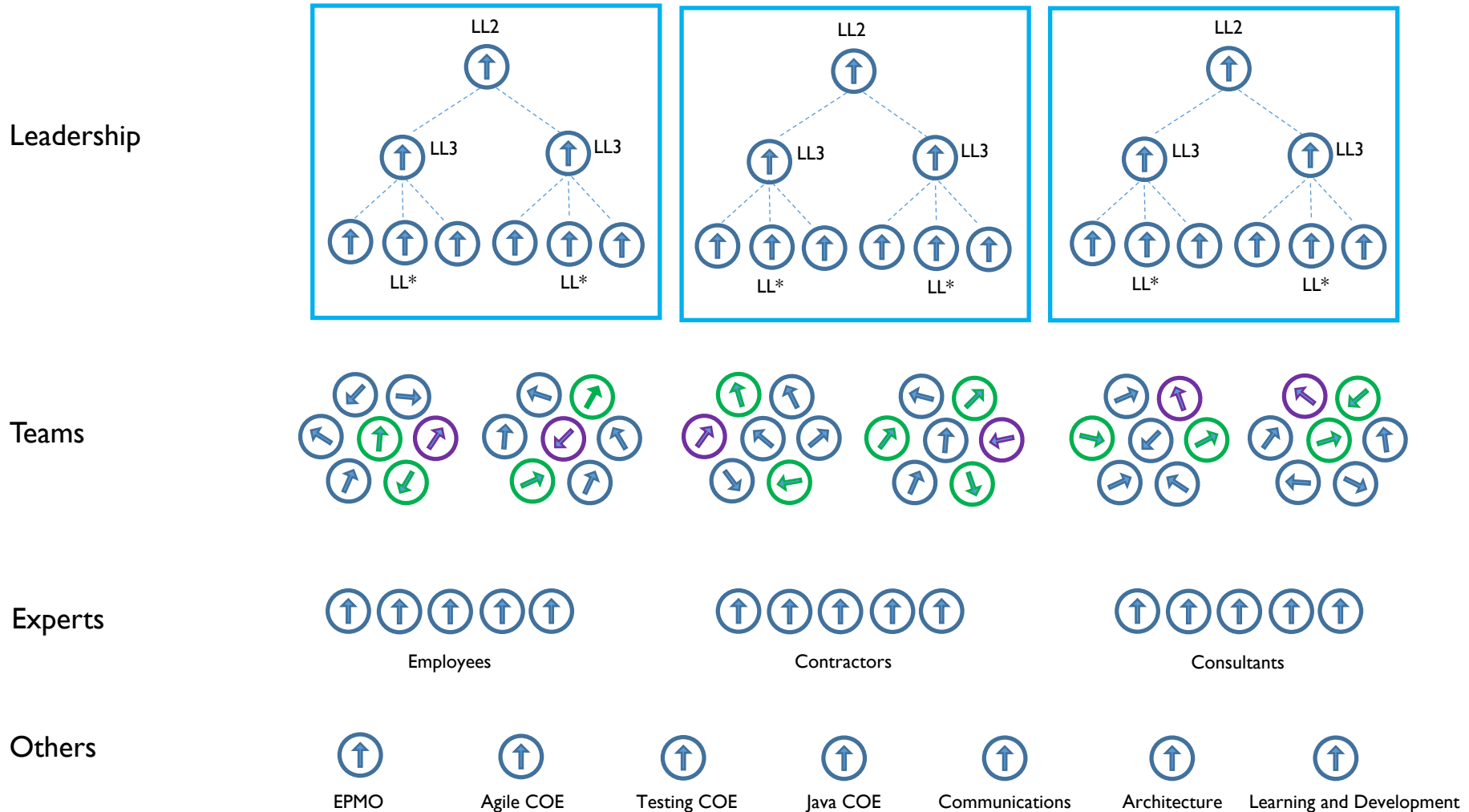
Formed New Product Organizations

Become a Product Driven Organization



Enrolled All Leaders

Become a Product Driven Organization



Teams Create Value @ Market Speed

Become a Product Driven Organization

