



# Are you getting what you want from life?

**Getting what you want for your business is 50% knowing what you want and 50% knowing how to get it.**

That is what I heard a long time ago ... in a framework of hierarchical, delegative management. In the context of agile, I believe it differently: „It's 20% knowing what you want, 20% knowing how to get, 20% knowing why you are doing it, 20% doing it and 20% tweaking it.“ The percentages are open to discussion, but I hope the concept is clear. Bringing in some classical business language ...

„Knowing what you want“ = *strategy* = **what to do**

„Knowing how to do it“ = *capability* = **how to do it**

„Knowing why you are doing it“ = *motivation* = **why we are doing it**

„Doing it“ = *execution* = **delivery of tangible outcomes**

„Tweaking it“ = *review & control* = **iterate it ... or have the humility and courage to tear it up and start again**

I have come to believe passionately in the power of agile. And I have seen cases where it has been implemented well in business and others where it has not. I quote Arie van Bennekum\*: „Agile is what you are by nature“. I agree. And, therefore I believe that the consequences of this assertion are the biggest reason why agile implementations fail. If the people are not agile inside, they will not sustain an agile culture on the outside.

Either starting with people who have the agile mindset built in, or engaging people who are genuinely willing to change who they are (in addition to what they do) will result in a sustainable agile transition. And, at its best, the transition and sustained agile culture is a wonderful journey of personal growth and development for many involved. At times, it might stretch people out of their comfort zone, but when done in a culture of fearless trust and servant leadership, these uncomfortable moments can quickly sublime to nourishing personal satisfaction. And, the journey will transform the business to the innovative organization required to remain relevant and competitive in this dynamic digital age.

So, next time you ask yourself big questions like: „are you getting what you want from life?”. Or, „is your business going where it needs to go?”. Perhaps run the inventory above and ask compassionately: „which of the elements is missing and where are the percentages?”. Perhaps the next steps will become clear to you.

**Stay agile ... together, we can make it happen.**

Steve H