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Emily Fraser

Applying Agile Principles to Break Down the Complexities of Corporate Sustainability



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Introduction



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Introduction



Sustainability

What sustainability encompasses

Corporate Sustainability

What sustainability looks like in the corporate world

Nine Feet Tall Approach

How Nine Feet Tall approached the challenge

Agile Principles

How Agile Principles can be the answer to sustainable progression

Effective Change Management

Why the people are the catalyst to change and how to manage them

Doing it right?

How we measure our progress and know we are on the right path

What is sustainability?



ENVIRONMENT

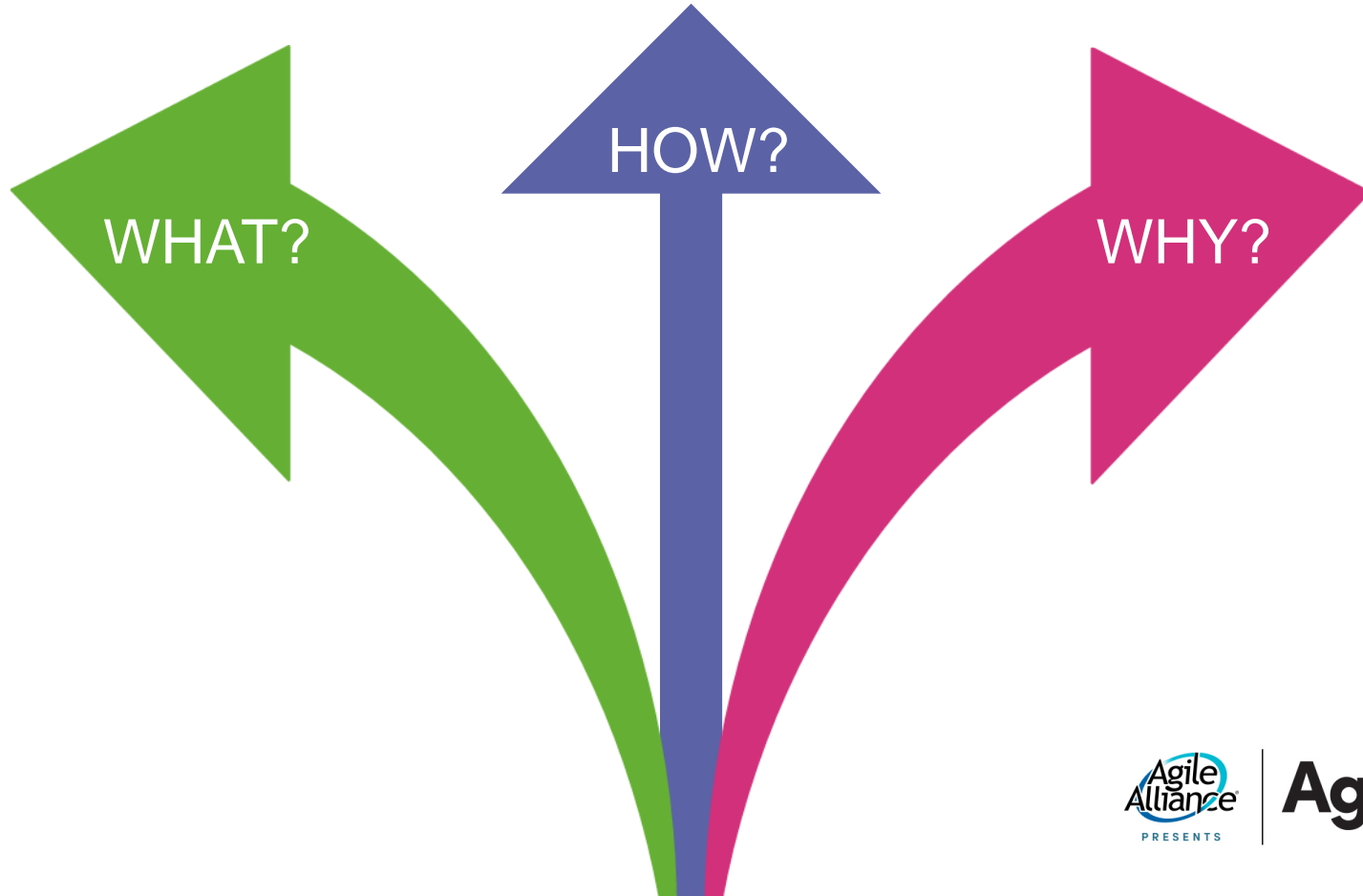


SOCIETY



ECONOMY

The Challenge for Organisations...



The Challenge for Organisations...



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY

Icon representing a family of four people.

2 ZERO HUNGER

Icon representing a bowl of food with steam rising from it.

3 GOOD HEALTH AND WELL-BEING

Icon representing a heart and a pulse line.

4 QUALITY EDUCATION

Icon representing an open book and a pencil.

5 GENDER EQUALITY

Icon representing a female symbol with an equals sign.

6 CLEAN WATER AND SANITATION

Icon representing a water tap with a drop of water.

7 AFFORDABLE AND CLEAN ENERGY

Icon representing a sun with a power button symbol.

8 DECENT WORK AND ECONOMIC GROWTH

Icon representing a bar chart with an upward arrow.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Icon representing three stacked cubes.

10 REDUCED INEQUALITIES

Icon representing an equals sign inside a circle.

11 SUSTAINABLE CITIES AND COMMUNITIES

Icon representing a cluster of buildings.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Icon representing an infinity symbol.

13 CLIMATE ACTION

Icon representing an eye with a globe as the pupil.

14 LIFE BELOW WATER

Icon representing waves and a fish.

15 LIFE ON LAND

Icon representing a tree and birds.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Icon representing a dove and a gavel.

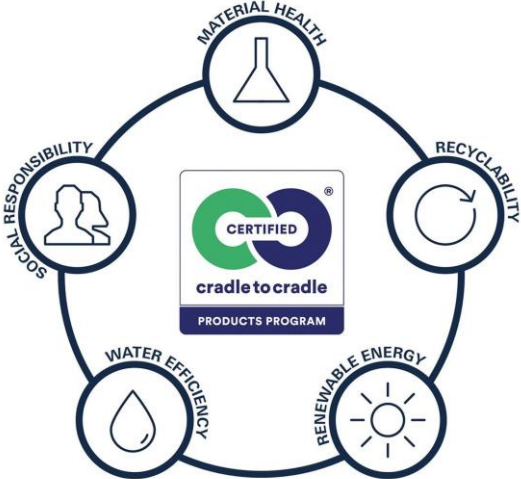
17 PARTNERSHIPS FOR THE GOALS

Icon representing three interlocking circles.

SUSTAINABLE DEVELOPMENT GOALS

The logo for the Sustainable Development Goals, featuring a globe and the text 'SUSTAINABLE DEVELOPMENT GOALS'.

The Challenge for Organisations...



The Challenge for Organisations...

WHAT DOES GEN Z LOOK FOR WHEN ENTERING THE WORKFORCE?



45%

want work that has meaning and purpose beyond getting paid



50%

want the ability to learn new skills and have new experiences



38%

want to work for a socially or environmentally responsible organisation

ASEAN GEN Zs WHO WANT TO WORK FOR ENVIRONMENTALLY RESPONSIBLE ORGANISATIONS



47% Malaysia



40% Singapore



37% Indonesia



35% Thailand



53% Philippines



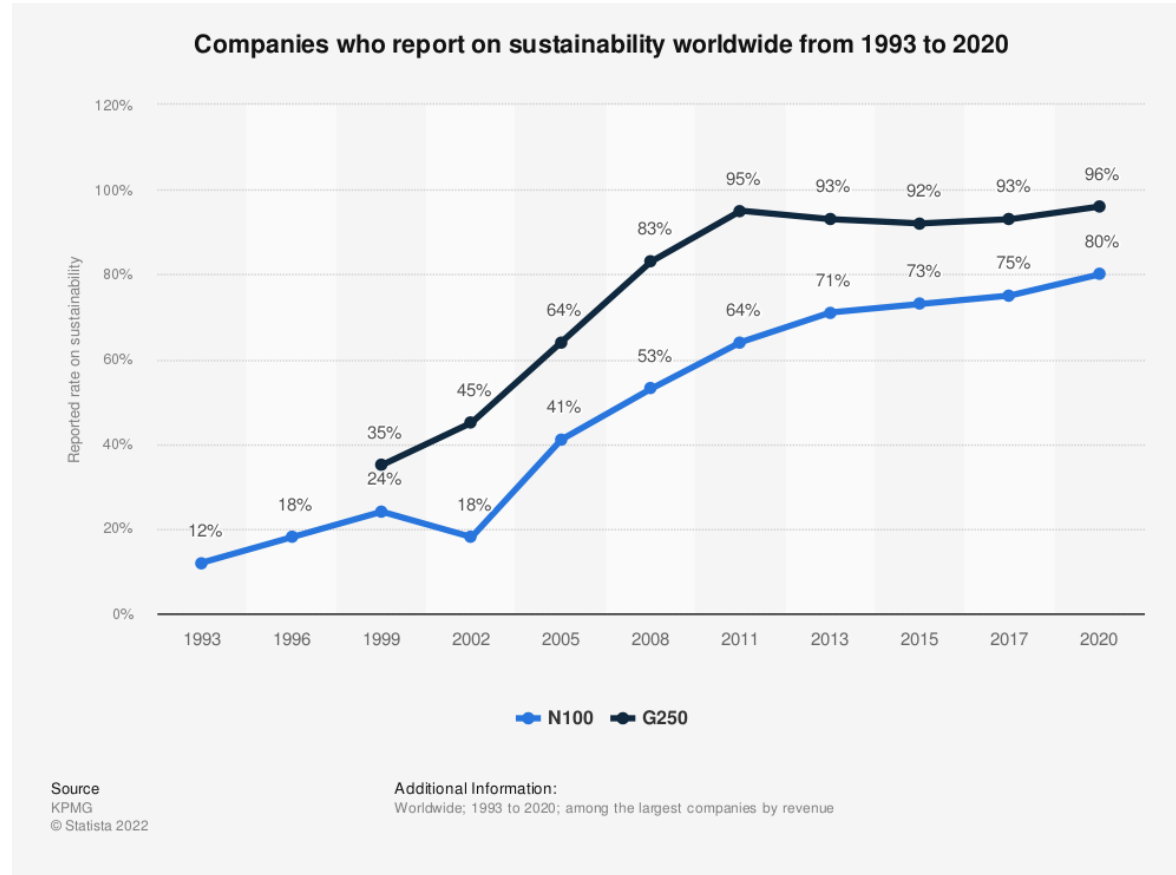
43% Vietnam



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Source: McKinsey: 'True Gen: Generation Z and its implications for companies'

The Challenge for Organisations...



“

Corporate sustainability is an approach aiming to create long-term **stakeholder value** through the implementation of a business strategy that focuses on the **ethical, social, environmental, cultural, and economic** dimensions of doing business.

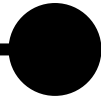
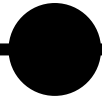
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The Sustainability Journey at Nine Feet Tall...

2021

2022

2023

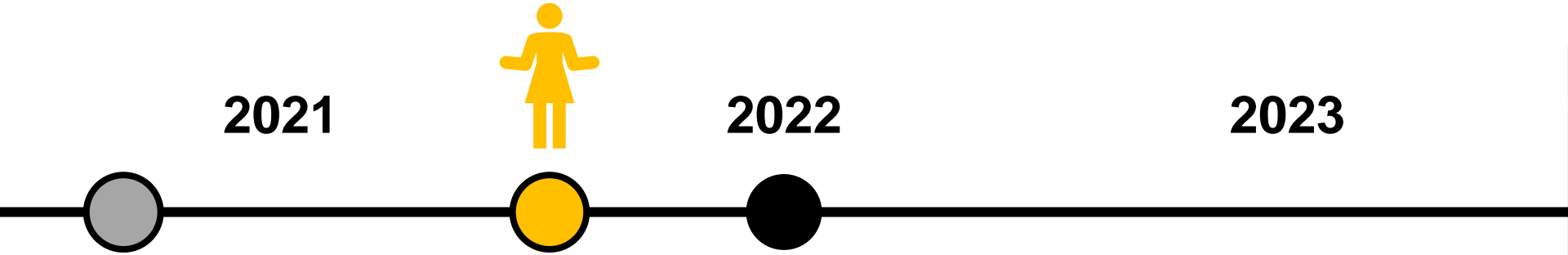


PASSION
LEADERSHIP BUY-IN



DON'T KNOW WHERE TO START
THIS IS ENORMOUS!

The Sustainability Journey at Nine Feet Tall...

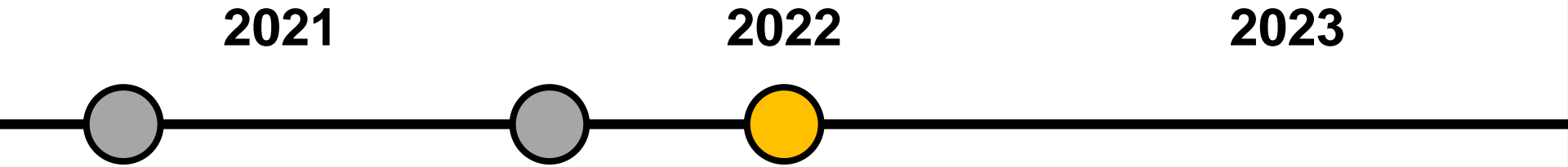


PASSION
LEADERSHIP BUY-IN
UNDERSTANDING WHERE WE ARE TODAY



HOW ARE WE GOING TO HAVE THE TIME TO DO THIS?

The Sustainability Journey at Nine Feet Tall...



2021

2022

2023



PASSION
LEADERSHIP BUY-IN
UNDERSTANDING WHERE WE ARE TODAY

...LET'S USE AGILE!



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The Nine Feet Tall Focus – Impact Areas

1

Workers

- Career development
- Health & wellbeing
- Satisfaction
- Financial security
- Employees
- Contractors

2

Customers

- Satisfaction
- Retention
- Product impact
- Data usage
- Feedback

3

Community

- Equity, diversity & inclusion
- Job growth
- Local hiring & purchasing
- Volunteering
- Charitable giving
- Supply chain management

4

Governance

- Governance structure
- Transparency
- Revenue
- Organisation mission statement
- Management of social & environmental impact

5

Environment

- Energy usage
- GHG emissions
- Facilities
- Environmental Management
- Monitoring and recording waste

Clear Goals within Impact Areas

WORKERS

2024



Reduce attrition to <10%
Increase engagement by >10%

ENVIRONMENT

2025



Reduce GHG by >5%
Reduce waste by >10%



“

**Build projects around motivated individuals.
Give them the environment and support they
need, and trust them to get the job done**

”

Build projects around motivated individuals

		Equity, Diversity & Inclusion	Volunteering & Charitable Giving	Environment	Product Delivery
1	Workers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2	Customers	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
3	Community	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
4	Governance	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
5	Environment			<input checked="" type="checkbox"/>	

“

The best architectures, requirements, and designs emerge from self-organizing teams

”

Build projects around motivated individuals



Build projects around motivated individuals

Volunteering & Charitable Giving

2024



100% of employees
volunteer this year



- Create a policy to give 2 days per year to 'give back'
- Keep up communications
- Provide incentives to volunteer
- Embed into performance reviews
- Organise group volunteering activities
- Change the policy around volunteering allowance

Change management is an enabling framework for managing the **people side of change**. Prepare, support and equip **individuals** to drive change success.

1

Understand requirements:

for change with specific stakeholders & identify benefits

2

Emotional engagement:

Ensure there is involvement & engagement in the change process

3

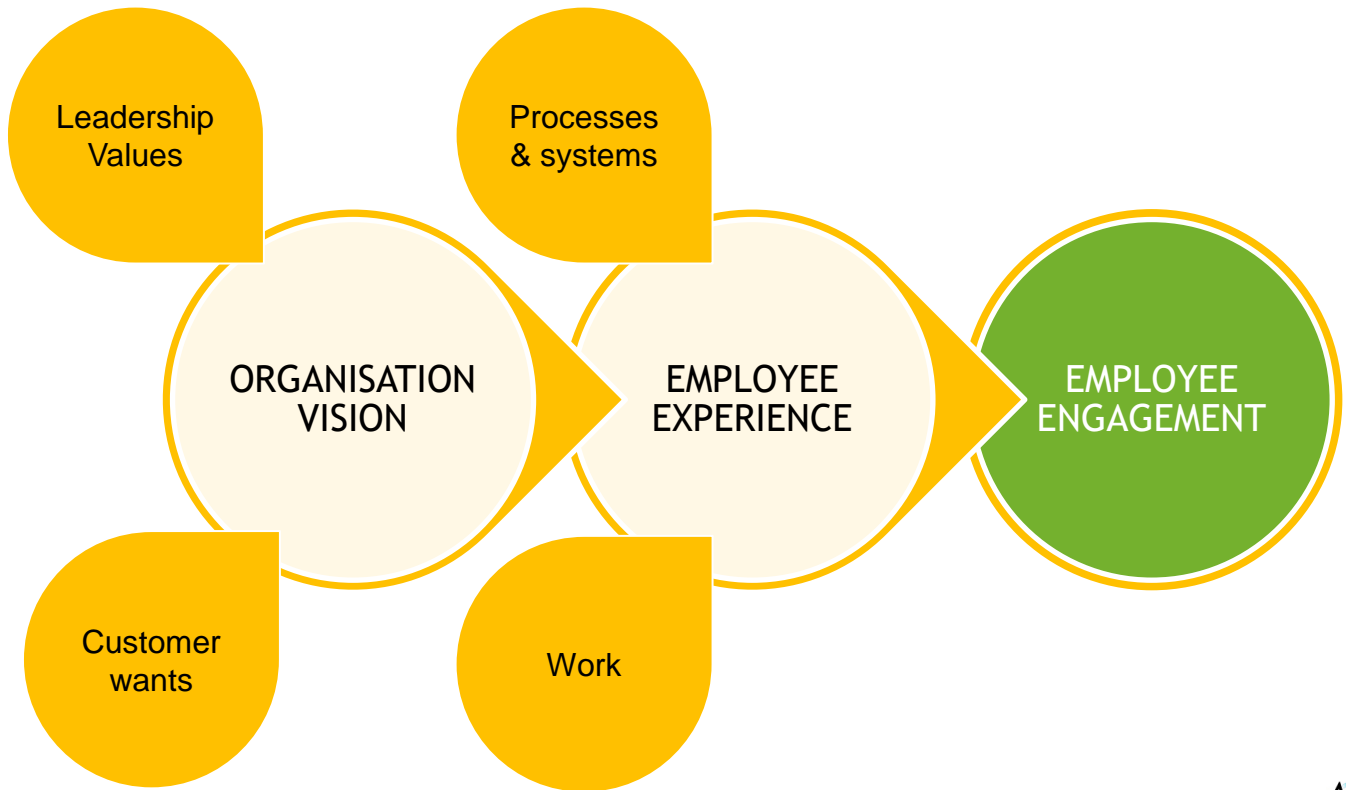
On-going actions:

Make change stick through a project based approach to delivery

Using effective change management to deliver Agile projects



Increasing employee engagement



Defining the Vision Statement

What is a vision statement?



A vision statement is a sentence that succinctly describes the goals of an organization, project or programme.

It states what you are trying to achieve and serves as a touchstone for all actions.



*"We are a global organisation that is **socially and environmentally responsible**, that embraces **creativity and diversity** and is **financially rewarding** for our employees and shareholders."*



*"Starbucks™ Shared Planet™ is our commitment to do business in ways that are **good for people and the planet.**"*



WORKSHOP #1

What could your organisations' Vision Statement look like, to incorporate Sustainability?

Discuss with the person next to you

Do what?

e.g. *'net zero carbon impact' 'enable inclusivity'*

For whom?

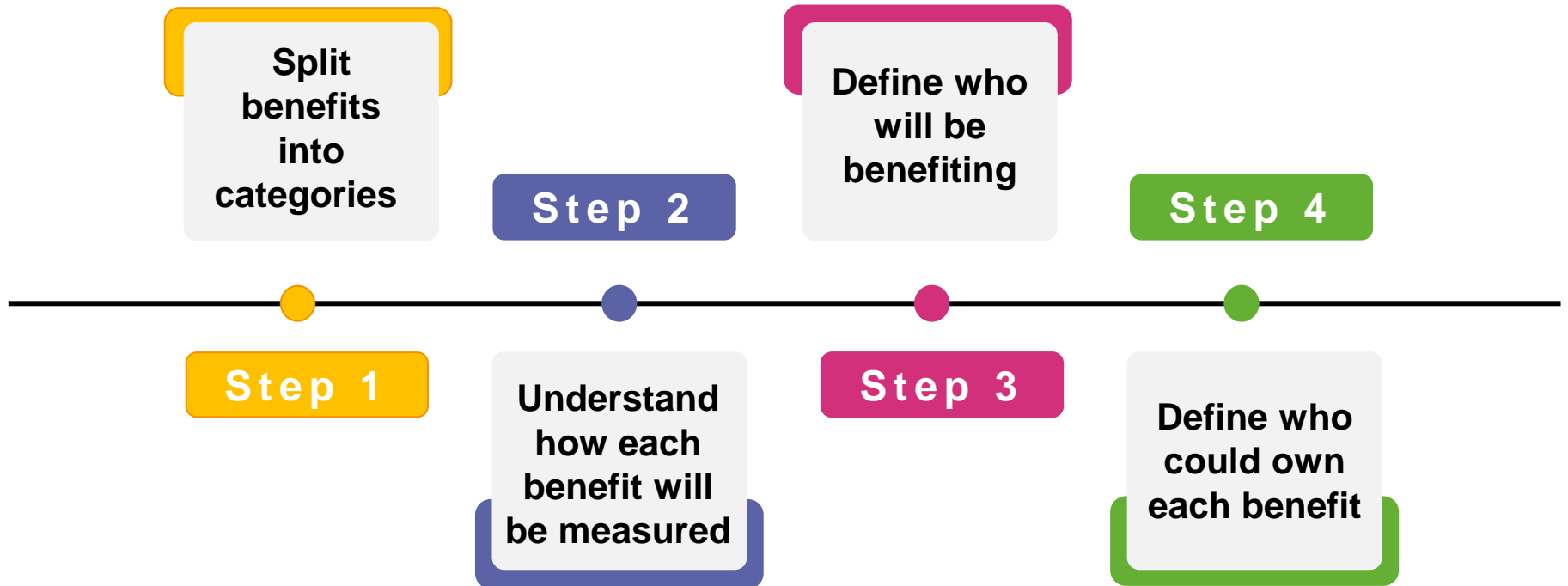
e.g. *'our teams' 'our people' 'our community' 'our customers'*

To achieve?

e.g. *'motivated employees' 'quality customer service'*

Clear (easy understand), **concise** (1 – 2 sentences), **inspiring** (emotional appeal), **future orientated** (imagine the future after change)

Defining the Benefits



Defining the Benefits

Cost Reduction	Benefits that reduce our planned costs while maintaining quality (those in the operating budget)
Cost Avoidance	Benefits that avoid unforeseen or unplanned costs (typically those not included in the operating budget)
Quality	Benefits that enable us to improve the quality of our products and services
Productivity/Process Efficiency	Benefits that allow us to do the same with less or more with the same
Employee Experience	Benefits that improve the morale or motivation of colleagues
Customer Experience	Benefits that improve the way we interface with our Customers
Environmental	Benefits that improve our impact on the environment

Communication and Engagement

BENEFITS
What, who, when

COMMUNICATION AND ENGAGEMENT

Motivates individuals

Builds trust

Provides clarity and direction

Creates better relationships

Increases engagement

Improves productivity

Promotes team building

“

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

”

External Influences of Change – UK

2002

The Adoption and Children Act 2002 allowed gay and lesbian single people, as well as same-sex couples, to adopt a child in the UK. Before this, neither same-sex couples nor unmarried heterosexual couples could adopt or foster children.

2003

Until 2003, employers could discriminate against LGBTQ people by not hiring them or promoting them, based on their sexual orientation or gender identity. LGBTQ people did not have protection from bullying and sometimes were not offered the same benefits as other colleagues, or were unfairly affected by rules at work. This legislation made it illegal to discriminate against lesbians, gay and bisexual people in the workplace.

2004

The Civil Partnership Act was introduced by the Labour Government and gave same-sex couples the same rights and responsibilities as married heterosexual couples in England, Scotland, Northern Ireland and Wales. It officially came into effect on 5 December 2005.

The same year, the Gender Recognition Act came into effect, giving trans people full legal recognition in their appropriate gender. It allowed trans people to acquire a new birth certificate, although gender options were still limited to 'male' or 'female'.

2010

The Equality Act 2010 legislates for equal treatment in access to employment as well as private and public services, regardless of age, disability, gender reassignment, marriage and civil partnership, race, religion or belief, sex and sexual orientation.

The Act also has several restrictions that cause concern, however. It allows religious and faith institutions in England, Scotland and Wales permission to refuse a same-sex marriage ceremony if it contravenes their beliefs.

With limited exceptions, the Equality Act 2010 does not apply in Northern Ireland.

2013

Although same-sex couples could enter into Civil Partnerships, they were not permitted to marry. The Marriage Act gave same-sex couples the opportunity to get married just like any other couple. Same-sex couples already in a Civil Partnership could also now convert this to a marriage.

It came into effect in 2014. The first same-sex marriages took place in England and Wales on 29 March 2014.

2017

The Policing and Crime Act 2017 pardoned all historic instances of criminal convictions of gross indecency against men. This has become known as the 'Alan Turing law'. The Act only applies to convictions in England and Wales. A campaign for the pardon to be implemented in Scotland and Northern Ireland is ongoing.

2020

Northern Ireland is the last country in the UK to legalise equal marriage, following the enactment of the Northern Ireland (Executive Formation etc) Act 2019. The first marriage ceremony took place on 11 February 2020.



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Source: *British Library* www.bl.uk

Internal Influences of Change



**JOIN THE
B CORP
MOVEMENT**



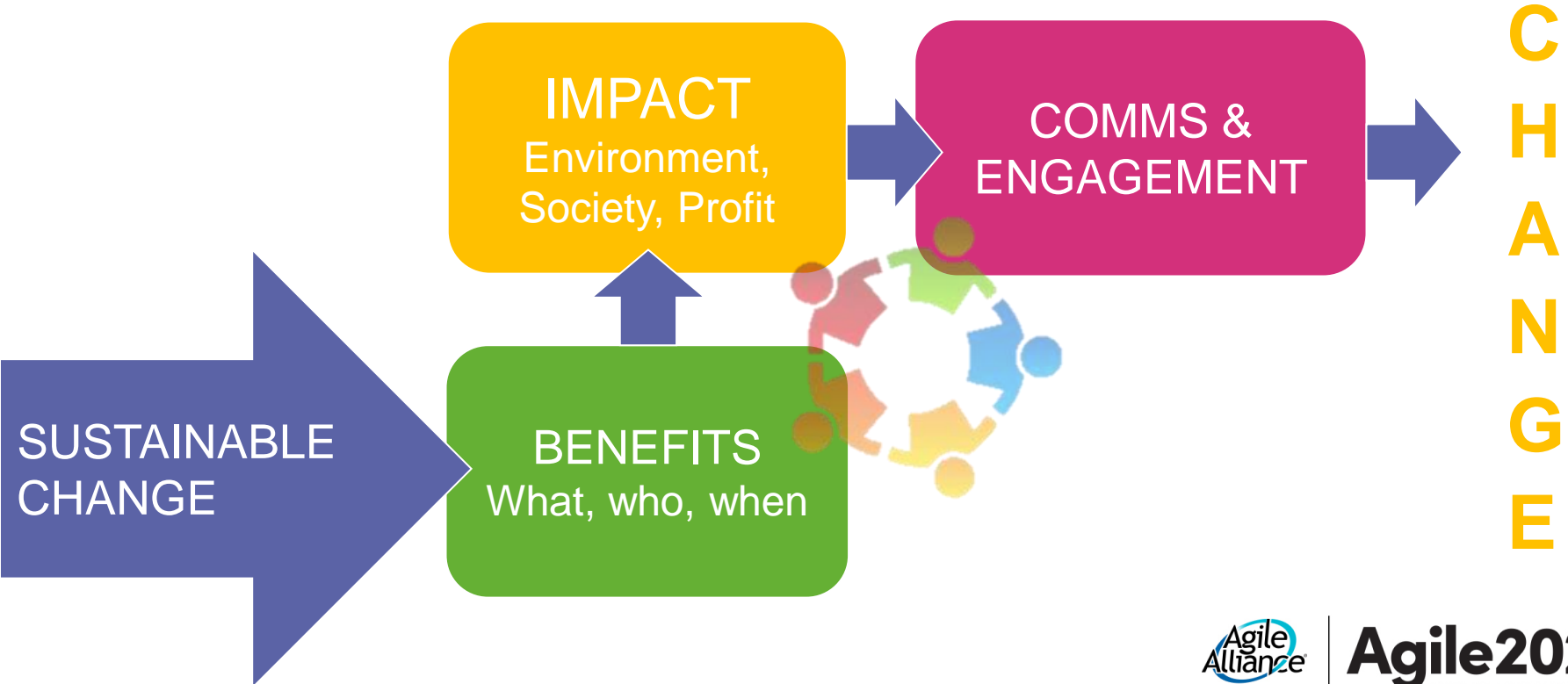
Certified
B
Corporation

Green Element

A promotional graphic for the B Corp movement. On the left, the text "JOIN THE B CORP MOVEMENT" is written in green and blue. Below it is a stylized globe with green continents and blue oceans. On the right, the B Corp logo is displayed, consisting of a large black letter 'B' inside a circle, with the word "Certified" above and "Corporation" below. A small "Green Element" logo is in the bottom right corner.

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Welcoming Sustainable Change

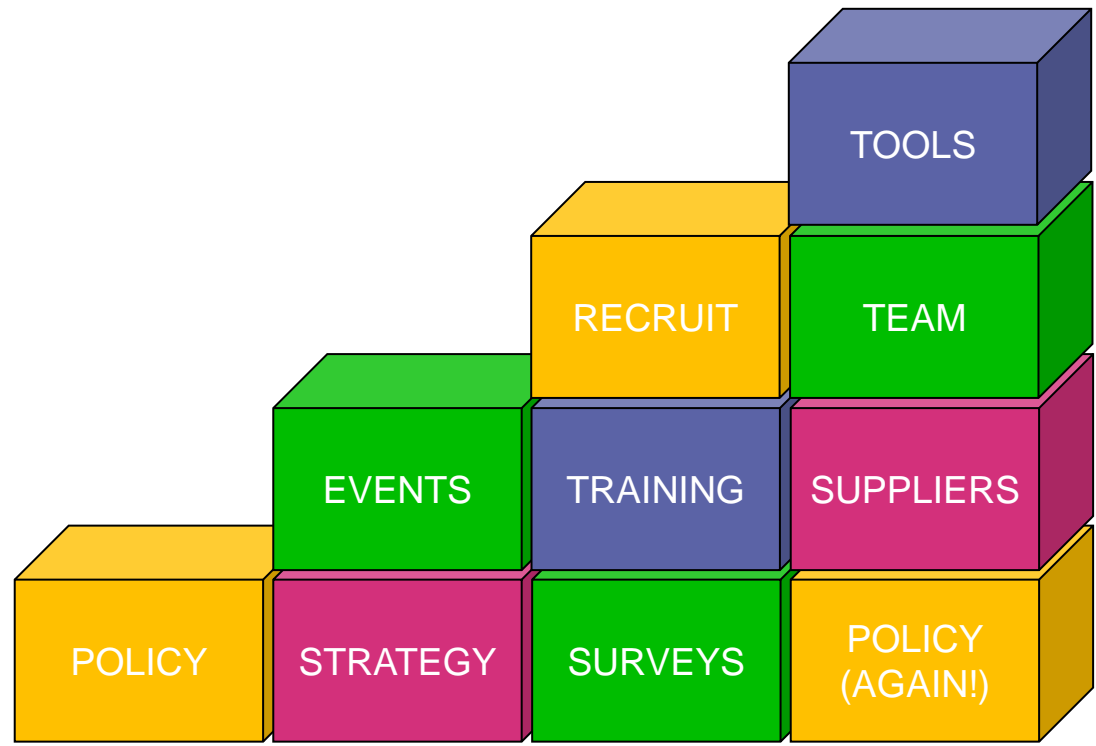


“

**Our highest priority is to satisfy the customer
through early and continuous delivery**

”

Improve sustainability early and continuously



“

We aspire to a future of diverse teams, where everyone has opportunities to grow and feel like they belong.

”

Equity, Diversity & Inclusion

2025

WORKSHOP #2

What achievable, small steps could your household take to reach towards Net Zero by 2030?

Take a few minutes noting down the steps you could take
Discuss with the person next to you



How do we know we are doing it right?

Corporate Social Responsibility One Page Impact Report

This page covers the one page impact report of company CSR activity such as providing food, shelter, donation, conducting charity and many more.

Company Logo

- Company CSR activity impact report on the community
- Add text here
- Add text here
- Add text here

17,420 Clothing Items Distributed

7,500 Clients & Meals Served

19 Sessions with Trained Facilitators & Mentors

460 Volunteer hours Helping Client Candidates lift themselves out of poverty

5,859 Individuals received the furnishings they needed to create a home

4,160 Hygiene kits Distributed

Beggars for the Poor

13 Graduates

Hours Volunteered across Ministries

CONTACT INFO

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Scordio
2616 Monroe Street Houston, TX 77002
713-445-6630
Companyname@xyz.com
Website.com

FOOD BUSINESS

135,070
Total pantry visits

335
Weekly home deliveries

\$69.10
Retail value per pantry visit

75,630
Persons served among 20,905 households

6.4 million
\$ of food donated & purchased

\$ 9.3 million
of food provided

\$615,375
of Goods Furnished



GATEWAY IMPACT REPORT

GATEWAY FOR CANCER RESEARCH

Gateway for Cancer Research invests in the next generation of potential breakthroughs in patient-centric cancer research, driving transformational advances and treatments.

Our mission is to fund meaningful and breakthrough clinical trials worldwide that help people living with cancer to feel better, live longer and conquer cancer TOGETHER. These three strategies anchor the impact of Gateway's research:

1 PATIENTS HAVE A VOICE

2 CANCER PATIENTS FEEL BETTER AND LIVE LONGER

3 PATIENTS CONTRIBUTE TO OVERCOMING CANCER IN THE FUTURE

Gateway's commitment to advancing innovative treatments across cancer types comes to life in clinical trials around the world.

Blood Cancer: A Gateway funded trial (Julius, 2013) evaluating chronic graft versus host disease (cGVHD) with thymus as a reconstituted antibody, introduced an innovative new way to reduce cGVHD. After four years, the treated group's survival rate was significantly better when compared to conventional treatments (71% versus 56%).

71%
Survival Rate

Metastatic Lung Cancer: A Gateway funded study was one of the first to use immunotherapy to deliver molecular therapy directly to metastatic lung cancer. (Squibb, 2010-11)

70%
Gateway supported trials progress to next phase of research*

GATEWAY FUNDED TRIALS

Since 1991 Gateway has funded over 150 breakthrough clinical trials around the world**

GATEWAY IMPACT REPORT

GATEWAY FOR CANCER RESEARCH

1 **Impact measuring co-funding collaborations**

75
Trials would not have proceeded without Gateway support**

Chemical Cancer: Researchers created an innovative direct delivery of gene therapy to the liver that overcomes cancerous growth with tolerable side effects for patients, which was pioneering for its time and could affect future gene therapy research (CureVac, 2020-21)

9 **Impact measuring co-funding collaborations**

85%
Funded clinical trials included patient-contributed outcomes**

Biomarker: Researchers combined the dendritic cell vaccine with a specific radiation therapy to enhance the performance of immune system therapy for sarcoma patients. The bridge showed a dramatic increase in T cell levels within the tumors and 70 percent of patients were progression-free after one year (BioGenecor, 2012-13)

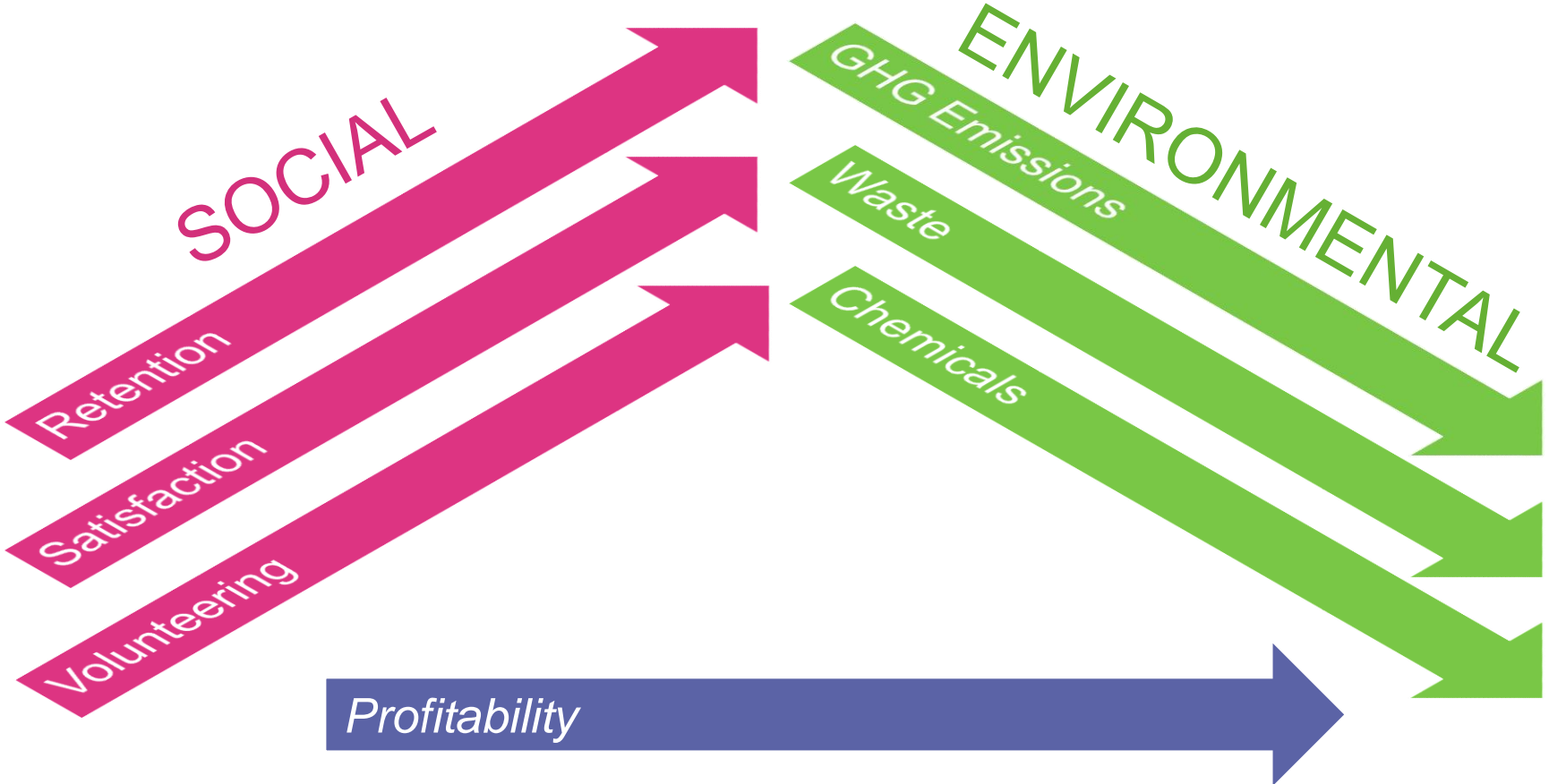
3,061
Cumulative number of patients enrolled and treated to date in Gateway funded clinical trials**

52%
Overall Survival Rate**

For more information about Gateway, please visit gateway.org

* Percentages shown from clinical trials only.
 ** Percentages shown from clinical trials only.
 *** Percentages shown from clinical trials only.
 **** Percentages shown from clinical trials only.
 ***** Percentages shown from clinical trials only.
 ** Percentages shown from clinical trials only.

How do we know we are doing it right?



Q&A





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