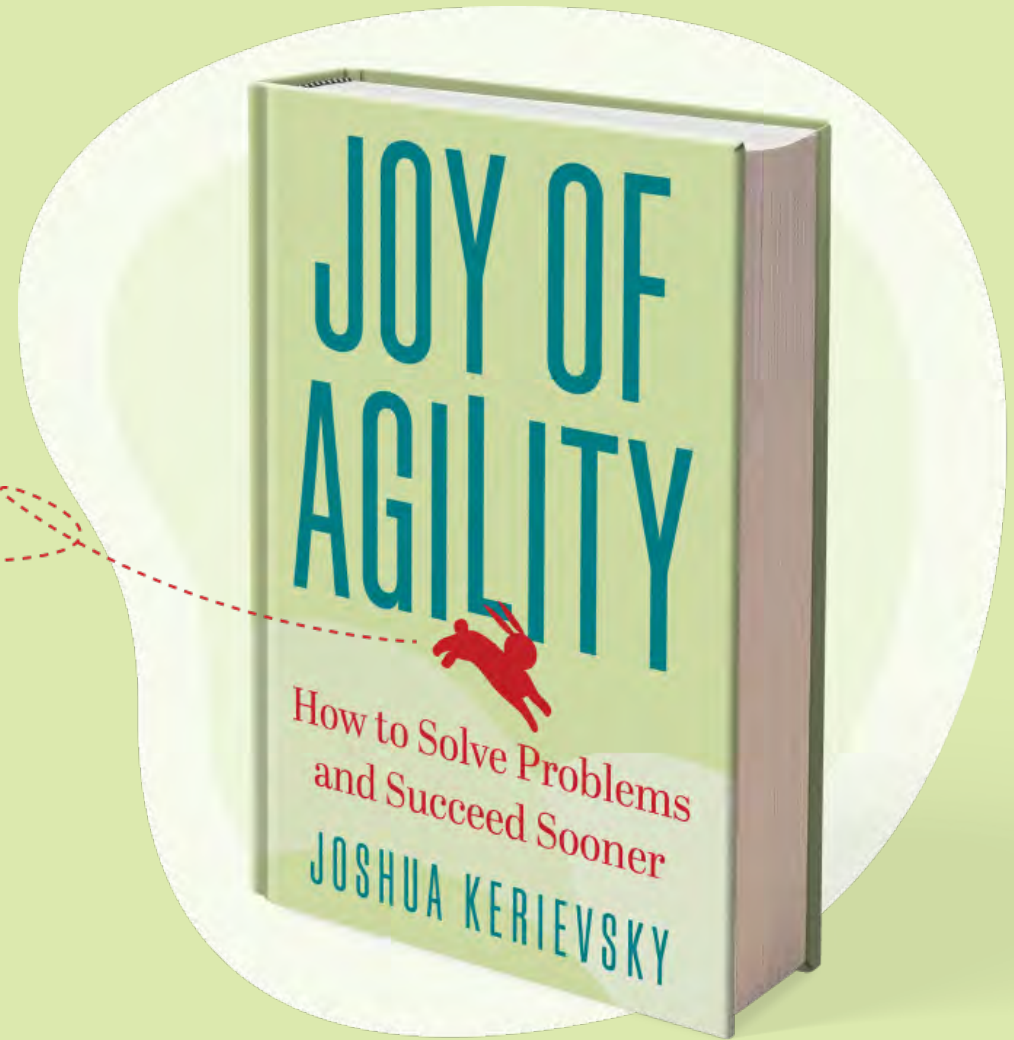


AGILE 2022

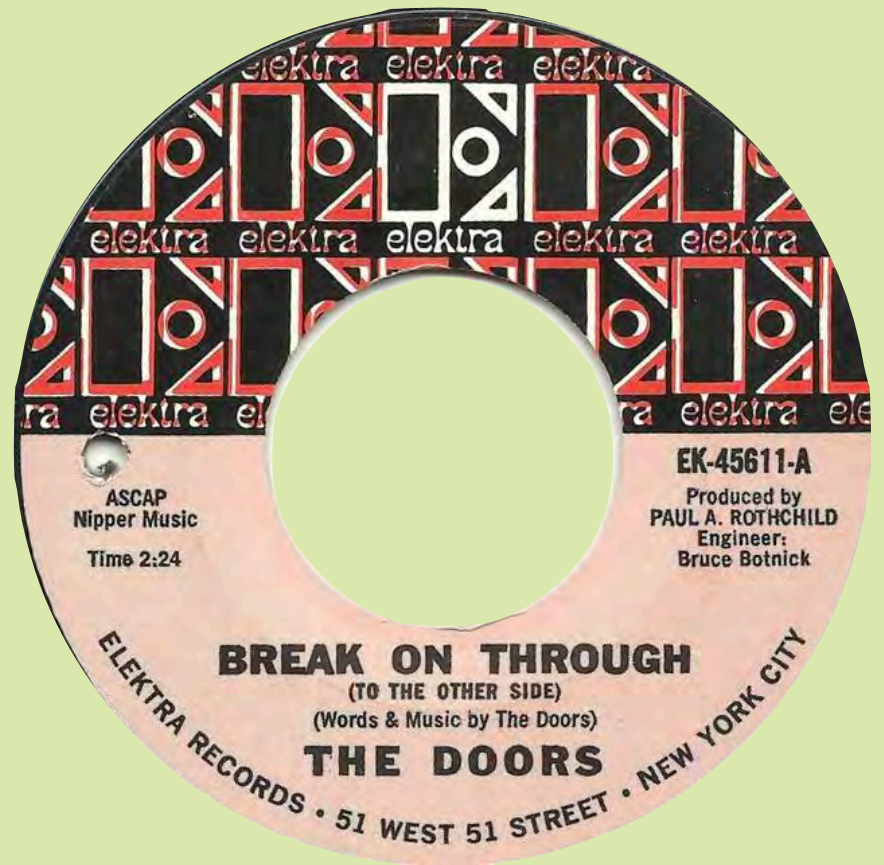
@JoshuaKerievsky 

joshua@industriallogic.com

CEO, Industrial Logic



BREAK ON
THROUGH
(TO THE
AGILE SIDE)





Flamenco,
Culebra,
Puerto Rico

The Settlement



US Virgin
Islands



@JoshuaKerievsky

industrial logic

agile

[aj-uhl, -ahyl]

MERRIAM WEBSTER DICTIONARY

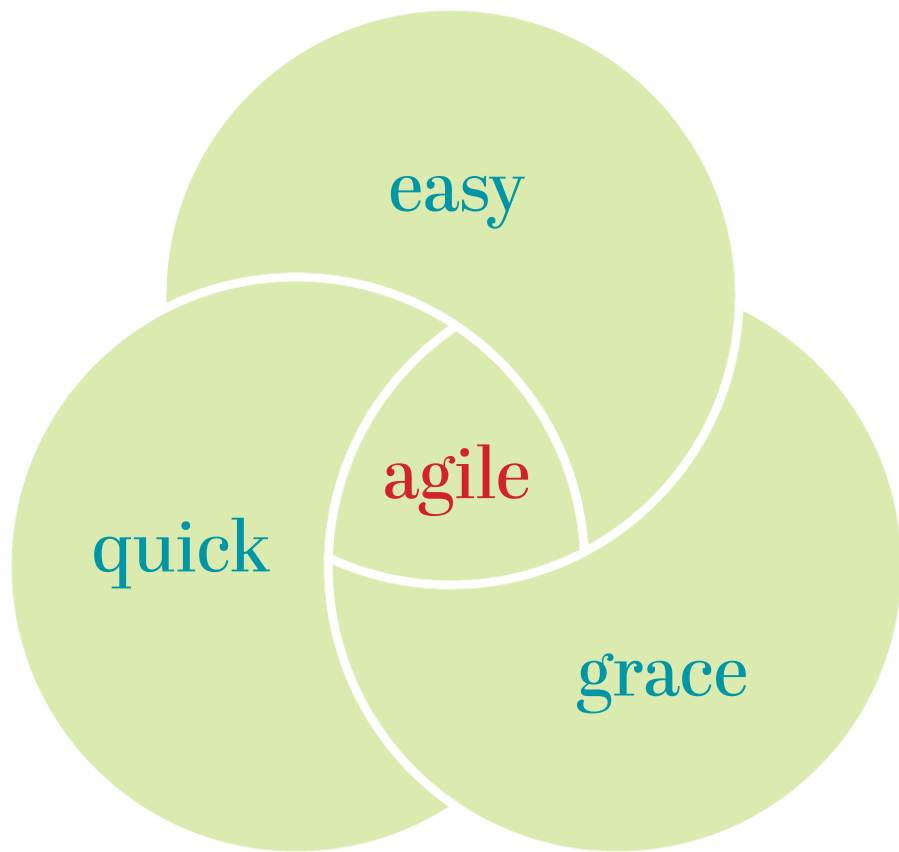


1. Marked by ready ability to move with quick easy grace.

// an agile dancer

2. Having a quick, resourceful and adaptable character.

// an agile mind



“
Marked by
ready ability to
move with quick
easy grace.

MERRIAM WEBSTER DICTIONARY

TAKAHIKIO KONDO



OSTERIA FRANCESCANA



TAKAHIKIO KONDO



MASSIMO BOTTURA



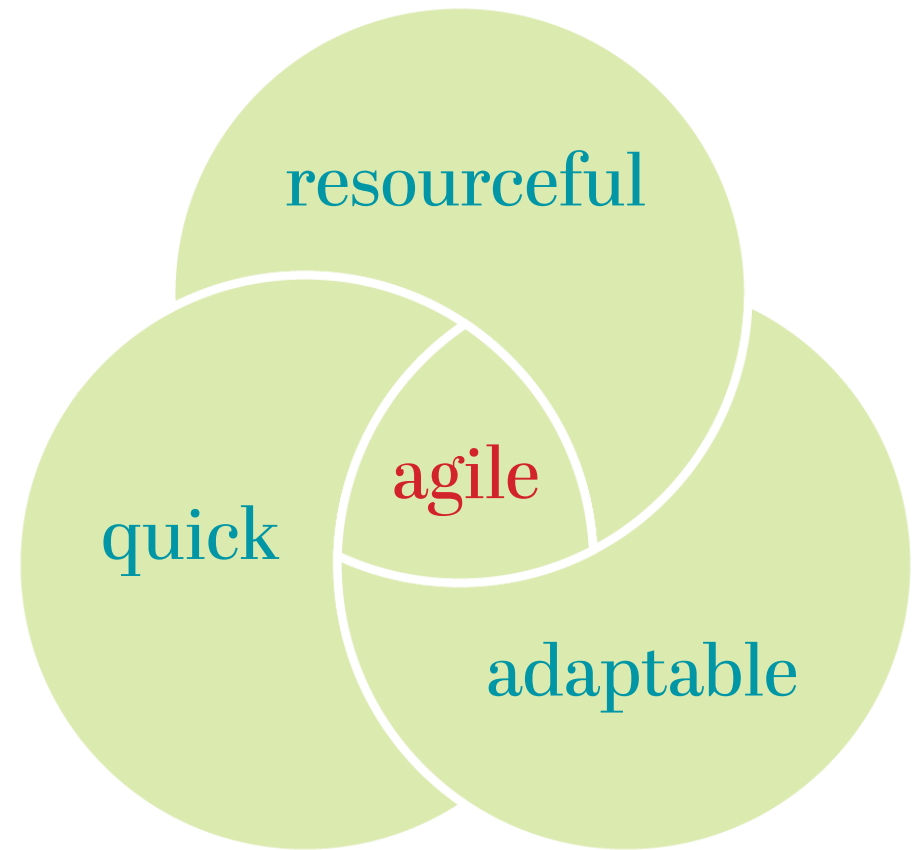
Oops!
I dropped
the lemon
tart.

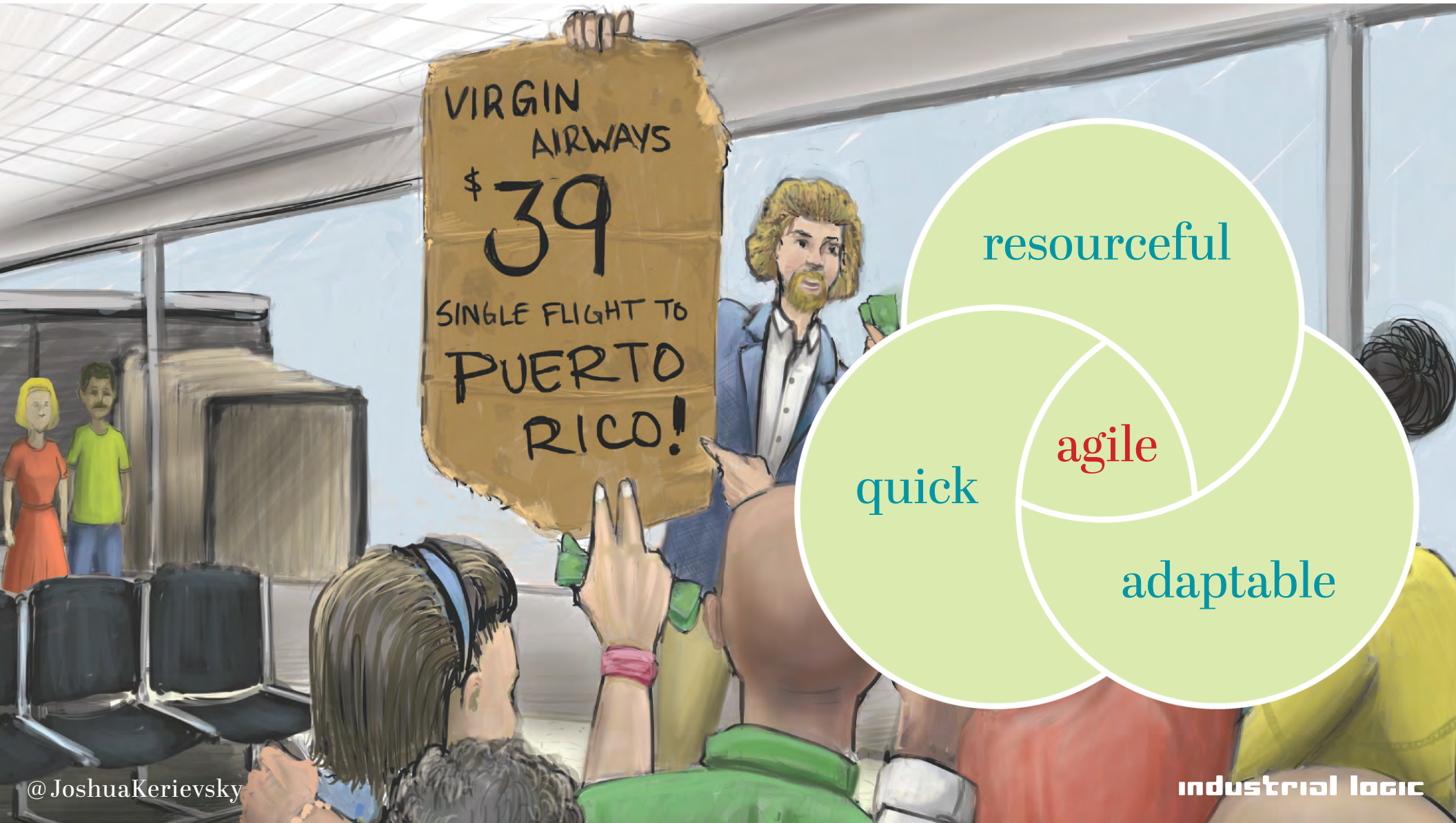


“

Having a quick,
resourceful and
adaptable character.

MERRIAM WEBSTER DICTIONARY





VIRGIN
AIRWAYS

\$
39

SINGLE FLIGHT TO
PUERTO
RICO!

resourceful

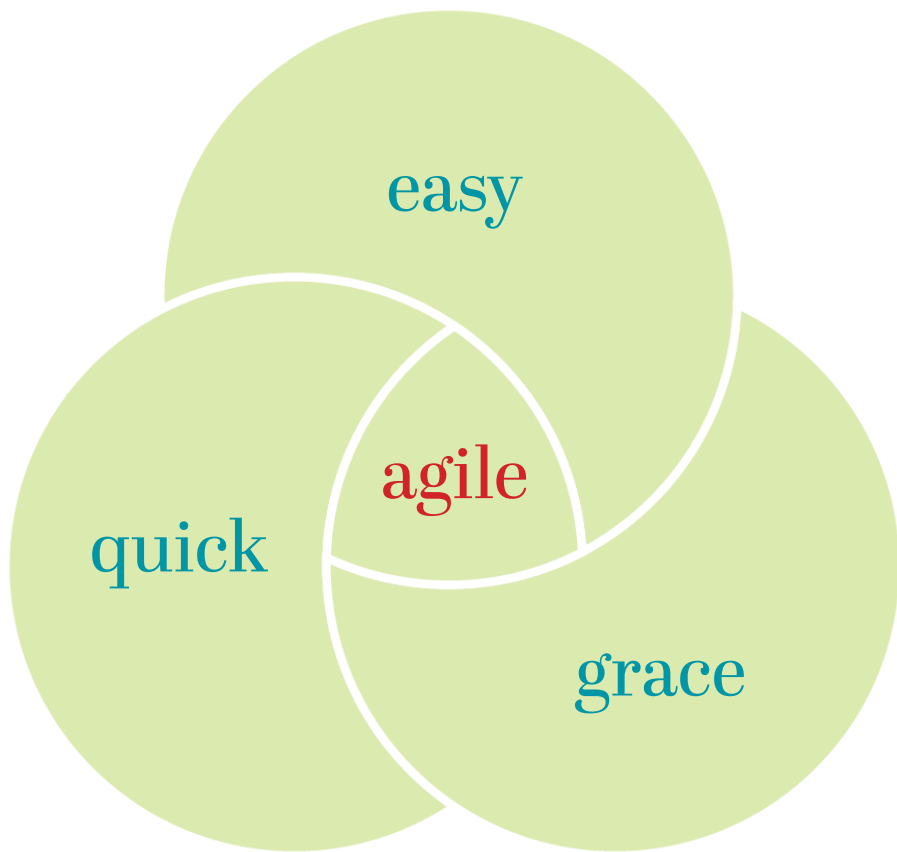
agile

quick

adaptable

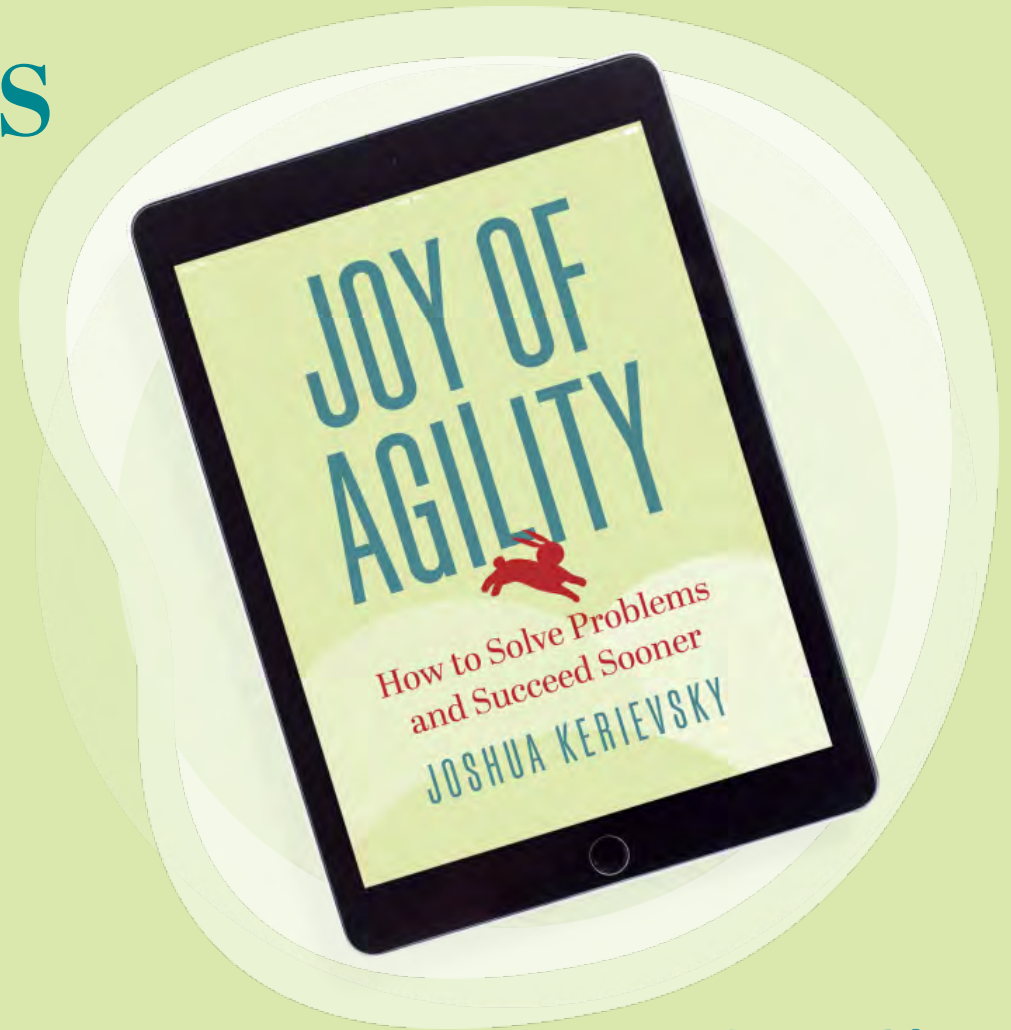
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SIX AGILE MANTRAS

1. Be Quick—But Don't Hurry
2. Be Balanced and Graceful
3. Be Poised to Adapt
4. Start Minimal and Evolve
5. Drive Out Fear
6. Be Readily Resourceful











@JoshuaKerievsky


industrial logic




 **Oreo Cookie** 
@Oreo

Power out? No problem.
pic.twitter.com/dnQ7pOgC

 Reply  Retweet  Favorite  More



YOU CAN STILL DUNK IN THE DARK 

@JoshuaKerievsky

industrial logic



LISA MANN
VP of Cookies
Kraft Foods



**SARAH
HOFSTETTER**
CEO, 360i



**DANIELLE
BROWN**
Associate Brand
Manager, Oreo



**MAGGIE
WALSH**
Strategist
360i



**MICHAEL
NUZZO**
Creative
Director, 360i

“

We were over-prepared.

We did a dry run on Saturday.

And we had this worksheet:

So, what happens if this person
does this, this person does this, who
writes the copy, who presses send.

We had all the tracking in place.



MAGGIE

A few minutes after
the blackout...





MICHAEL



SARAH

@JoshuaKerievsky

“

We should probably
do something.

“

power - opp to capitalize?

industrial logic

“

You can dunk in a blackout.

Confirms that no terrorist
event occurred and that
it was safe to post.



MICHAEL



DANIELLE



DANIELLE



LISA

Emails Lisa for final approval, writing, “I really want it to say, ‘You can still dunk in the dark.’”

Gives final approval.



“

That epic tweet took
2 years to create.





DAILY TWIST
100 social media posts
100 consecutive days

@JoshuaKerievsky

industrial logic



OREO Cookie
@Oreo



A fire will rise. An Oreo cookie will dunk. #dailytwist



OREO Cookie
@Oreo



Celebrate your pride for love! #dailytwist



@JoshuaKerievsky

industrial logic



OREO Cookie
@Oreo

We come in peace. With Oreo cookies. #dailytwist



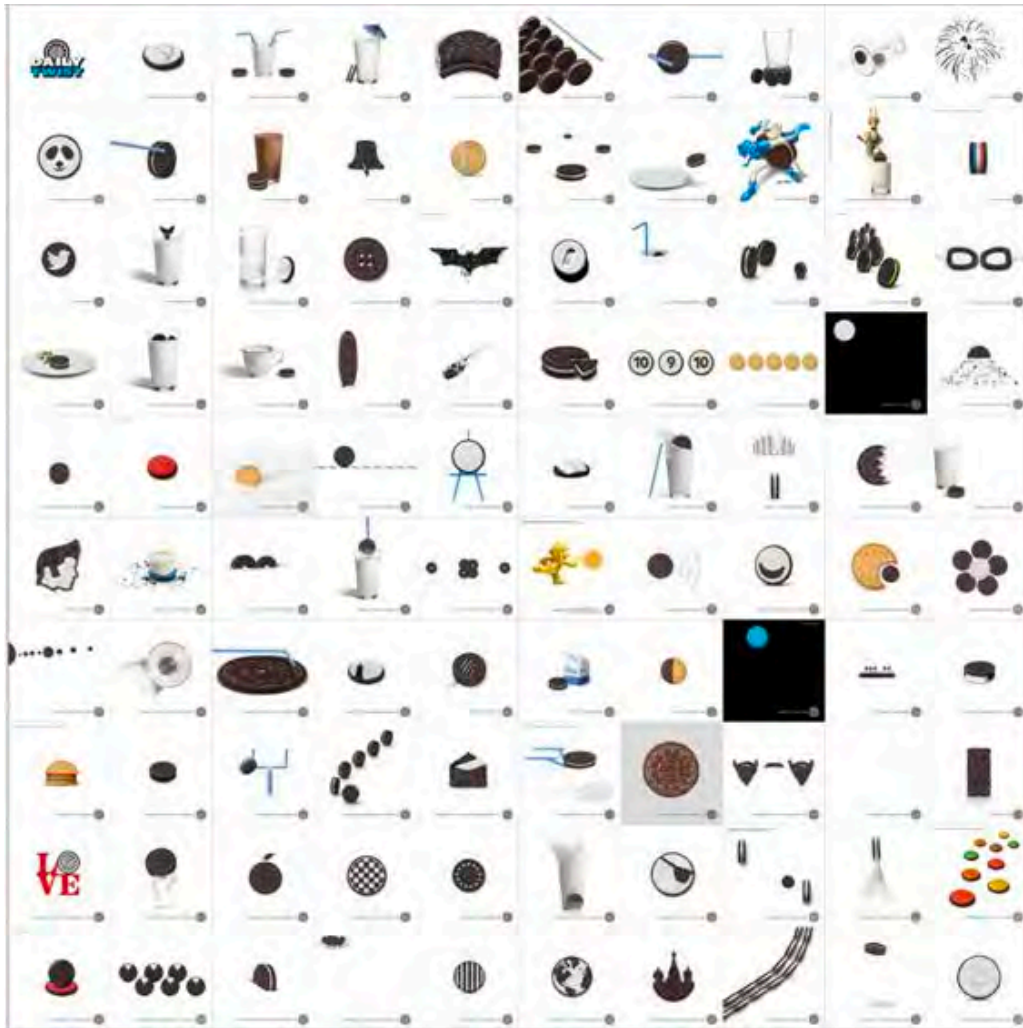
OREO Cookie
@Oreo

RT if you're swingin' your hips like @ElvisPresley this week! #dailytwist #elvisweek

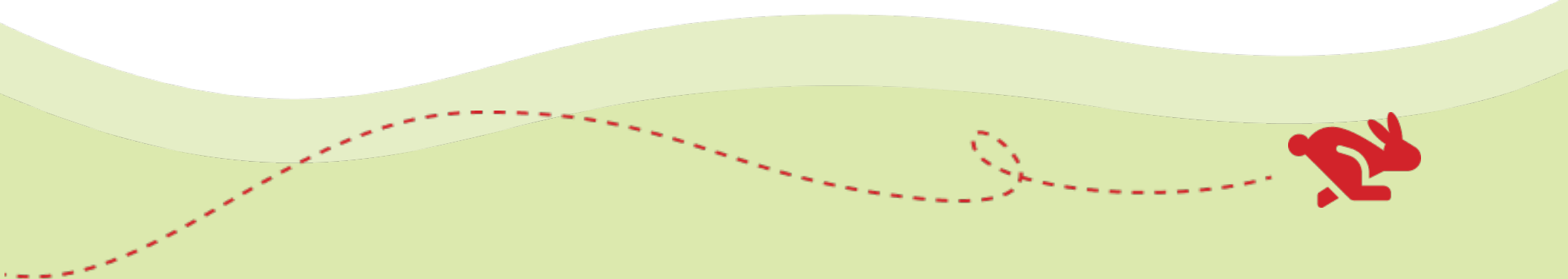


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1. Be Quick—But Don't Hurry
2. Be Balanced and Graceful
3. Be Poised to Adapt
4. Start Minimal and Evolve
5. Drive Out Fear
6. Be Readily Resourceful



Be Quick—But Don't Hurry

quick



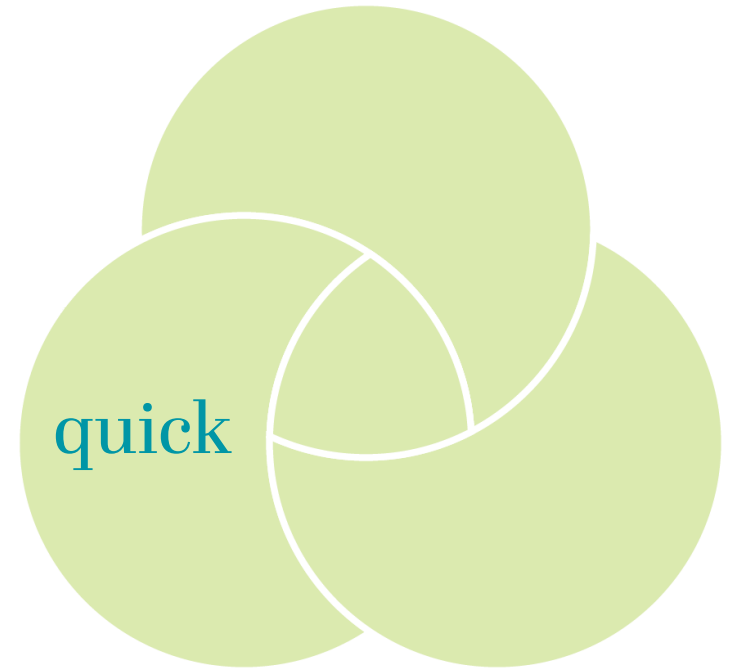
What does
quick mean?

What does
it not mean?

**Being agile involves—yet isn't
exclusively about—speed.**

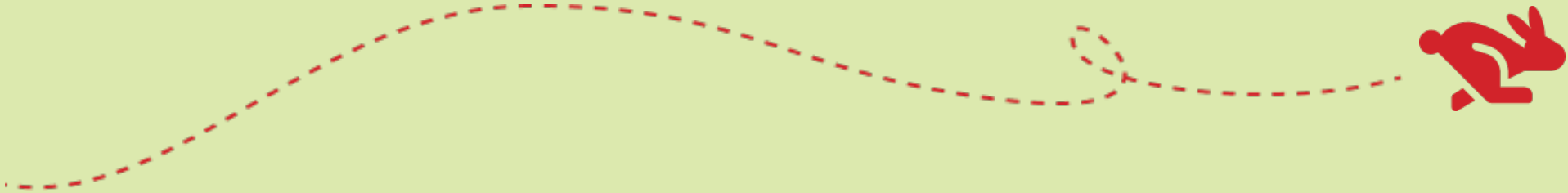


Being quick does not mean, **hurrying, rushing** or moving so fast that you are **out of control.**



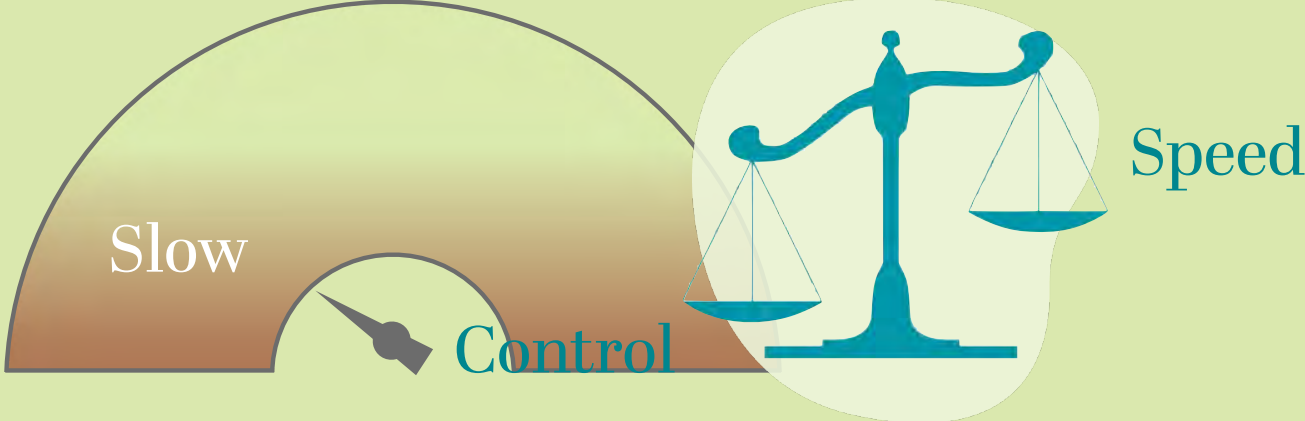
Quick is smooth,
calm, controlled.





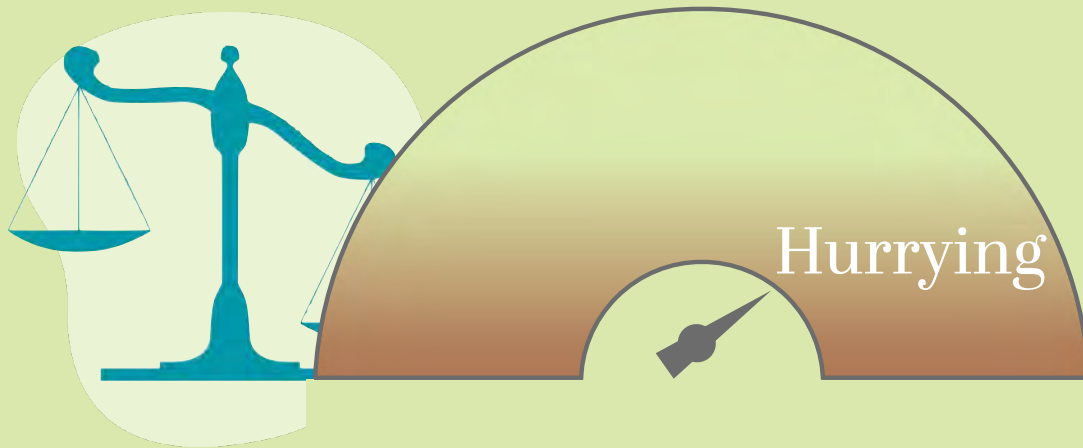
Are You Quick?

**She Sells
Seashells by the
Seashore**



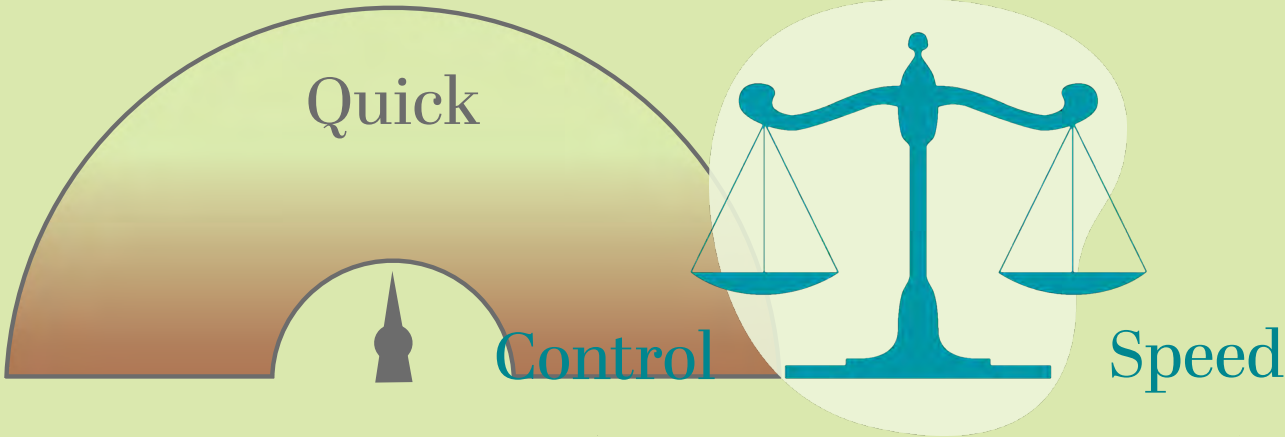
**She Sells
Seashells by the
Seashore**

Control



Hurrying

**She Sells
Seashells by the
Seashore**





JOHN WOODEN

- Hall of Fame player and coach
- Won 10 of 12 NCAA Championships (7 in a row)
- Bestselling Author



“
Be Quick
— But Don't Hurry

JOHN WOODEN



ANDY HILL

“

[Freshmen] thought they could make any play, convert any shot, and steal any pass. It was just not in their nature to ever think of **slowing down.**

“


They all wanted
to go faster and faster,
which was why the job of
slowing them down
was such a priority
for Coach.





“

He devoted more
teaching to this one point
than to any other.



Slowing down did not mean
hesitating, since hesitation
impedes quickness.

Unskilled, hesitant, afraid,
not learning, not improving

Calm, deliberate,
learning, improving



Slowing down was
essential to what
Wooden called,
**“quickness
under control.”**



“

We'd run a play perfectly
in a scrimmage and coach
would say, "OK fine. Now
reset. Do it again, faster."

We'd do it again, faster.

And again. Faster.



BILL WALTON



“

Games actually seemed like they happened in a slower gear because of the pace at which we practiced.



TOM DEMARCO

@JoshuaKerievsky



industrial logic

“

Very successful
companies have never
struck me as particularly
busy; in fact, they are,
as a group, rather
laid-back.





“

Energy is evident in the workplace, but it's not the **energy tinged with fear** that comes from being slightly behind on everything.

“

The companies I have
come to admire most
**show little obvious
sense of hurry.**







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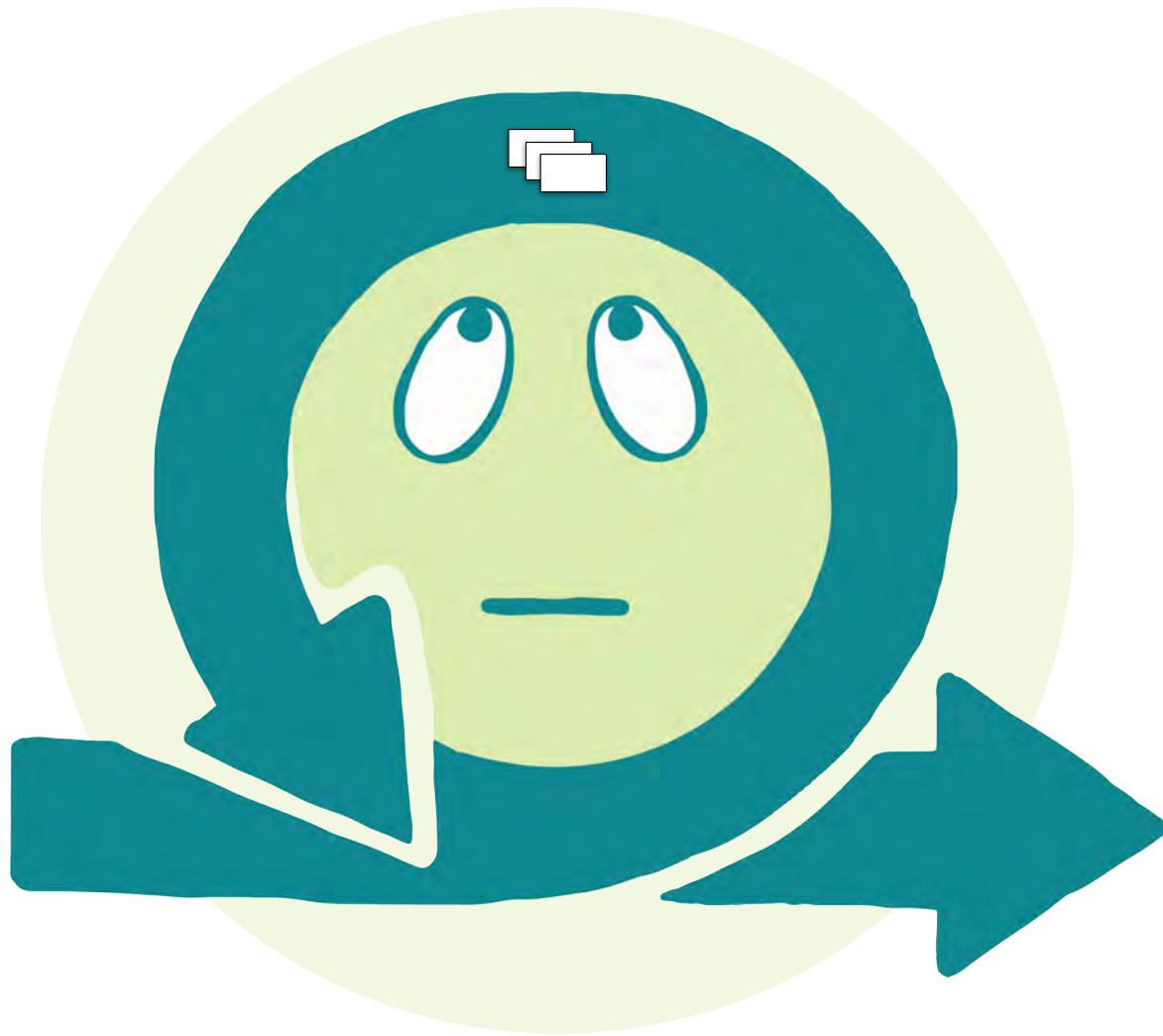
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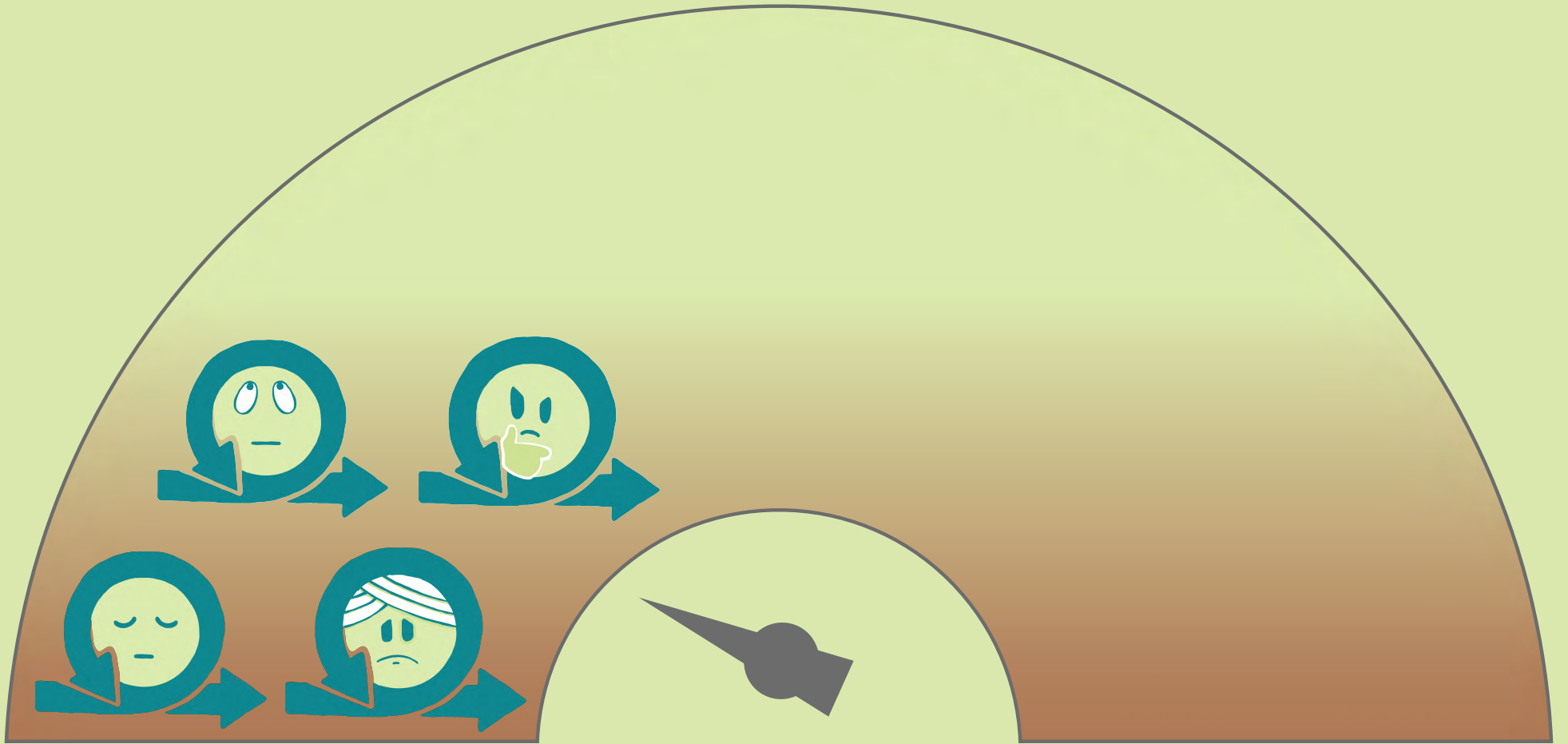
@JoshuaKerievsky

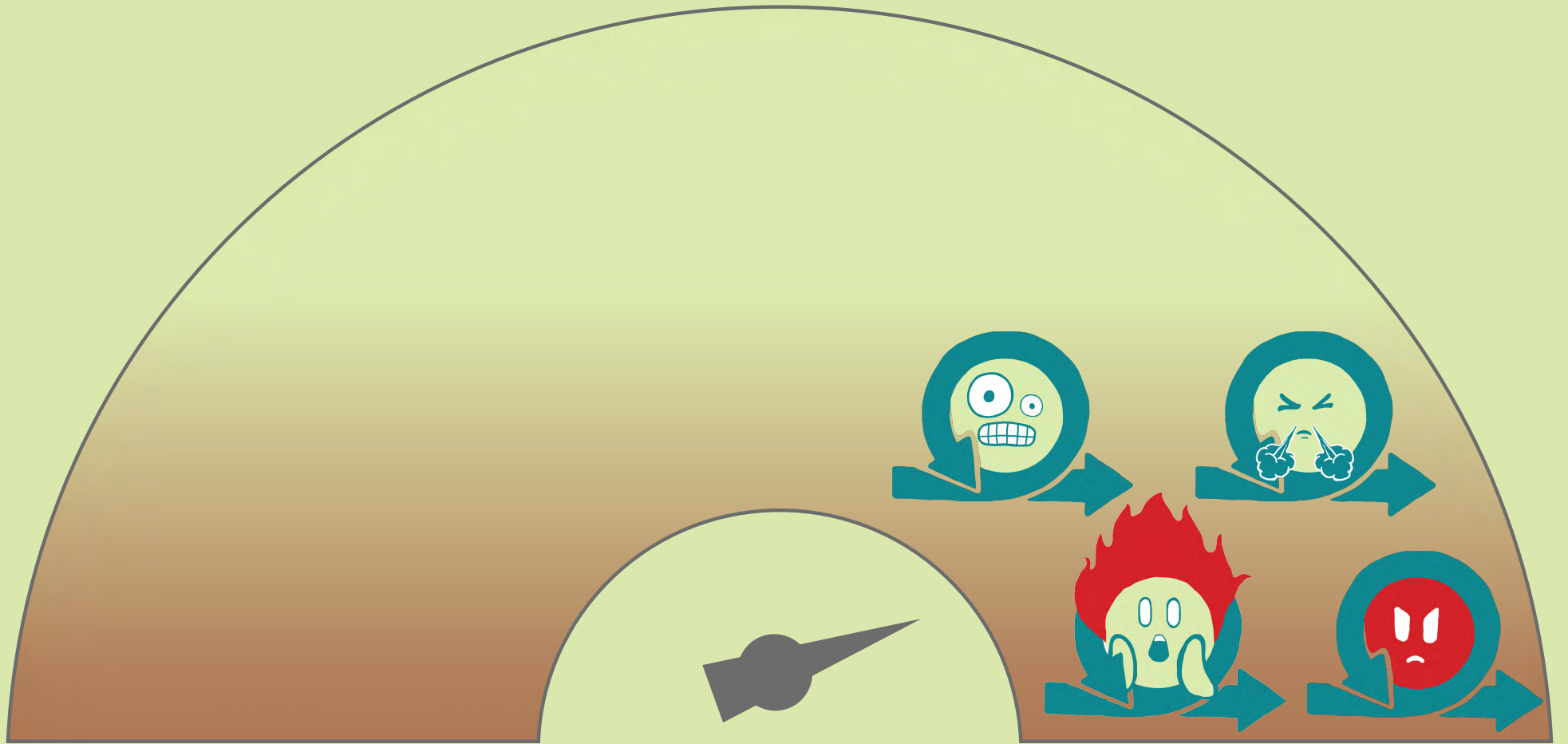
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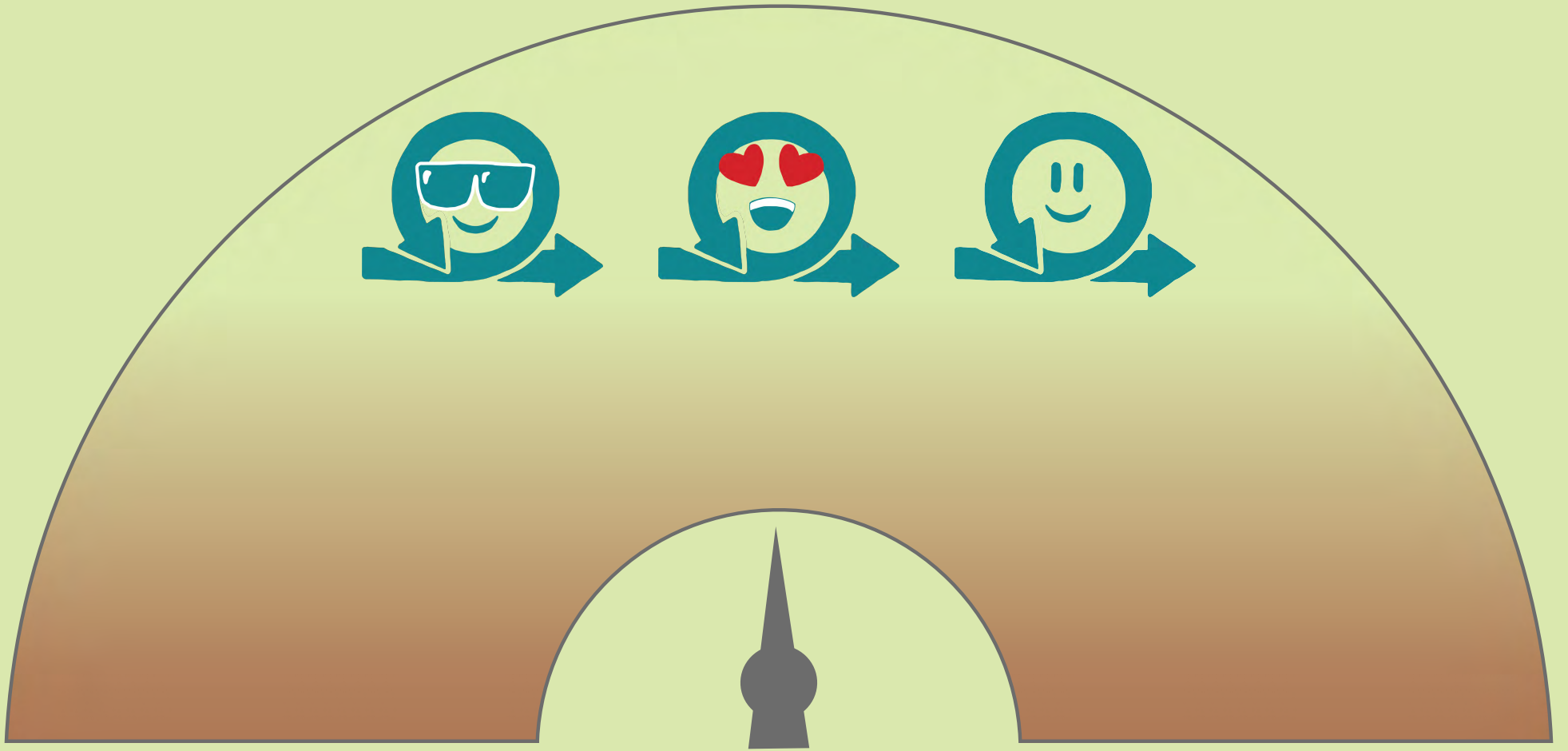


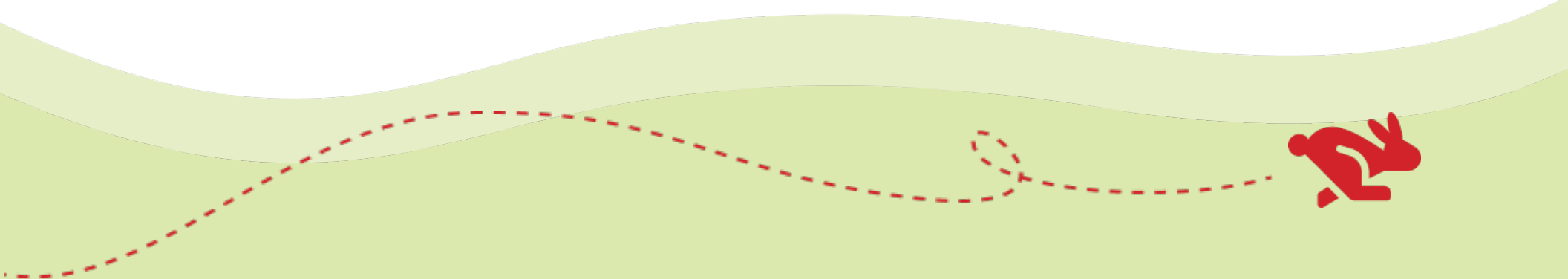
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Be Poised to Adapt

poised

MERRIAM WEBSTER DICTIONARY



Marked by **balance or equilibrium.**

Having a **graceful and elegant bearing.**



VIRGINIA SCHNEIDER

Musician, Teacher,
Principal Violist,
Louisville Orchestra



@JoshuaKerievsky

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While she had never rehearsed her solo on the D string, Virginia performed it **gracefully**, thanks to years of practice and mastery of her instrument.



She possessed high
adaptive capacity.



CHRIS ROCK

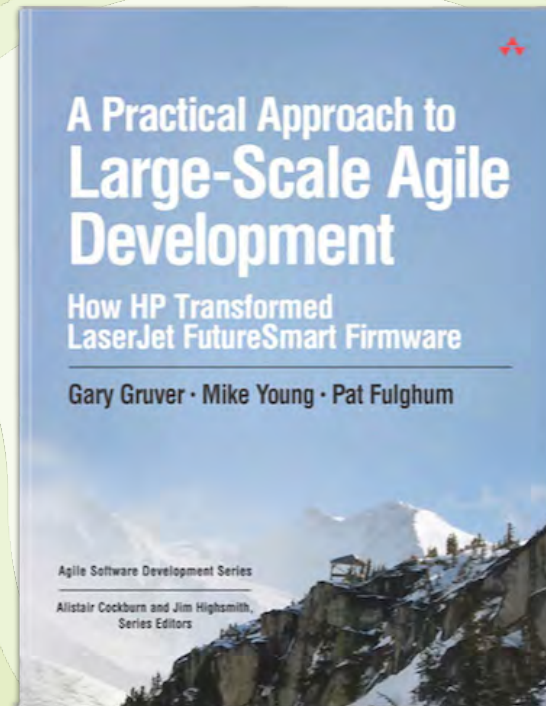
Comedian, Actor
Saturday Night Live
Alum



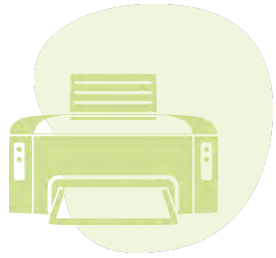
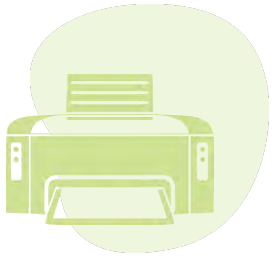


HP'S FUTURESMART FIRMWARE

@JoshuaKerievsky

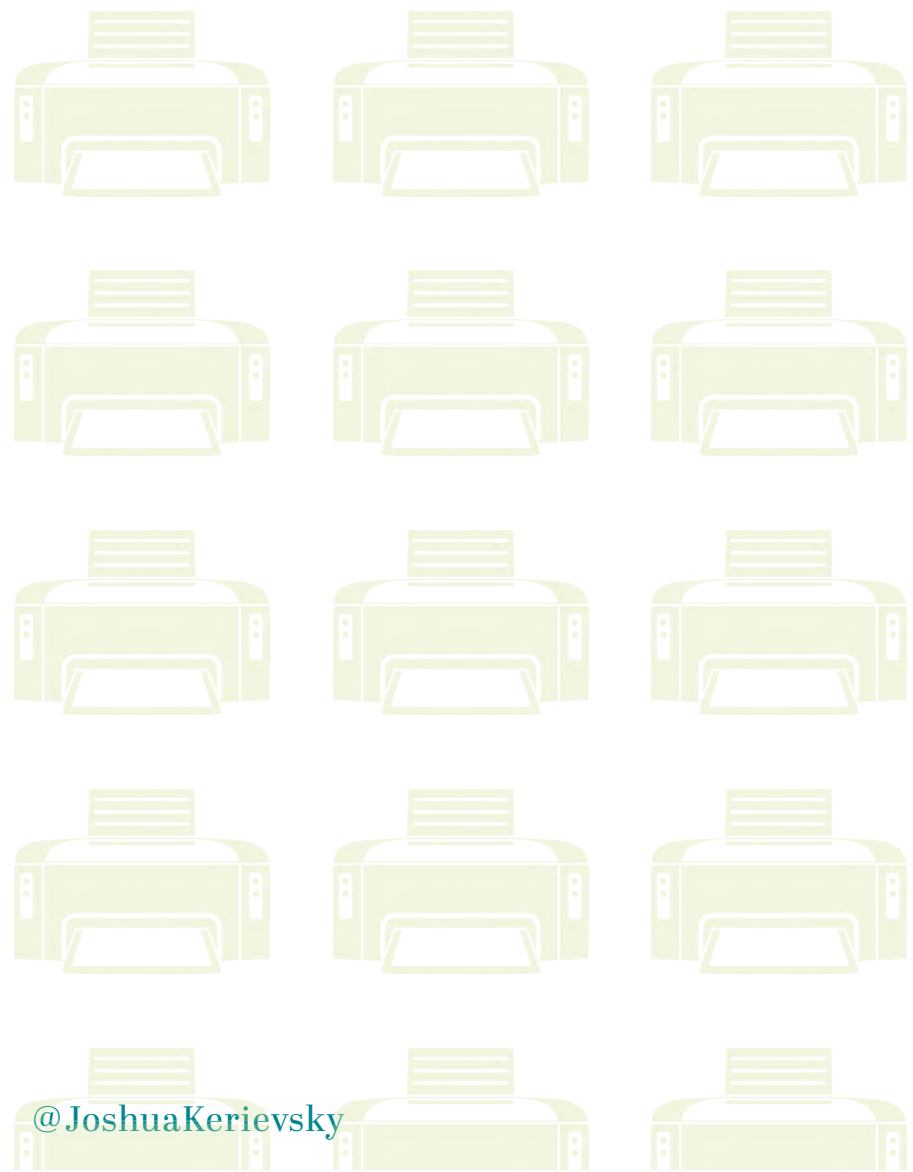


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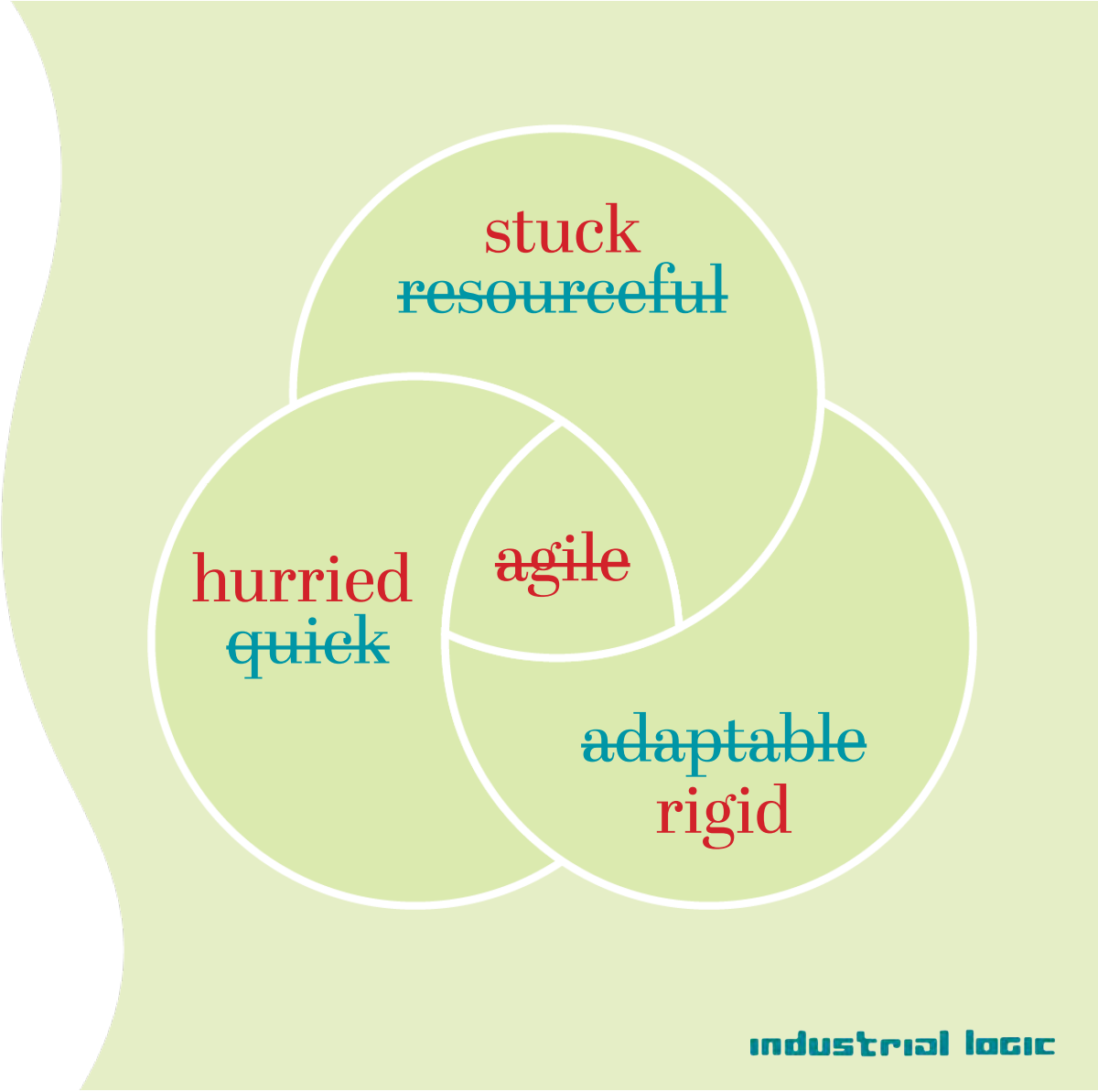


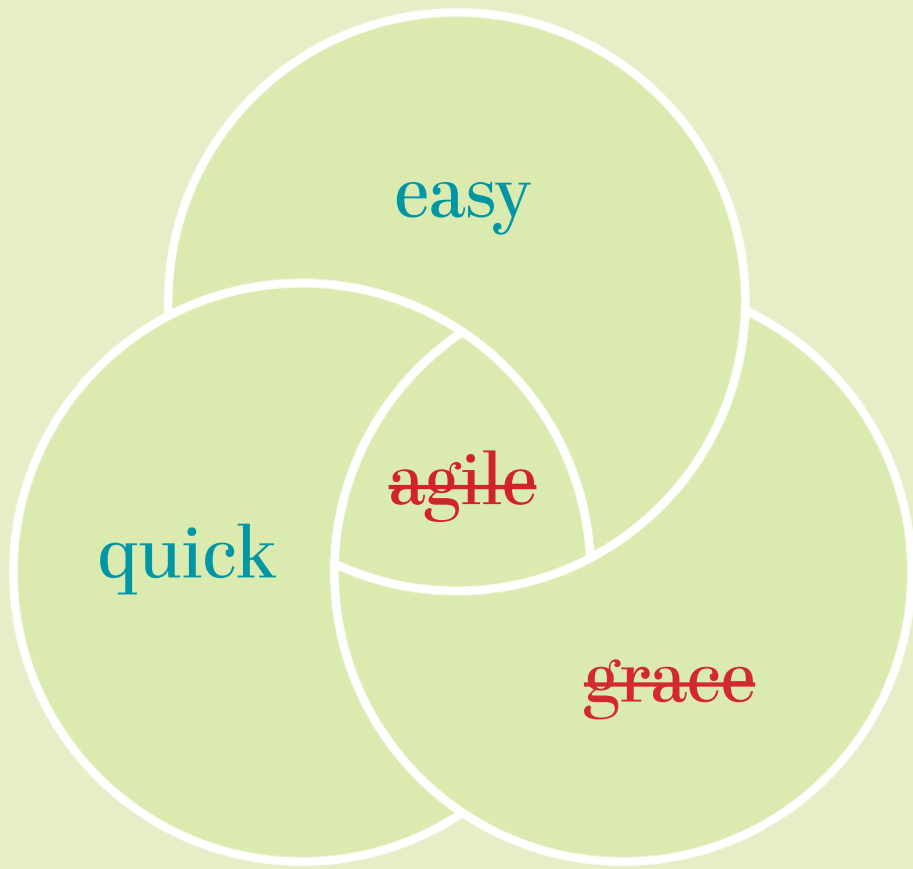


36 Million Lines of Firmware!



@JoshuaKerievsky





@JoshuaKerievsky



A diagram consisting of two overlapping light green circles. The top circle contains the word 'grace' and the bottom circle contains the word 'adaptable'. A vertical dashed double-headed arrow connects the two circles, indicating a relationship or equivalence between the two terms.

grace

adaptable

ease and suppleness of
movement or bearing.

supple: readily **adaptable** or
responsive to new situations

“Be Balanced
and Graceful”





@JoshuaKerievsky

“
If you don't have
physical balance
you cannot
be quick.

JOHN WOODEN

industrial logic

“

To have physical balance it must be preceded by **mental** balance and **emotional** balance. If you don't have those, you will be **hurrying**.



SQUAD BALANCE

REBOUNDING BALANCE

OFFENSIVE BALANCE

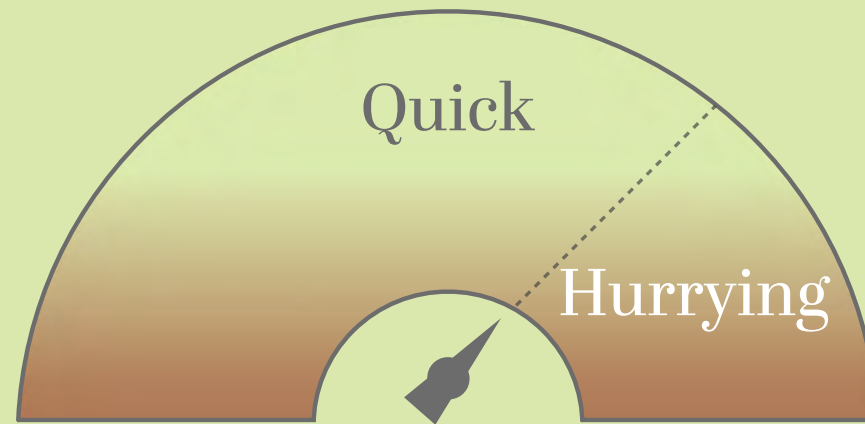
DEFENSIVE BALANCE

SIZE BALANCE

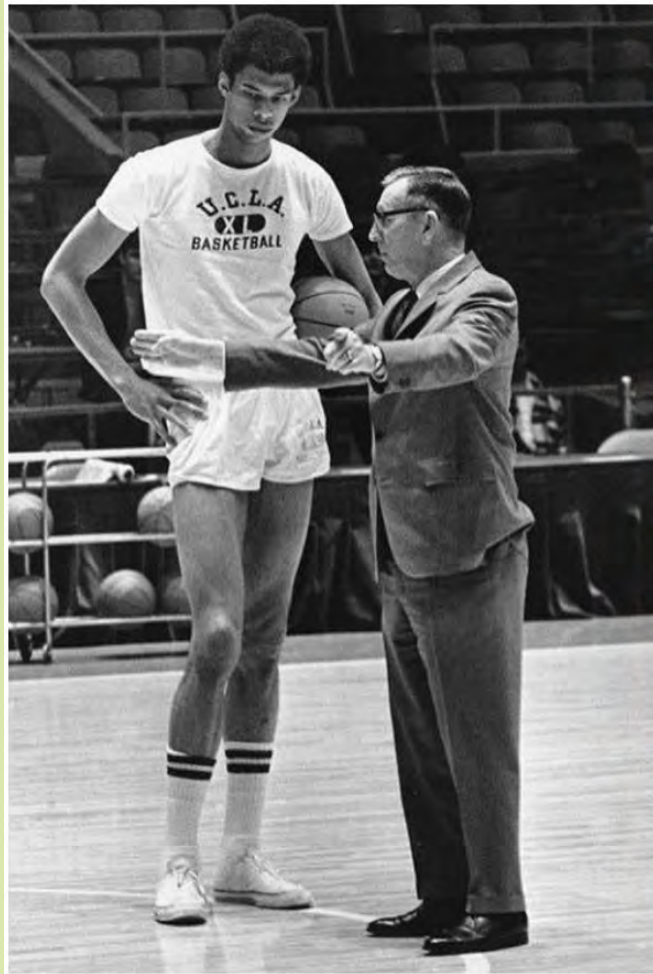
BALANCE, BALANCE, BALANCE



What Do You Need To Balance In Work and Life?



Wooden wanted his players to “operate at that edge just before it was no longer possible to be in balance, properly assess their options, and respond appropriately.”



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#	PLAYER	GP	MIN	PTS	FGM	FGA	FG%
1	Kareem Abdul-Jabbar	1,560	57446	38387	15837	28307	55.9
2	LeBron James	1,366	52138	37062	13543	26825	50.5
3	Karl Malone	1,476	54852	36928	13528	26210	51.6
4	Kobe Bryant	1,346	48643	33643	11719	26200	44.7
5	Michael Jordan	1,072	41010	32292	12192	24537	49.7
6	Dirk Nowitzki	1,522	51367	31560	11169	23734	47.1

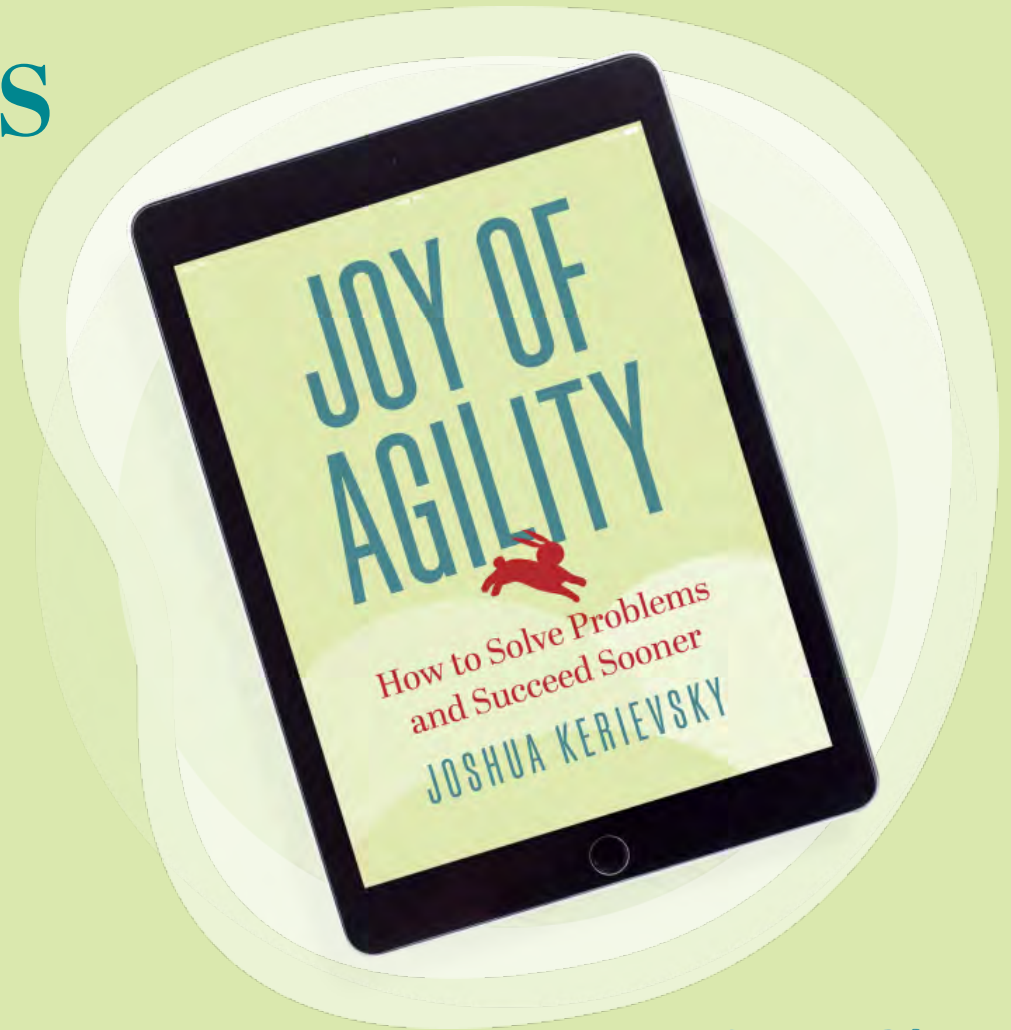


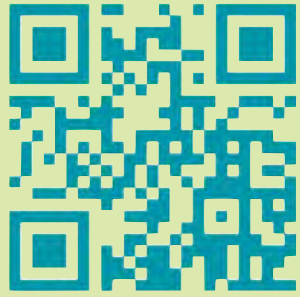
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SIX AGILE MANTRAS

1. Be Quick- But Don't Hurry
2. Be Balanced and Graceful
3. Be Poised to Adapt
4. Start Minimal and Evolve
5. Drive Out Fear
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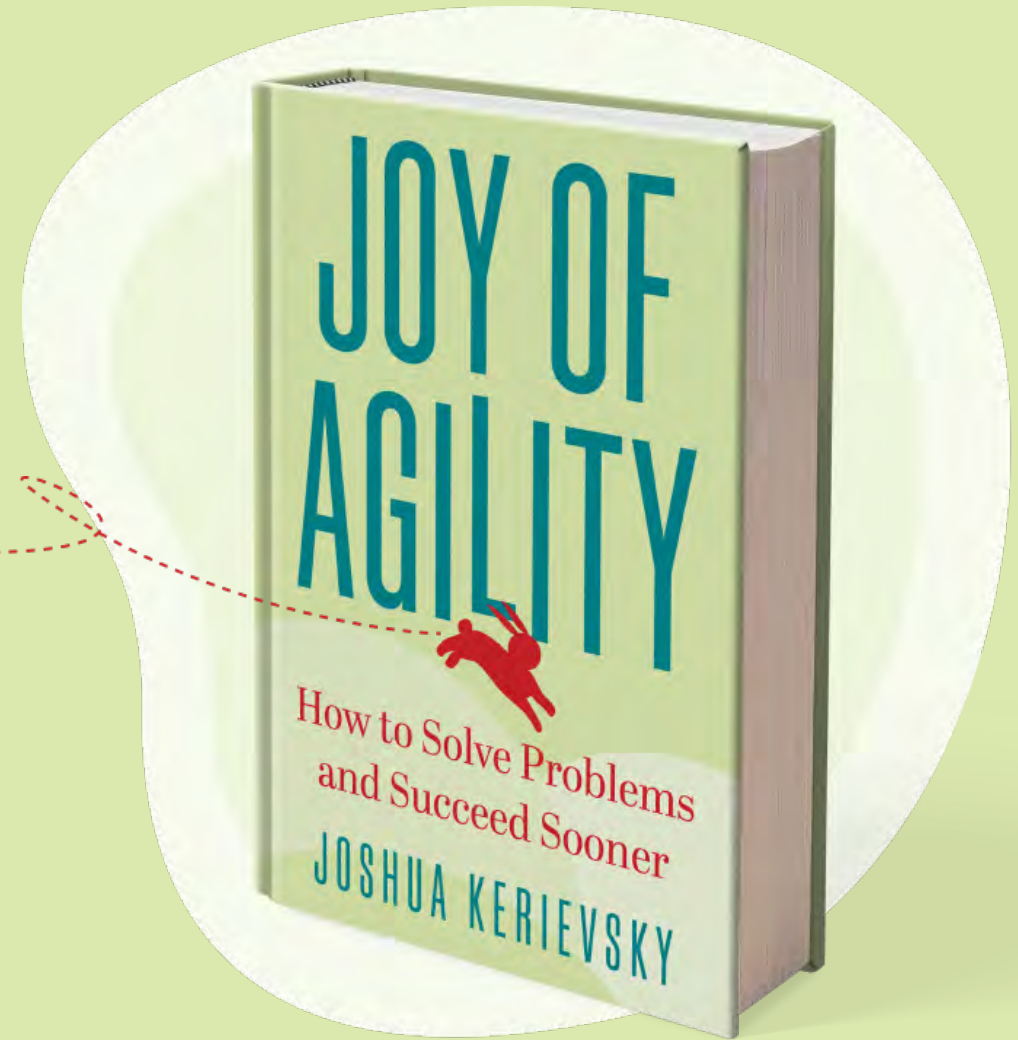




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THANK YOU



Q + A

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