



Sustaining Agile

Jake Hazeldine, Dixons Carphone

Rob Smith, IndigoBlue

**BLACK
FRIDAY
WEEKEND**

KNITWEAR **50% OFF***

ALL
SLEEPWEAR **20% OFF***

BOOTS **50% OFF***

**BLACK
FRIDAY
WEEKEND**

UP TO
50% OFF
THROUGHOUT
THE STORE

**BLACK
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ROBES
& SLIPPERS **50% OFF***

ALL
COATS **25% OFF***

PARTYWEAR **50% OFF***

E-Commerce Division

£1 billion per annum

£100million on Black Friday & Boxing Day

Agile delivery capability in Czech
Business in UK (Hemel Hempstead)
Mutual frustration between the two



Collaboration
Uncertainty Management
Incremental Delivery



The Agile Sandwich (Flavourless and unsatisfactory)





Reduce WIP at portfolio level
Support incremental thinking
Drive collaboration

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Achieved the major deliverables for this year
Agile is no longer being questioned
The approach is now sustainable

We need to make this endemic
Further improvement within delivery
Build capability in the UK





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Thank You