



Figure 6.1

The Agility Advantage® Framework: What Your Most Agile and Engaged Employees Should be Thinking



Identify potential opportunities that are being created by market change

To attain Market Agility, your employees should be thinking

- “What new customer behaviors and needs do I see?”
- “What’s new in the competitive environment?”
- “How might we improve our processes and tools, to increase speed and efficiency?”
- “What might we stop doing?”

Generate creative alternatives for capitalizing on these opportunities, and make fast, fact-based decisions about which alternatives to pursue

To attain Decision Agility, your employees should be thinking

- “I know what I can decide, and what I can take action on.”
- “When I have a good idea, I know how to get the resources and support I need to bring it to fruition.”
- “I have a strong network of coworkers who collaborate with me.”
- “Other decision makers seek my input.”

Enlist and inspire your organization to execute the new direction, and adjust course as events unfold

To attain Execution Agility, your employees should be thinking

- “I understand the “big picture” of what my organization is trying to accomplish.”
- “I am encouraged to suggest changes and try new things.”
- “I enjoy working with my coworkers, customers and leaders.”
- “My efforts are recognized, even when progress is slow.”



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