



Perkumpulan
Assessment Center
Indonesia



KONGRES NASIONAL IV ASSESSMENT CENTER INDONESIA 2015

Selasa-Kamis, 15-17 September 2015
Trans Luxury Hotel Bandung

Pengelolaan Produktifitas di Industri Digital

Martin Hartono
CEO GDP Venture

Digital Industry is faster than most industries
What is **OK** today is only **80%** correct

Failure is part of Innovation

Fail fast is better than not doing anything



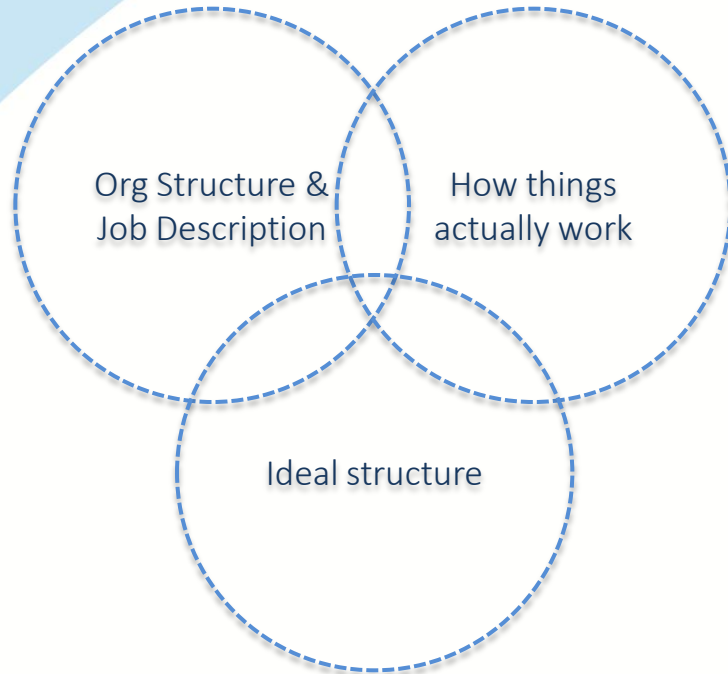
Digital Industry

Time runs **3x** faster

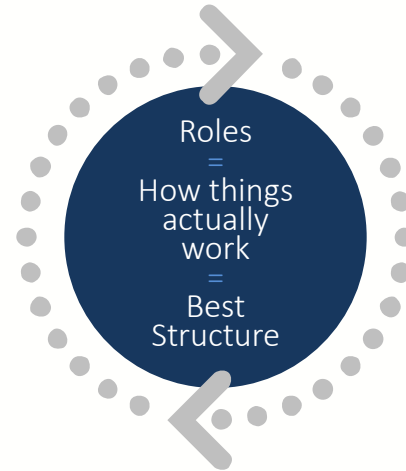
Products and services can be release anytime

It is **global** competition

Conventional Organization



Agile Organization



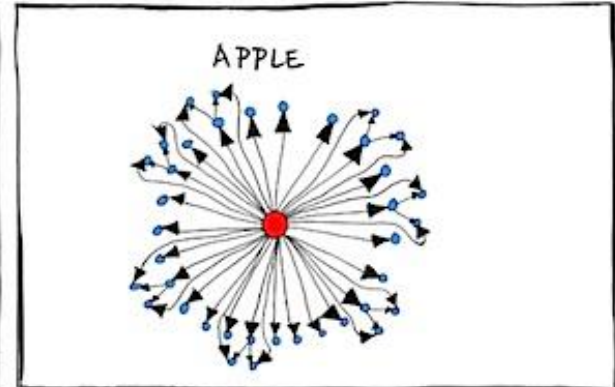
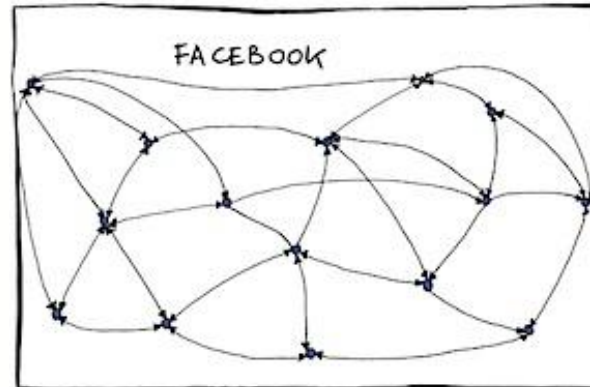
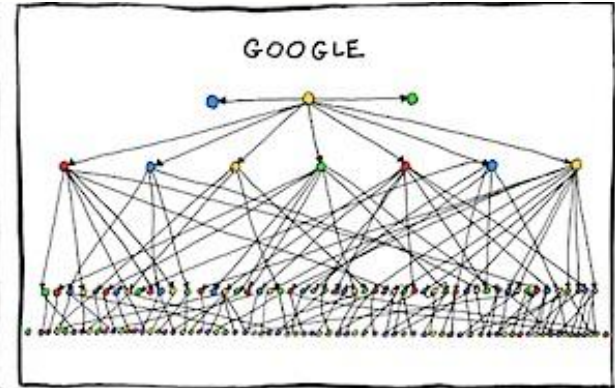
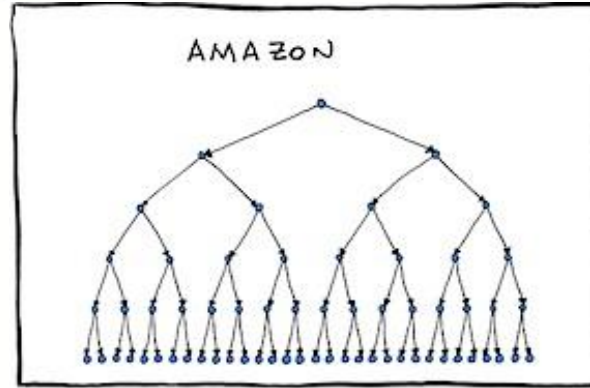
Agile Organization is a **development mindset** focus on result.

Characteristics of Agile Organizations:

- Made of self-aware individuals whose actions affect the organization as a whole
- The organization is based on continuous learning from experiments
- Open communication facilitating collaboration and sharing
- Governance is based upon long-term business value and adaptation
- Members seek mastery in their respective skills

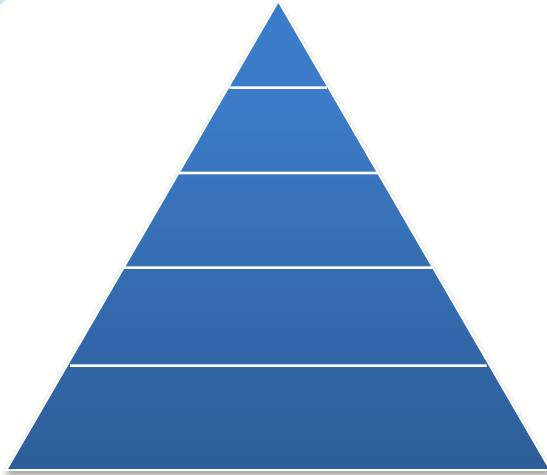
Organizational Structure

Who's the most productive?



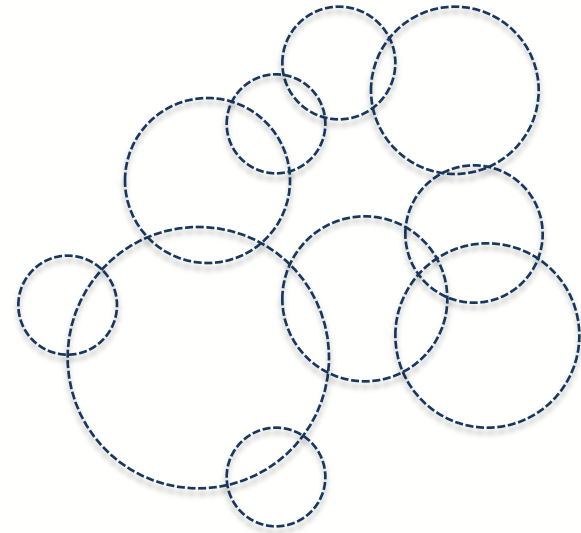
*Illustration by Manu Cornet,
Google Engineers, on how the big
digital brand org chart.*

Conventional Organization



Hierarchy

Agile Organization



Holacracy

Holacracy

Data Races

- Send trait
- Sync trait





A new way of running an organization, removes power from a management hierarchy and distributes it across clear roles.

Holacracy forces a company to revisit its rules, roles, objectives and authorities in short cycles. This prevents upfront over-planning. It also gives a chance to re-evaluate plans, direction and beliefs on a regular, frequent basis

- No more job descriptions
- No more delegated authority
- No more big re-orgs
- No more office politics



A better way of working?



Thank You

Scrum is an iterative and incremental agile software development methodology for managing product development.

