

Starting with Why?

As touched upon in the introduction, embarking on Agile is a BIG change. New ways of thinking, operating and thinking about success ...and failure! Before digging into the how, let's start with "Why?"

We can take inspiration from Lewis Carroll: "...if you don't know where you are going, any road will get you there..." or from Simon Sinek "[What's your purpose? What's your cause? What's your belief? Why does your organization exist? Why do you get out of bed in the morning? And why should anyone care?](#)"

Agile is a popular topic and investment in organizations worldwide. We could assume that the driver for this change is the need to reduce failure (faster, cheaper, better). However, there are bigger drivers that are pushing us toward new organizational cultures that bring along new practices, roles, structures, views on success and skill requirements. The following collection of videos introduce the topics of Volatility-Uncertainty-Complexity-Ambiguity (**VUCA**) and Digital Transformation.

Watch the videos and then join your classmates in the [discussion: "Starting with Why?"](#)

As you watch the videos, keep the following questions in mind:

- Why Agile?
- Why does your organization need to take a different approach?
- Why do you want to be a Product Owner?

Deloitte Video on "The World of V.U.C.A."



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