

From U.S. Soldier to Epiphany & **BEYOND!**

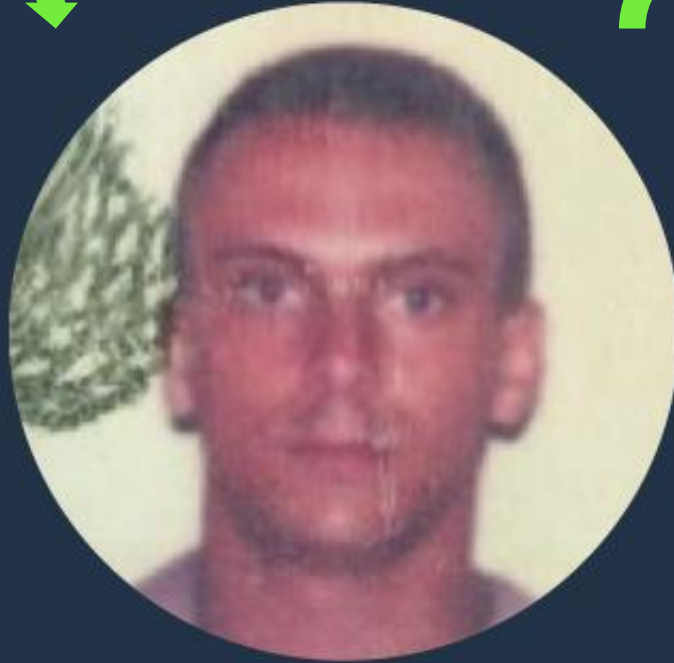
The missing "variable" to
the successful Agile equation. –
The Final takeaway!



I HAVE PERSONALLY SEEN BAD
LEADERSHIP LITERALLY **KILL**
PEOPLE.

“

”



Real Transformation Story

- Warning Statement
- Recognition of Speakers and Prep Staff
- Fact – Canary Birds

Planning Missions or Projects

IS THE SAME
PROCESS - AGILE



What's the difference?

- **US Military's „Why“:** Operations conducted in hostile, politically sensitive environments to achieve military, diplomatic, informational, and/or economic objectives.
- **Business's „Why“:** Operations conducted in _____, politically sensitive environments to achieve _____, diplomatic, informational and/or economic objectives.

Okay Brent...
so what's
different?



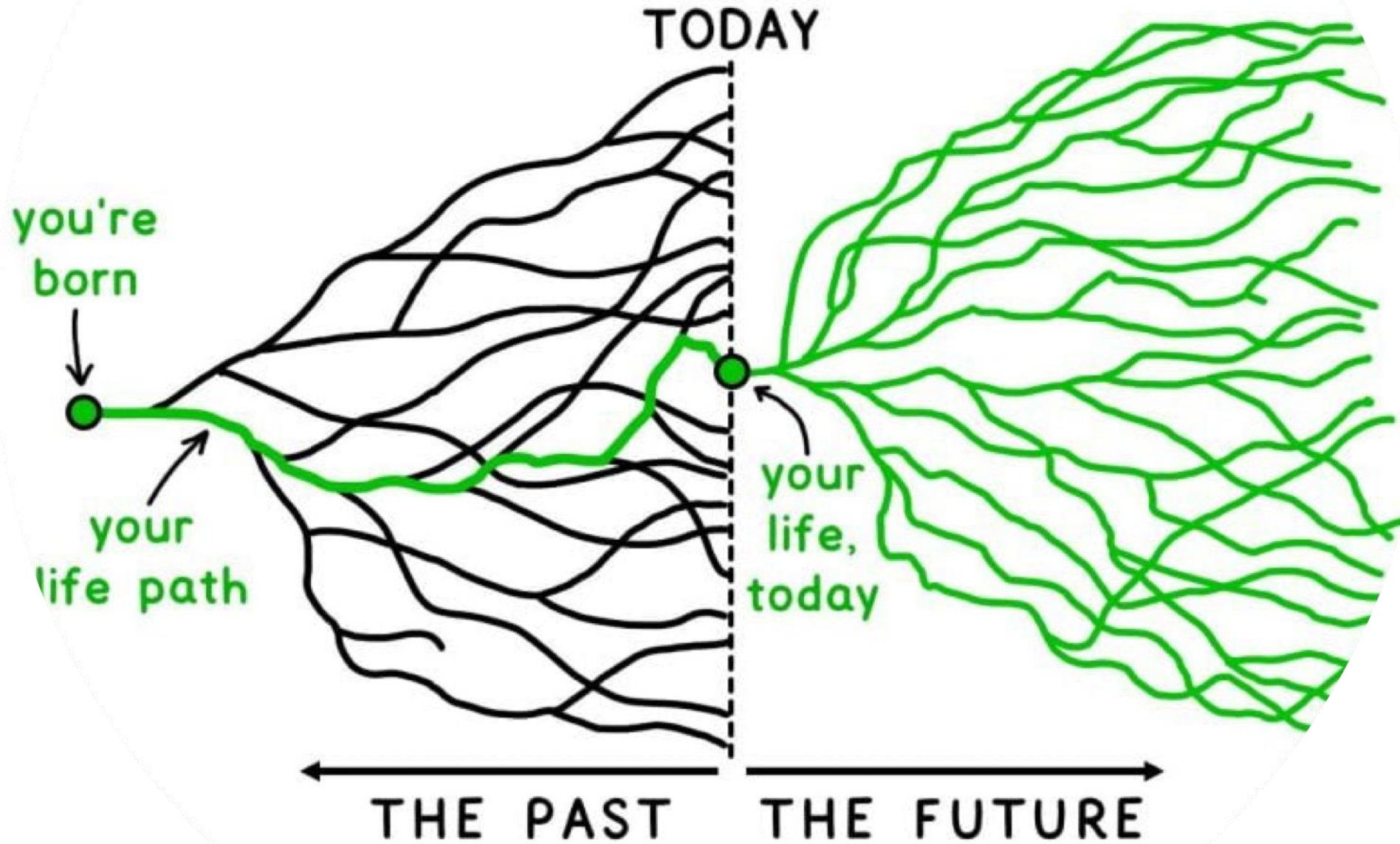
- There is 1 major "Variable" that separates US Military Mission Planning from Corporate Project Planning and that "Variable" is,
- **Motivation.**

Motivation Difference

- **Responsibility and Accountability =**
- U.S. Army = Life & Death
- Business = Revenue & Profit



■ = LIFE PATHS CLOSED TO YOU
■ = LIFE PATHS OPEN TO YOU



Fuck Agile !

1. Agile is just a tool!
2. Responsibility & Accountability are the missing variables
3. From the C-suite down
4. Without Vision, Mission and belief, you simply have chaos.
5. Take it or leave it. It's completely your choice.



The War Zone

12h · 🌐

The first confirmed loss of Russia's most advanced operational tank is another blow to the Russian Army's eroded image.



thedrive.com

Russia Just Lost Its Most Advanced Operational Tank In Ukraine

THANK YOU!

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