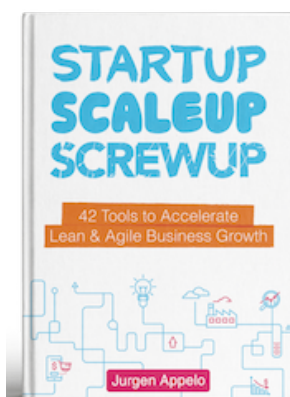# Jurgen Appelo

Australian Tour
Feb/March 2020

"I make people think, I make them laugh, and I make people take action. I speak and run workshops at company events and business seminars. My topics include, business agility and innovation, agile management, organizational change, creative leadership, personal development, work-life integration, and systems thinking."

Why Jurgen?

- Inspire and engage employees to be able to innovate at a faster pace.
- Foster innovation without stagnation from bureaucracy, and without confusion that comes from anarchy.
- Inspire professionals with a purpose, advocating work-life integration.

- Encourage better management with more agility in the business.
- Hear from a writer published by Forbes, Entrepreneur Magazine and the London School of Economics.
- Hear from a speaker who has spoken at Agile 2016, TEDx and many more.
- Get a free copy of Jurgen's book, *Start Up, Screw Up, Scale Up*.

Jurgen Appelo…

is one of the world's most influential agile thinkers. He offers concrete games, tools, and practices, so you can introduce better management, with fewer managers.

Inc. has rated him as a top 40 management & leadership expert in the world and one of 100 great leadership speakers. InfoQ rated him #6 most influential person in Agile; and AgileScout rated his blog (noop.nl) #3 most popular Agile blog in the world.

His books are considered best-sellers and include *Management 3.0, How to Change the World* and *Managing for Happiness*.

For more information, please contact, Ed Wong at Tabar.

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0458 467 990

His latest book is *Start Up, Screw Up, Scale Up.* It explores the conditions necessary for innovation to thrive in business at all stages of their development and growth.

Jurgen can help you upgrade your enterprise with more engagement and faster results; He can show you how to become an agile business with better software; He shows you how to creatively manage your company; And he can inspire professionals with a purpose, advocating work-life integration for creative people.
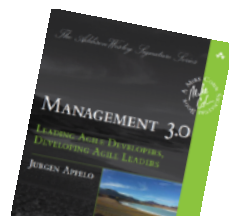
ShiftUp 2 day workshop

Qualify for IC Agile's Business Agility Foundations Certification

This new workshop will only be taught, by Jurgen himself, in Australia **twice**. These will be the first Jurgen run courses in Australia since 2014.

For companies that need to change and innovate faster, the *Shiftup Business Agility & Innovation Leader* is a two-day workshop that teaches the principles and common practices of Lean-Agile business innovation. It is a combination of facilitator-led instruction, peer discussion, and team exercises. The workshop helps attendees understand how innovation works across the lifecycle of a business, and it makes them aware of their role in the creation and delivery of innovative products and services in continuously changing environments.

In this workshop, you will explore many major good practices for business leaders and product teams, from the moment they have an innovative idea to the day they will scale it up (or screw it up). Everything depends on the lifecycle stage of the product or service.

- you will see that the basic unit for innovation is the strategic business model.

- You will understand how each business model evolves from exploration and effectiveness to exploitation and efficiency.

- And you will learn how managers, leaders, designers, and developers need to organize their work differently to create an organization that can reinvent itself continuously and that can scale tremendously.

Agile and Lean for all types of business

1st Conferences
Adelaide 24 February 2020
Melbourne 28 February 2020

Heart of Agile

Jurgen is in Australia as part of **1st Conference**, events for people of all levels of experience who recognize that agile and lean principles and techniques are a key to more effective business, and for those who want to increase their organisational agility.

A Learning Event at the Heart of Agility in Australia

After creating LAST Conference in 2012, the natural move was to create 1st Conference. 1st Conferences are for people of all levels of experience who recognize that agile and lean principles and techniques are a key to more effective business. It is structured around Dr Alistair Cockburn's **Heart of Agile.** Australia has a unique relationship with the Heart of Agile. It was conceived by Alistair Cockburn while on an extended visit here in 2015, and we were the first event HoA event outside the United States.

Since 2015, 1st Conference has welcomed speakers such as Alistair Cockburn, Lisette Sutherland, Jurgen Appelo, Joanne Molesky, Ben Linders, Jordana Patterson and Ange Ferguson to our lineup. The lineup of speakers and facilitators is hand picked from our Australian and overseas network of experts.

1st Conference 2020 will be a mix of talks and facilitated discussion groups, helping you be inspired, discover new thinking and reinforce your previous experiences.

www.1stconf.com

For more information, please contact: Ed Wong

ed.wong@tabar.com.au

0458 467 990

Also in February/March 2020

Soledad Pinter – The Heart of Agile

Managing Director, Heart of Agile Europe
Consultant, Coach & Trainer. International Speaker.

Soledad brings to you "The Heart of Agile", a 2 day course teaching the core of agile ways to any industry and area of any type of organization.

This course replaces the ornate and complicated rules of the different agile approaches including Scrum with an emphasis on the four basic elements of good agile development: Collaborating, Delivering, Reflecting, Improving.

The course serves to introduce agile development to people in any role in any industry. It is pure agile. The course has developed and evolved over a fifteen-year period, incorporating insights from different curricula and different schools. As such, it is suitable for people working in Scrum-based organizations, as well as those using a free-form style of Agile. The workshop is interactive, pure agile, for all job titles, and all industries. It sets the standard for entry-level learning, and re-establishes the subtle aspects of agile development for beginner and intermediate practitioners.

Register for Adelaide, Melbourne or Brisbane:
1stconf.com/workshops

About the Organisers

We help companies become learning organisations by giving their people the opportunities to learn, develop and network. Tabar operates by helping our community reinvent their organisations using agile, lean and systems thinking methods and principles, though Deep Learning Events, such as conferences, training and professional development meetups.

We partner with the leading minds in the world to bring the latest business innovations to Australia.

http://www.tabar.com.au