

1th EDITION



October 28, 2020  
VIRTUAL EVENT

AGILE COACH  
CONFERENCE 2020

### WHAT YOU GET:



#### EXCLUSIVE CASES

Enjoy a select series of unique, not-for-the-public case studies; share challenges, soak up learnings in peer-to-peer environment.



#### INTERACTION

Conference includes interactive polls, live Q & A's and multiple breakout rooms to deliver the same learning experience virtually.



#### GROW YOUR NETWORK

100+ Agile Coaches in one virtual venue, plenty of reasons to break the ice and forge lasting business friendships.



#### VIRTUAL EXPERIENCE

Hosted from a professional studio and managed through a premier virtual hosting platform.

[gladwellacademy.com](http://gladwellacademy.com)



## PROGRAM October 28, 2020

VIRTUAL EVENT PLATFORM OPEN:  
REGISTER ONLINE AND VISIT THE CHATROOMS

#### LIVE OPENING AND WELCOME

**Gladwell Academy** - Renate Cremer - *Agile Coach / Trainer*

#### KEY NOTE 1 - RE-ENVISAGE

**Suitsupply** - Sicco Maathuis - *Digital transformation manager*

#### CASE 1 - THE AGILE JOURNEY

**Tachles** - Jobbeke de Jong - *Director*

VIRTUAL NETWORKING LUNCH, CONNECT IN THE CHATROOMS

#### KEXPERIENCE - THE VALUE OF BEHAVIOR

**Kompreno** - Rogier de Bonth - *Trainer, coach, speaker*

#### CASE 2 - THE AGILE JOURNEY AT ALBELLI

**Albelli** - Zoran Cikojevic - *Enterprise Agile Coach*

#### ONLINE AGILE COACH SURVEY

**Gladwell Academy** - Renate Cremer - *Agile Coach / Trainer*

#### BREAKOUT ROOM WORKSHOPS

- > Coaching ethics: Where coaching fits in Agile  
**PWN** - Maaïke Klasen - *Scrum Master / Coach*
- > The definition of success  
**AgilityMasters.com** - Roel de Ponti - *Agile Coach*
- > Strategy as a journey  
**BlinkLane Consulting**  
Paul van der Haar - *Consultant Agile Transformation*
- > The technical stuff, architecture and infrastructure  
**Ahold** - Patrick Leuven - *Agile Coach*
- > Transformations as storytelling  
**Gladwell Academy** - Boris de Jong - *Storyteller / Trainer*
- > Mastering your drawing skills  
**Gladwell Academy** - Laurens Bonnema - *Scrum Master, Trainer, Coach*
- > Consulting at the spot  
**BlinkLane Consulting** - Blinklane Consultants

VIRTUAL NETWORKING LUNCH, CONNECT IN THE CHATROOMS

#### KEY NOTE 2 - RESISTANT LEADERSHIP

**Leaderfit** - Dirk van Uffelen - *Senior Leadership & Talent Development Coach*

#### CASE 3 - THE AGILE TRANSFORMATION OF A BUSINESS DEPARTMENT AT UWV. FROM WALLS OF CONFUSION TO FLOW!

**UWV** - Afra Shamshiri - *Product Owner UWV*  
Mark Heistek - *Agile Coach - Global Agile Coach Community Lead*

#### CASE 4 - AGILE COACHING AT SHELL

**Shell** - David Binnerts - *Global Agile Coach Community Lead*

VIRTUAL COFFEE BREAK, CONNECT IN THE CHATROOMS

#### CASE 5 - LIVING AGILITY IN POST-COVID DAYS

**Gladwell Academy** - Anand Murthy Raj - *SAFe Program Consultant Trainer (SPCT)*

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#### CLOSING KEY NOTE: THE EVOLUTION OF THE AGILE COACH

**Scrum.org** - Dave West - *CEO and Product Owner*  
Leslie Morse - *Product Owner*

#### ASK ME ANYTHING BREAKOUT ROOM SESSIONS

all speakers

#### CLOSING NOTE AND VIRTUAL HAPPY HOUR, EXHIBITS OPEN

**Gladwell Academy** - Renate Cremer - *Agile Coach / Trainer*



### PRICING

Reserve your seat and join the inspiring certified course and Conference.

CONFERENCE

€ **199**

RESERVE NOW

AGILE COACH  
BOOTCAMP INCL.  
CONFERENCE

€ **2894**

RESERVE NOW

### CONTACT US

For any questions regarding the Agile Coach Conference you can contact **Joost Brugman**.

**Joost Brugman**  
*Education Consultant*  
E: [joost.brugman@gladwellacademy.com](mailto:joost.brugman@gladwellacademy.com)  
T: +31 (0)20 2403413

[gladwellacademy.com](http://gladwellacademy.com)