

WOOLIES 



Did Woolworths just start Australia's Largest Startup?

Our Story



Teaching the Elephant to dance



Previous Thinking





**New thinking was
required**

The Recipe



- Digital
- Data Driven
- Customer Centric
- Lean & Innovative
- Skin in the game (Big P&L)
- Must be a cool uncle

The Mechanics

(Enterprise Business Agility Model)

CUSTOMER
SEAT AT THE
TABLE

LEAN PORTFOLIO
MANAGEMENT

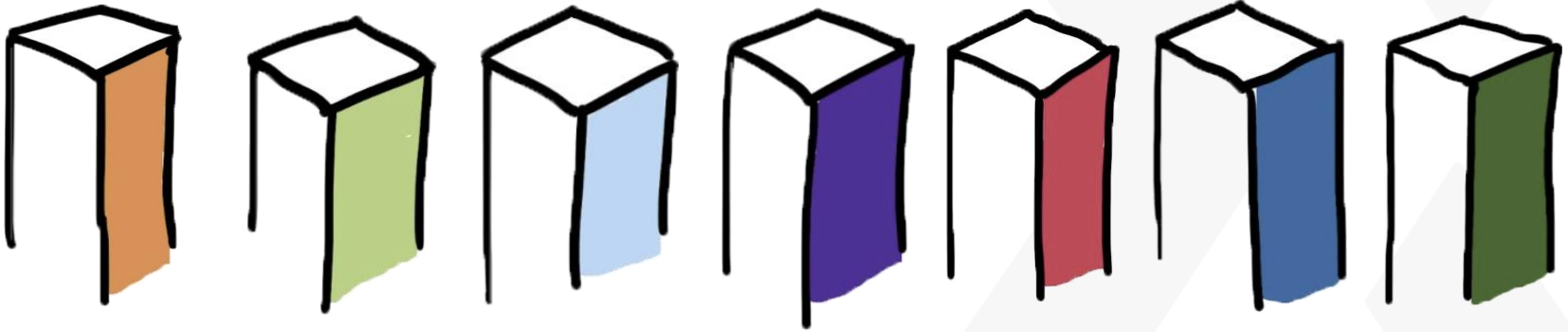
ORG. DESIGN
& STRUCTURE

AGILE
FRAMEWORKS &
MINDSET

LEADERSHIP
& CULTURE

SUSTAINABLE
CHANGE

ADAPTABLE
TECHNOLOGY



EPIC

AGILE
TRANSFORMATION



Outcomes

2017

- Re-organise into Woolies X
- Deliberate implementation of Cultural change (Tribes)
- Agile Delivery / Lean / HCD
- Business Driven Co-design of Transformation using 7 EBA Pillars as foundation

2018

- Embed Stage of WooliesX
- Ways of Working alignment
- Agile for Operations Teams
- Replicate X style, across other digital groups

2019

- Replicate Cultural Change across all of Woolworths Group
- Agile Organisation



Voice of Team (VOT)

Voice of Customer (VOC)

Revenue



ANY
QUESTIONS
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