

## 📄 CUSTOMER CENTRICITY

● <https://www.scaledagileframework.com/customer-centricity/>

### 📄 Mindset

- Focus on the Customer
- Understand the Customer's needs
- Think and Feel like the Customer
- Build whole product solutions
- Know customer lifetime value

- **SAFe defines this as:**  
**The Ability to compete and thrive in the digital age by quickly responding to market changes and emerging opportunities with innovative, digitally - enabled business solutions.**

- **7 Core Competencies**

### 📄 Answer:

#### **Everyone Involved in delivering a solutions**

- Business Leaders
- Technology Leaders
- Developers
- IT Operations
- Legal
- Marketing
- Finance
- Support Teams
- Compliance Teams
- Security & SecOps
- All Others: (vendors for example)

- **Answer:**  
**To continually deliver innovative, high-quality products & services faster than the competition**

- **21 Dimensions of Business Agility**

### 📄 Foundation for Adopting & Applying SAFe Principles & Practices

- Personal
- Intellectual
- Leadership

### 📄 Concepts Of

- Agile Manifesto
- Lean Thinking

### 📄 Business Agility

- defined
- Question: Who are the parties involved ?
- Question: What is the outcome of Business Agility ?

📄 Question: What is the Lean-Agile Mindset ?

📄 Answer:

📄 A combination of:

- Beliefs
- Assumptions
- Attitudes
- Actions

● <https://www.scaledagileframework.com/lean-agile-mindset/>

### 📄 Measure & Grow

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### 📄 Lean - Agile Leadership

#### 📄 3 Dimensions

- Mindset & Principles
- Leading by Example
- Leading Change

### 📄 Continuous Learning Culture

#### 📄 3 Dimensions

- Learning Organization
- Relentless Improvement
- Innovation Culture

### 📄 Organizational Agility

#### 📄 3 Dimensions

- Lean - Thinking People & Agile Teams
- Strategic Agility
- Lean Business Operations

### 📄 Lean Portfolio Management

#### 📄 3 Dimensions

- Strategy & Investment Funding
- Agile Portfolio Operations
- Lean Governance

### 📄 Enterprise Solution Delivery

#### 📄 3 Dimensions

- Lean System & Solution Engineering
- Coordinating Trains & Suppliers
- Continually Evolve Live Systems

### 📄 Agile Product Delivery

#### 📄 3 Dimensions

- Customer Centricity & Design Thinking
- Develop on Cadence | Release on Demand
- DevOps and Continuous Delivery Pipeline

### 📄 Team & Technical Agility

#### 📄 3 Dimensions

- Agile Teams
- Built-In Quality
- Team of Agile Teams

● Customer Centricity