



# James Chapman

Agile Lean Transformation | Advisor and Coach

 james@businessledagile.com

 +351 916 539 311

 <https://www.linkedin.com/in/james-chapman-0b296753/>

## MY CORE MESSAGES

### Human Organization

*Individuals and interactions over processes and tools—lead more and control less. Give the teams a voice and let them be heard. Empathy, connection, and clarity of purpose are essential.*

### DemandAgile!

*Capacity is always limited—so we must manage demand to ensure that we are delivering the right thing and maximising value. Outcome is more important than output.*

### Business Led Agile

*Agile and Lean are whole company propositions—and real transformation is only possible when an Agile and Lean delivery capability is led by an Agile ask from the business.*

## ABOUT JAMES

I work with companies to transform their ability to deliver software and services quickly and effectively using Agile and Lean approaches—and I firmly believe that Agile is more about people and less about process, and that real Agile delivery is only possible if the whole company changes how it thinks and works. I specialise in Product Backlog creation and management: creating a value driven Agile demand to match an Agile delivery capability, within a human organization that allows people and their interactions to flourish.

## LAST 3 ASSIGNMENTS

### Enterprise Agile Coach

 Feb 2018 - Sep 2019

 Carrefour (Paris)

Founder member of the Lean Agile Centre of Excellence (LACE) and part of the SAFe implementation: responsible for defining and implementing an effective approach to the creation and maintenance of a single Portfolio and Product Backlog.

### Agile Transformation Coach

 Jan 2016 - Dec 2017

 River Island (London)

Brought in as Interim Head of Engineering and then Agile Transformation Coach: responsible for all software delivery across the River Island value stream and the implementation of an Agile and Lean Transformation programme within the overall scope of an wider-ranging IT transformation.

### Agile Practice Coach and Team Lead

 Jul 2014 - Dec 2015

 Liberty Global (Amsterdam)

Scrum Master and Agile Coach/Trainer within the Agile Practice: Practice lead, responsible for scaling and running Scrum of Scrums for all projects, while delivering and supporting new web and mobile app products within the online customer self-care domain.

## TOP 4 SKILLS

- Training, coaching, mentoring, and advising
- Scaled Agile and Lean Delivery
- Portfolio and Product Backlog management
- Leadership and team building

## EXPERT IN

### Leadership and communication

Developing the emotional intelligence of teams, leaders, and managers: creating an environment that fosters empathy and connection and enables the power of people and their interactions.

### Portfolio and Product Backlog management

Simplifying processes and and developing effective and value-driven Product Backlogs: balancing long-term and short-term goals, facilitating informed prioritization, and enabling realistic budgeting and planning.

### Scaled Agile and Lean frameworks and approaches

Using extensive knowledge and experience of Agile and Lean ways of working: achieving scale while staying true to the values and principles of the Agile Manifesto and Lean methods.

## TESTIMONIAL

James is a Lean Transformation Coach and his experience and passion to deliver real change showed throughout the project. At Carrefour, he excelled and made a huge impact towards delivering the project.

*Bersi Kueper, SapientNitro*