



# NRMA Marketing Platform and Process Transformation

## ‘The essence of Agile in a non-IT environment’

Peter Kafka

Hi, I'm Pete.



A close-up photograph of a hand carefully placing a wooden block onto a tall, slightly wobbly tower of Jenga blocks. The blocks are light-colored wood with visible grain. The background is a solid dark blue.

# NRMA

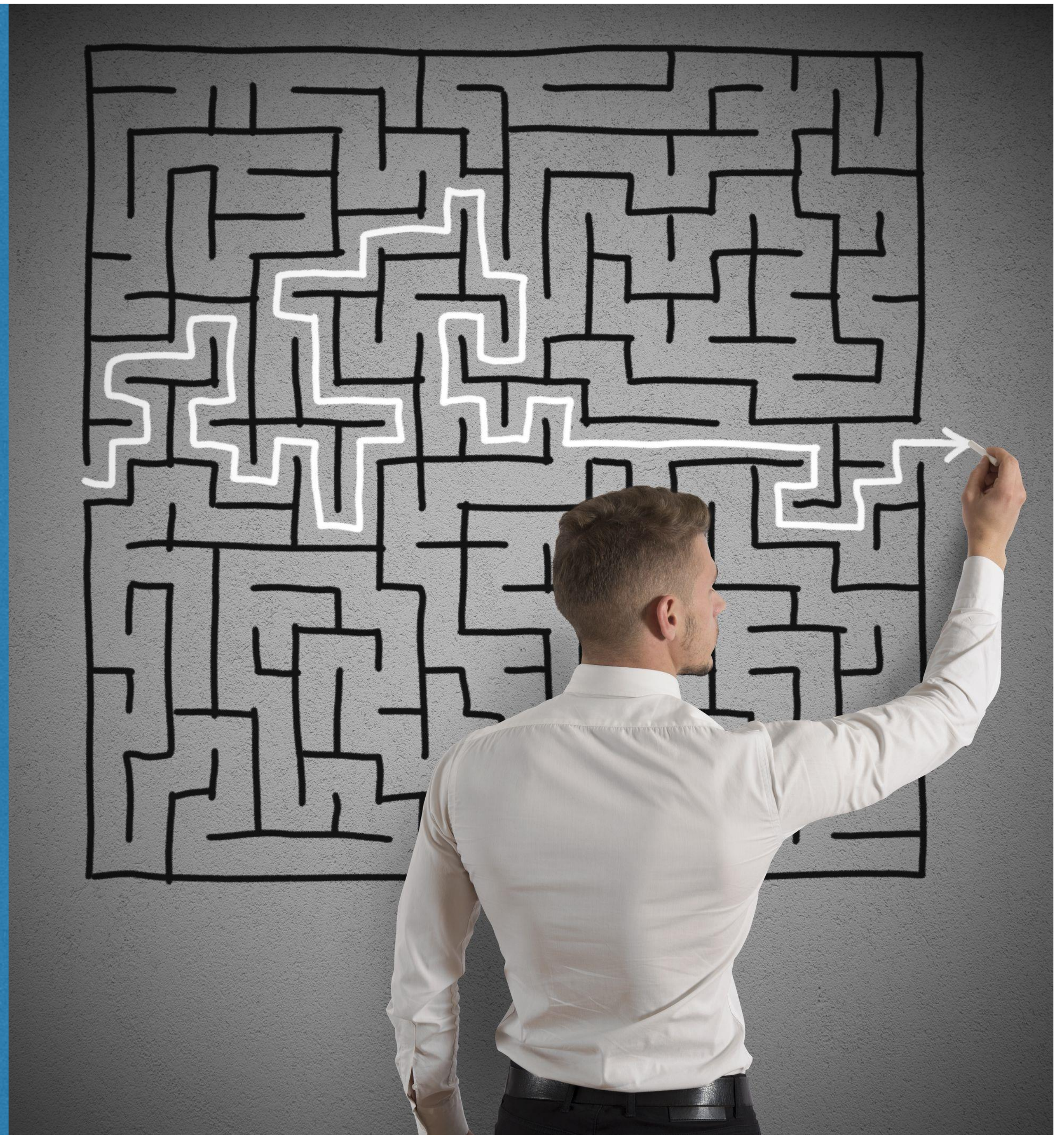
## state of play

- Dis-jointed briefing process
- Emails, emails, emails
- Personal agendas
- Business distractions
- Team structure and change
- Management for marketing new world
- Marketing Platform transformation



# Brief

- Reduce campaign production time (4-8 weeks)
- Deliver new marketing platform within 6 months on budget
- Drive cultural change/principals
- Reduce Vendor/Campaign costs
- Run campaign to market process and Platform implementation







The image features a horizontal sequence of four colored rectangles representing the PDCA cycle, set against a background of water droplets on a glass surface. Each rectangle is held in place by a white paperclip at the top. The colors transition from yellow to orange, red, and finally green. The text 'PLAN', 'RUN', 'EVALUATE', and 'IMPROVE' is written in bold black capital letters on each respective rectangle.

**PLAN**

**RUN**

**EVALUATE**

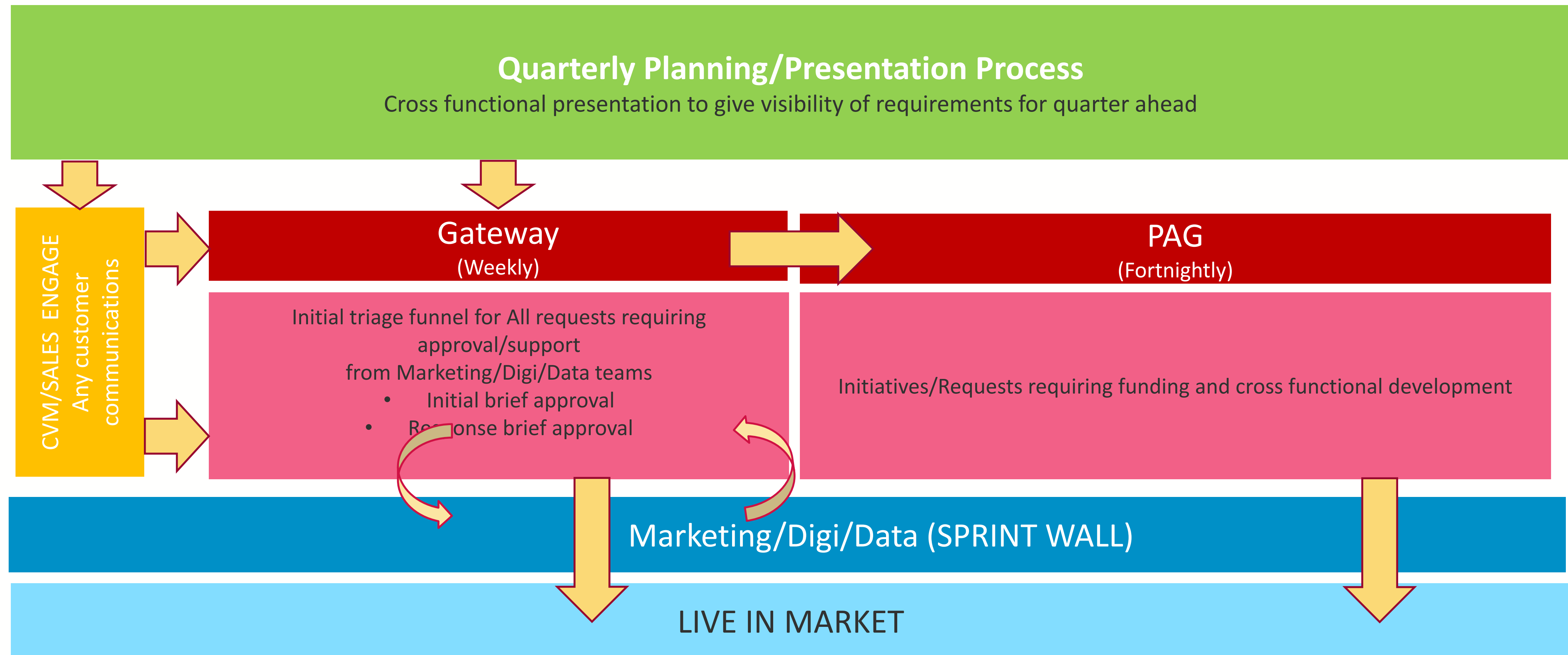
**IMPROVE**



# Agile principals

1. Customer satisfaction
2. Changing requirements
3. Frequent delivery
4. Measure of progress
5. Sustainable development
6. Close cooperation
7. Motivated individuals
8. Face-to-face conversation
9. Technical excellence
10. Simplicity
11. Self-organising teams
12. Regular adaption

# Integrated Briefing Process



\*All communications and requests for build's should ladder back up to overarching strategic pillars communicated at quarterly presentation. Prioritisation of work will use these pillars as a lens to define what is business critical.

Project / Activity	Resource / Material	Location / Personnel	Task / Process	Time / Duration	Cost / Budget	Risk / Impact	Status / Progress	Notes / Comments	Priority	Owner
Project A: New Product Development	Team A: 5 members	Office / Remote	Design & Development	12 weeks	\$50,000	Medium	80%	On track	High	John Doe
Project B: Marketing Campaign	Team B: 3 members	Office / Remote	Planning & Execution	8 weeks	\$20,000	Low	60%	On track	Medium	Jane Smith
Project C: IT System Upgrade	Team C: 4 members	Office / Remote	Implementation & Testing	10 weeks	\$30,000	Medium	40%	On track	High	Mike Johnson







# Winning..

- Campaign to market time 2 weeks
- Delivered Platform Integration in 5 months under budget
- More ownership and accountability
- Reduced vendor costs by 20%
- Successfully ran both process and project transformation in unison



Questions..