



# AMA Agility Index 2023

An Index designed for you, to advance your strengths for a faster world.  
Take a pause, introspect and power-up your organization.

KNOWLEDGE PARTNER

**J.hirani**

STRATEGY.TRANSFORMATIONS



Strength

Speed

Endurance

Balance

We get fraction of a second in a game like boxing

Where our eyes identify and communicates changing circumstances  
Brain processes the information; takes decisions and communicates  
Our body acts accordingly!

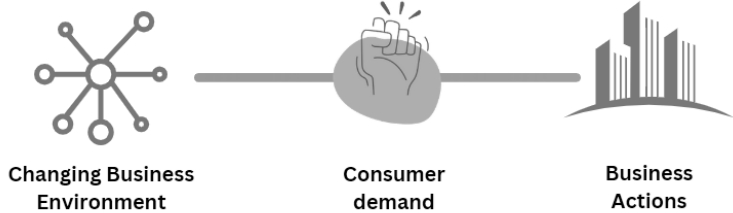
Without right mindset, empowerment, goal orientation..... it's difficult to stay on top of the game!

Can your  
org-  
anization  
show  
such  
agility?

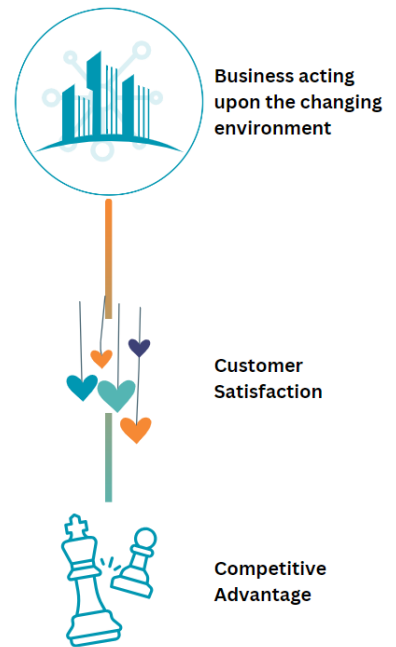
Agile is **80%**  
**Mindset** and 20%  
efforts.

When you tune in to be agile, you  
become AWARE, PREPARED and  
easily VISUALIZE the END GOAL.

# Business is not (only) the output of consumer (stated) demands



An agile business is watchful of changes happening in and around the world, identifies challenges and opportunities. It effectively manages to forecast changes in behavior and derive demand before actual demand generation. It is able to provide with services and products that are beyond customers expectations. Such a dynamic group of high achievers easily outdo most of its competitors and are able to maintain even or greater growth in all circumstances.



# But how fast is the world changing?

## 1

Technology advancements are faster than the population is ready for. Technology grows 2x every 18 months. The last 2 years alone has generated about 89% of the data we have on social media, web sites, mobile apps, emails, documents, medical records and customer databases viz. also known as Big Data.

Newer digital technologies like AI and Big Data is on the rise with about 93% of fortune 1000 companies showing willingness to invest more in order to generate insights.

**“Technology will account for 2/3<sup>rd</sup> growth in economies”**

two-thirds of potential productivity growth in major economies over the next decade could be related to the new digital technologies.

# But how fast is the world changing?

## 2

### **“Consumer demand is driving most industries”**

As observed in many industries, Over 50% of C-level executives have claimed that consumer demand is driving their brands to create sustainable products and best practices.

There is a shift in influencers for products and services. In today's world, influencers are present everywhere. Everyone has opinions, and every opinion finds its readers. People outside the targeted customers are voicing opinions and shifting sentiments.

It is important to consider how technology is improving business operations, simplifying transactions, and also changing consumer behaviour.

Consumers have the ability to drive entire industries to change, and the benefit for those companies is that they have a positive increase on their market sector.

The quickest way to  
learn, is to fail fast.

This sums up Agile.

Presenting  
India's First

# Agility Index

Partnered initiative of  
AMA & J.hirani

»»» To help  
organizations  
grow  
tremendously  
and

»»» Make them walk  
with right pace in  
changing  
business  
environment



Through This Program, we aim to

facilitate businesses evaluate their capabilities in order to improve agility.

once you are aware of your score (agility index), we work with you to excel in key capabilities and succeed you through your race.

How can we help industries improve agility?



Help assess where they stand



Guide how to improve agility

# How will it function?



## Index

A Company wide evaluation will be undertaken using survey as a means and derive scores thereof. A total of 8 pillars identified as necessary to measure agility capabilities will be applied to measure overall agility.

Index will tell you where your business stands on Agility on a scale of 1 to 10. Rating will be available pillar wise and overall. We will list out the areas of improvements and programs required to improve.

A good score and learning will enhance brand recognition and sentiments of your employees and customers.

## Workshop

Workshops will be held by Program Panelists where Leaders\* from participating companies will be invited to share their experiences with peers.

These workshops aim to partner you in your journey towards Agility strength building. The topics for the workshops will be derived based on the key capability gaps found amongst participating companies.

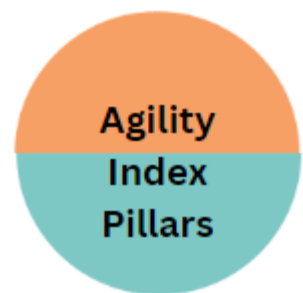
The results and workshop material will be accessible in soft copies to participating companies.

\*a maximum of two representatives from participating company are allowed in the workshop

# Evaluation Criteria



Each organization will be evaluated on above 8 parameters and pre defined rating system. A detailed report will be shared at the end of evaluation for better understanding of the score.



# Key benefits to participating organizations



## Learnings

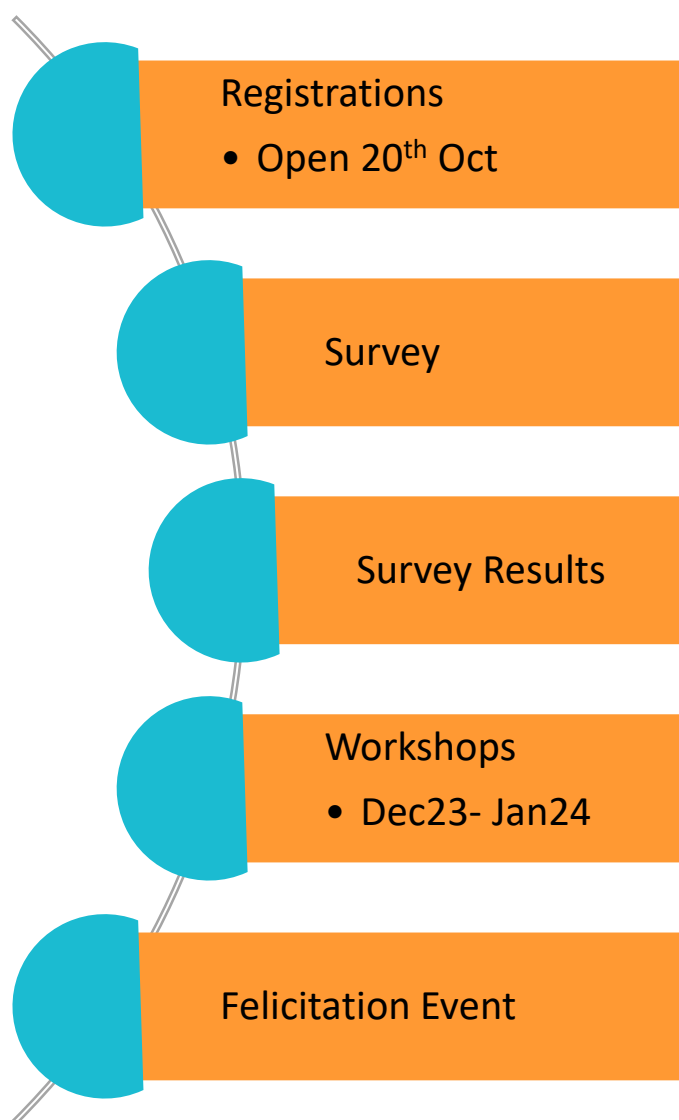
Know where you stand.  
Understand how to improve.



## Recognitions of

Better brand – customer perception  
Better organization – employee perception

# Schedule of Activities



# Are you Agile?

get your answers

More [Details](#)

Register [Now](#)

email [ama@amaindia.org](mailto:ama@amaindia.org)