

Allisyn James - Bio



Independent consultant and practitioner with over 25 years' commercial experience Allisyn is an experienced C- suite commercial director– specialising in agile leadership

Known for her strong strategic thinking skills coupled with real tactical expertise, she loves to push the challenge, share best practice, yet stay grounded in the reality of implementation.

Allisyn brings a wealth of industry experience having held senior commercial positions in both client and agency side across multiple categories and in multiple geographies (Safeway, GSK, Cadbury Schweppes, Accenture, Oystercatchers) Working in private and public sector, B2B and B2C

A clear lateral thinker she loves to look through multiple lenses to drive innovative thinking and harness trends to unleash possibilities. As a semiotician she is sensitive to cultural context, and experienced at global team dynamics.

For Allisyn it's all about **people at the heart**. As a believer In driving growth results through her programmes, she helps businesses understand how they can make their people their source of competitive advantage, and how behaviours can change cultures and unleash commercial revenue.

She has completed agile leadership projects as a consultant with companies such as EY, Standard Chartered Bank, GSK, Gilead Sciences, Thai Union & Tesco as well as running open courses with many government bodies in the Middle east, Africa and Asia Pacific

She Is an accredited Agile leadership coach, scrum master and Belbin collaboration coach, a certified innovation leader and MBA. She believes that in today's business environment understanding style preference, having high EQ, sharpened critical thinking skills, and soaring with your strengths sets everyone up for success

Life motto: "Always be flexible – change Is a given"

My Agile Journey

In 2018 I started to hear a lot about Agile and was very curious

I had been through many best practice leadership paradigms as my career progressed and I was hungry for a new approach

I was troubled that leaders did less visioning and more micromanaging, becoming more detail orientated and less trustful of their teams

- Where was the imagination?
- Where was the courage?
- Where was the intellectual curiosity for advancement?

It seemed people preferred to stay still, never allowing themselves to change

It also seemed that leaders were also predicated towards being 'white knights' and managing turnarounds than expanding their leadership styles by bettering themselves in good times as well as bad

I had modelled my leadership on a set of different behaviours – I was authentic to what I believed in for the business and my people, I was prepared to trust my team because I had recruited them, I was prepared to take risks because that is how you advance, and I knew that being creative in adversity creates new opportunities.

This I came to believe are the tenants of agile leadership.

The cultural aspects of Agile are what makes it happen

I also realised that Agile had been misinterpreted and had become associated with tech- based programme management . Agile is not a process, it is a philosophy, supported by agile methodologies such as scrum, kaizen, design thinking etc.

Through my work I could see that **real agile is Leadership-down not Tech-up** , It is the job of the leader – and cannot be effectively delegated as so many businesses think it can be.

I now help leaders unleash Agile as THE key growth driver in their organisations, and have happily watched as their people embrace the change and enjoy the process.

