



## Twenty Years of Agile Coaching and Leadership

Helping software delivering organizations unlock their full potential by optimizing alignment, flow, and agile collaboration strategies.

**EXPERIENCE.** Staffan has led Lean and Agile adoption programs in medtech, banking, telco, media, retail, government, unions and other industry sectors. He authored world-renowned and best-selling books "Pomodoro Technique Illustrated" and "Monotasking," with over 700,000 copies sold worldwide. He facilitated workshops for thousands of professionals, equipping them with practical techniques to enhance personal, team, and organizational agility and effectiveness. Numerous international conferences featured Staffan as a keynote speaker, sharing insights on creating value in the digital age. In 1999, he founded the renowned consultancy Crisp AB—Sweden's leading pioneers in Agile and Lean.

**BACKGROUND.** Native of Stockholm. M Sc in Mathematics and Computer Science. At heart a tech guy. Passion for helping people succeed, especially when it comes to collaborative delivery of value in complex environments, teams of teams, organizational transformation and emergence.

**EXPERTISE.** Agile and Lean adoption: Lead organization unique programs to become more transparent, aligned, and resilient. Workflow Optimization: Streamline processes and workflows to increase efficiency and delivery precision. Digital Collaboration: Effectively blend the irreplaceable value of face-to-face with large scale collaboration tools, like Jira Align.

More info:

— <https://agilecoach.staffannoteberg.com>

Agile • Lean • SAFe • LeSS • Scrum • XP • OKR • LPM • Flow • Leadership

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# Four Distinguished Consulting Assignments

## Agile Enterprise Coach at Nasdaq (2022-2023)

- Establishing Agile at scale for 500+ employees
- Introducing and establishing Jira Align in which strategy drive execution
- Establishing and coaching Flow metrics at portfolio level
- Training and coaching Release Train Engineers (RTE)
- Developing operating model playbook and training materials for Agile at Scale
- Coaching, training, and collaborating with top management, middle management, and teams
- Establishing and coaching multi-level OKRs with catchball and check-ins process
- Training, coaching and co-developing agile contracts ways of working



## Agile Enterprise Coach at H&M (2020-2022)



- Coaching, training, and collaborating with middle management, and teams in Agile WoW
- Coaching and training internal (employed) agile coaches
- Developing a new Lean Agile Portfolio management (LPM) process
- Develop training materials for OKRs
- Coaching OKRs at all levels
- Establishing Agile at scale
- Developing and coaching roadmap practices

## Agile Enterprise Coach at Swedbank (2017-2019)

- Establishing agile at scale for 3000+ employees
- Coaching and training teams and managers in agile ways of working
- Creating and facilitating education program for Product Owners
- Creating and facilitating education program for Scrum Masters
- Developing agile at scale operating model playbook and training materials



## Agile Enterprise Coach at SPP (2012-2013)



- Introducing and establishing Scrum in teams
- Coaching and training teams and managers in agile ways of working
- Creating and facilitating education program for Product Owners
- Creating and facilitating education program for Scrum Masters
- Developing agile team training materials

*List of all consulting assignments at last page →*

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# Testimonials

## Andreas Sjöblom.

*Strategy Advisor | Customers & Solutions.*



Staffan's skills in the field of agile coaching are absolutely world class – a true expert without being a fundamentalist.

He is extremely eager to learn new things and always focus on continuous improvement, which rubs off to the rest of the team. Staffan has an outstanding wide and deep knowledge in the area of system development, which makes him trustworthy and competent in many different roles.

Staffan is also one of the most time-effective persons I know. He's thinking regarding time management has a great impact of his daily work. He delivers!

I've had the pleasure to work closely with him during the last year – I really hope that opportunity comes back.

## Magnus Kollberg.

*Organisational Consultant & Coach.*

Staffan is a highly experienced Agile coach who practices what he preaches. He is very focused, whether it's preparing or conducting a workshop or training. He can quickly assess whether the situation is complex or straightforward and seamlessly adopts a coaching or mentoring role accordingly.

As a facilitator and teacher, he is structured and reliable. This, combined with being a very good listener, gives him the ability to consistently build strong relationships, which is crucial when working with groups and individuals.



## Håkan Borg.

*Business Intelligence.*



Staffan coached the IT-department in agile methods with excellence. He demonstrated both a deep knowledge in the field but also a humble and open approach to coaching.

One of the very best agile coaches available I dare say and assured to bring value to any company that uses his services!

Source: LinkedIn

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# Staffan's Clients 1992—2023

**2022—2023** Agile Enterprise Coach at Nasdaq

**2022** Agile Enterprise Coach at SBAB

**2020—2022** Agile Enterprise Coach at H&M

**2021** Author of Monotasking book

**2020** Agile Coach at Assa Abloy

**2019—2020** Agile Coach at Atlas Copco

**2019—2020** Agile Coach at Unionen

**2019** Agile Coach at Bombardier

**2017—2019** Agile Coach at Swedbank

**2016—2017** Agile Coach at Telia Company

**2014—2015** Agile Player-Coach at Scania

**2014** Agile Coach at If

**2013** Agile Coach at Electrolux

**2013** Agile Coach at eBay

**2013** SW Developer at Accelrys

**2012** Agile Coach at Transportstyrelsen

**2012** Agile Coach at SPP

**2011—2012** SW Developer at Contur

**2011** System Reviewer at SJ

**2011** Agile Coach at Vendemore

**2010—2011** Agile Coach at Net Insight

**2010** Agile Coach at IDG

**2010** Agile Coach at Siemens

**2009—2010** SW Developer at SF Bio

**2009** Agile Coach at Astra Zeneca

**2009** Author of Pomodoro book

**2005—2008** Agile Player-Coach at St. Jude Medical

**2004—2005** SW Developer at SVT

**2004** SW Developer at UEFA

**2002—2004** SW Developer at Nacka kommun

**2000—2002** Agile Coach at Ericsson

**1999** Founded Crisp AB

**2001** SW Developer at Polismyndigheten

**2000** SW Developer at Ad Intelligence

**2000** SW Developer at Arbetsförmedlingen

**1998—1999** SW Developer at Ericsson

**1996—1998** SW Developer at Skatteverket

**1996** System Reviewer at Global One

**1995** SW Developer at Saab

**1993—1994** SW Developer at Ericsson

**1992** SW Developer at Technology Partners



**SAFe Practice Consultant (SPC)**  
Scaled Agile, Inc.

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