



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

2024	Author of Guiding Star OKRs book	2010—2011	Agile Coach at Net Insight
2022—2023	Agile Enterprise Coach at Nasdaq	2010	Agile Coach at IDG
2022	Agile Enterprise Coach at SBAB	2010	Agile Coach at Siemens
2020—2022	Agile Enterprise Coach at H&M	2009—2010	SW Developer at SF Bio
2021	Author of Monotasking book	2009	Agile Coach at Astra Zeneca
2019—2020	Agile Coach at Atlas Copco	2009	Author of Pomodoro book
2019—2020	Agile Coach at Unionen	2005—2008	Agile Player-Coach at St. Jude Medical
2019	Agile Coach at Bombardier	2004—2005	SW Developer at SVT
2017—2019	Agile Coach at Swedbank	2004	SW Developer at UEFA
2016—2017	Agile Coach at Telia Company	2002—2004	SW Developer at Nacka kommun
2014—2015	Agile Player-Coach at Scania	2000—2002	Agile Coach at Ericsson
2014	Agile Coach at If	1999	Founded Crisp AB
2013	Agile Coach at Electrolux	2001	SW Developer at Polismyndigheten
2013	Agile Coach at eBay	2000	SW Developer at Ad Intelligence
2013	SW Developer at Accelrys	2000	SW Developer at Arbetsförmedlingen
2012	Agile Coach at Transportstyrelsen	1998—1999	SW Developer at Ericsson
2012	Agile Coach at SPP	1996—1998	SW Developer at Skatteverket
2011—2012	SW Developer at Contur	1996	System Reviewer at Global One
2011	System Reviewer at SJ	1995	SW Developer at Saab
2011	Agile Coach at Vendemore	1993—1994	SW Developer at Ericsson
		1992	SW Developer at Technology Partners



SAFe Practice Consultant (SPC)
Scaled Agile, Inc.

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