

WONKA THE SPRETTUR MARIMO MANAGMENT SYSTEM

PÉTUR ORRI SÆMUNDSEN

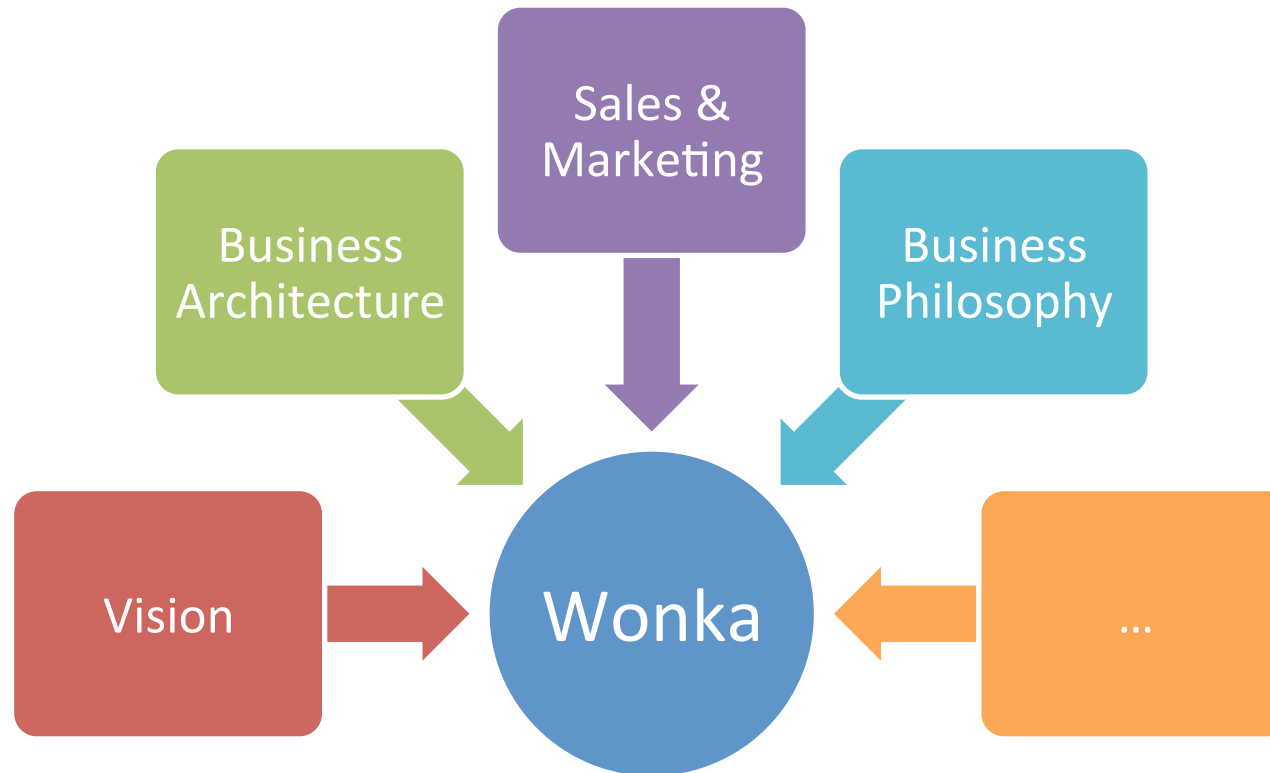


Wonka is the Sprettur Marimo management system and the goal of Wonka is to:

Understand what is going on
in the company

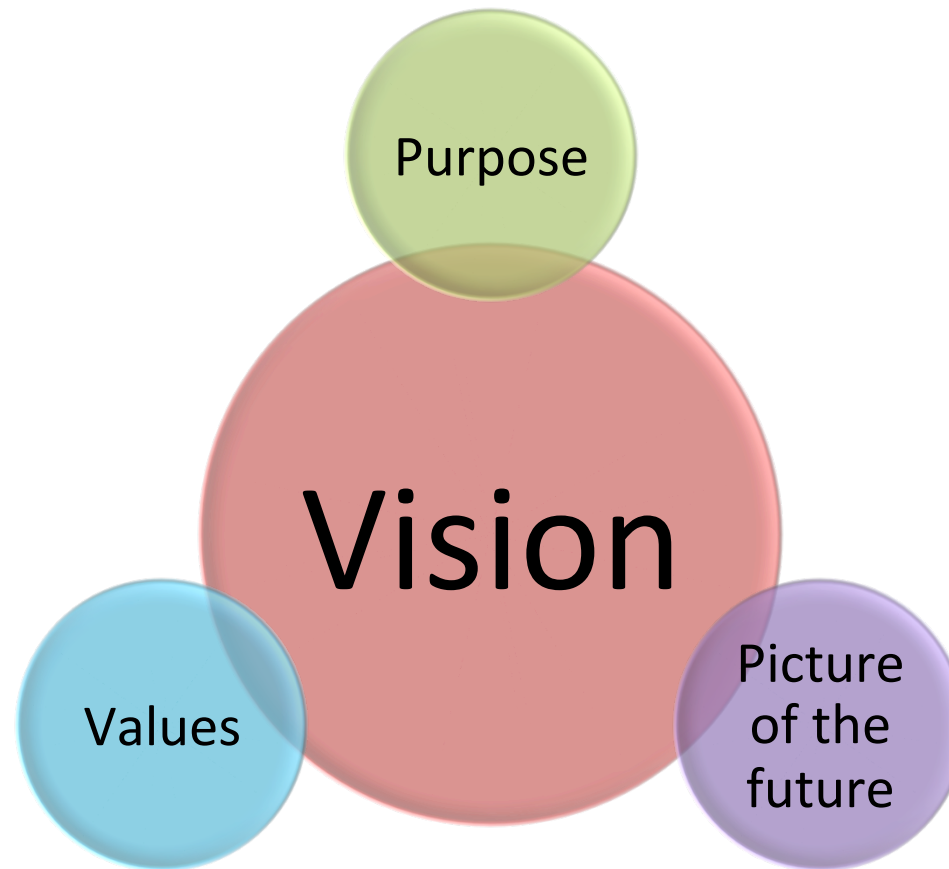
Improve and move the company
forward based on our vision

**The scope of Wonka is the whole company and
Wonka touches most aspects of it**



#1 Vision

The vision for Sprettur Marimo has three components



Purpose

To support and lead the transformation of the IT industry so it can be human, creative and more successful.

Picture of the future

We have great
relationships with
our customers

AGILIS is an
international
conference

We write and
publish a book

Excellent team
environment

Company culture
where people feel
good

Working with VCs
to support their
portfolio

Lots of Agile
companies out
there

Other companies
following us

Lean thinking well
known

Larger IT market

Highest number of
Agile developers
per capita

More software
exports

...

...

...

...

Values

Fun

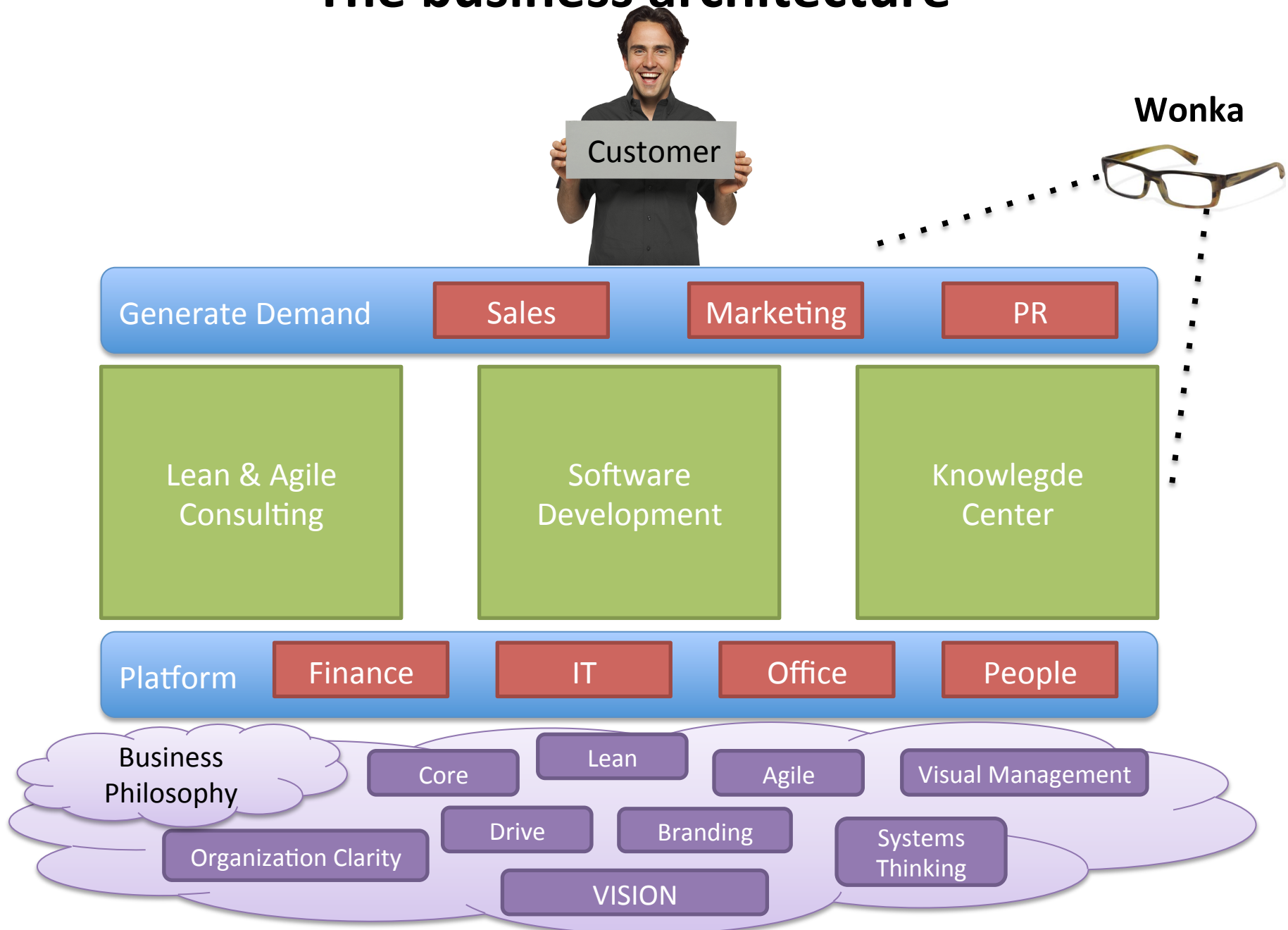
Respect

Integrity

Relentless
Improvement

#2 Business Architecture

The business architecture



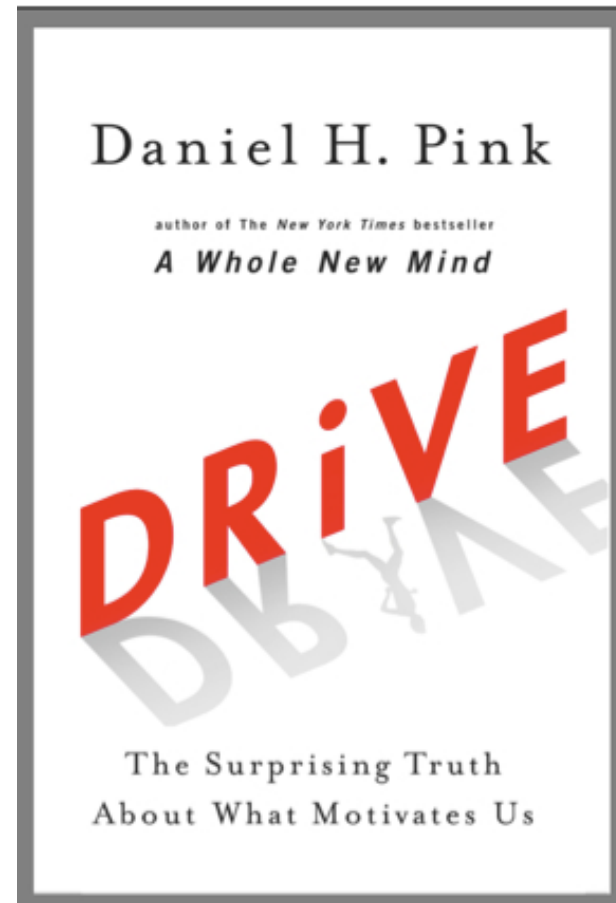
#3 Business Philosophy

Drive describes the three principles which affect motivation

Autonomy

Mastery

Purpose



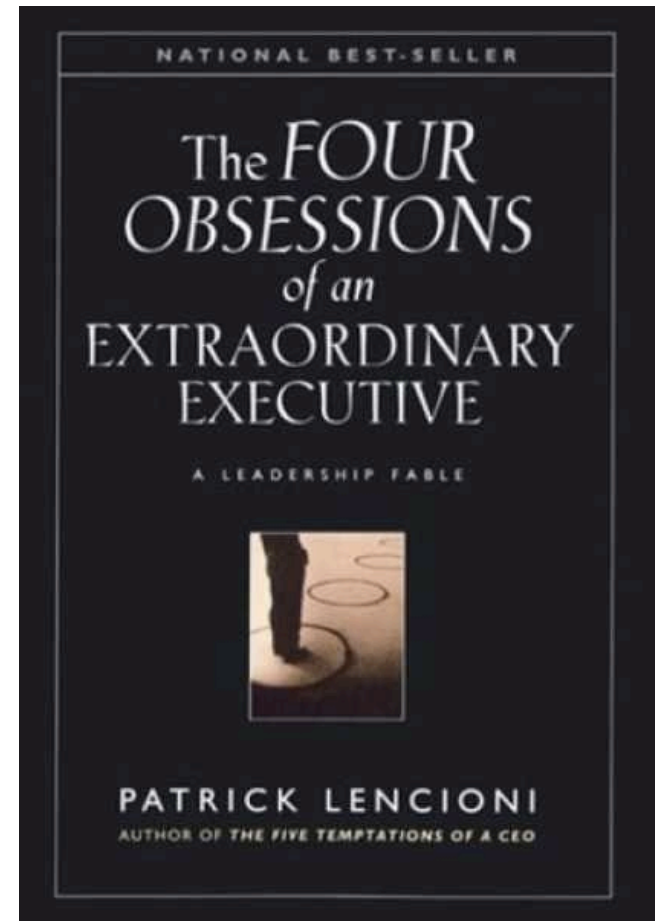
Principles of organizational clarity

1. Build a cohesive leadership team

2. Create organizational clarity

3. Overcommunicate organizational clarity

4. Reenforce organization clarity through human systems



The Core Protocols V. 3.03

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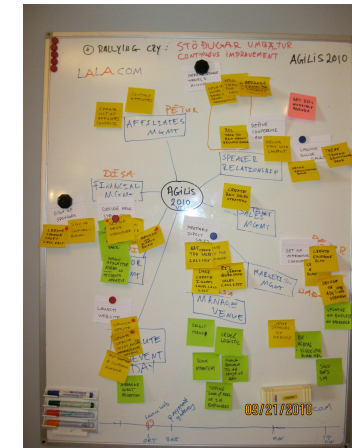
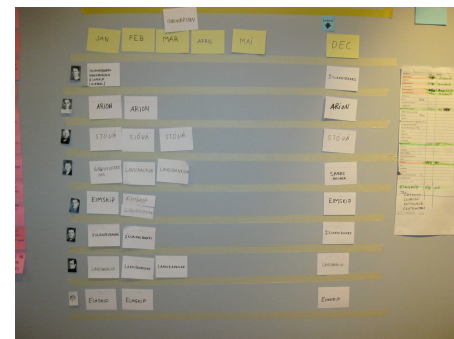
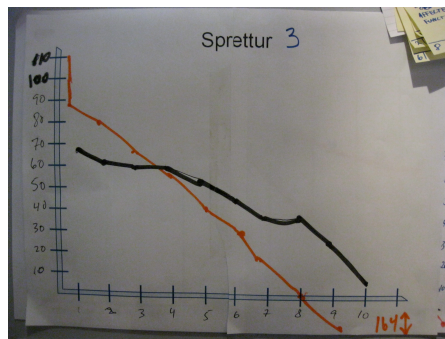
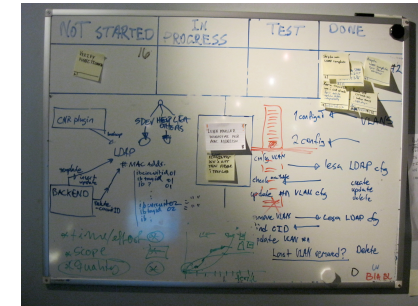
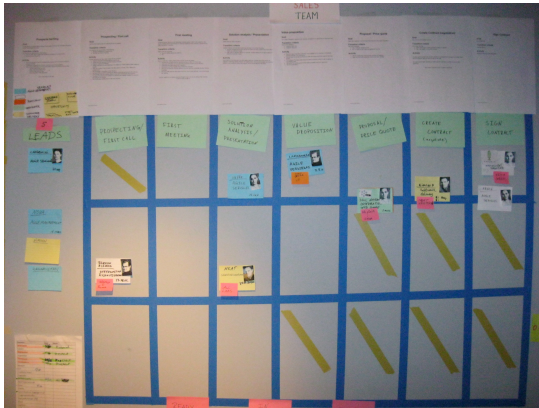
The following Core Protocols are made up of both commitments and protocols.

The Core Commitments

1. I commit to engage when present.
 - (a) To know and disclose
 - i. what I want,
 - ii. what I think, and
 - iii. what I feel.
 - (b) To always seek effective help.
 - (c) To decline to offer and refuse to accept incoherent emotional transmissions.
 - (d) When I have or hear a better idea than the currently prevailing idea, I will immediately either
 - i. propose it for decisive acceptance or rejection, and/or
 - ii. explicitly seek its improvement.
 - (e) I will personally support the best idea
 - i. regardless of its source,
 - ii. however much I hope an even better idea may later arise, and
 - iii. when I have no superior alternative idea.
2. I will seek to perceive more than I seek to be perceived.
3. I will use teams, especially when undertaking difficult tasks.
4. I will speak always and only when I believe it will improve the general results/effort ratio.
5. I will offer and accept only rational, results-oriented behavior and communication.
6. I will disengage from less productive situations
 - (a) When I cannot keep these commitments,
 - (b) When it is more important that I engage elsewhere.
7. I will do now what must be done eventually and can effectively be done now.
8. I will seek to move forward toward a particular goal, by biasing my behavior toward action.
9. I will use the Core Protocols (or better) when applicable.
 - (a) I will offer and accept timely and proper use of the Protocol Check protocol without prejudice.
10. I will neither harm - nor tolerate the harming of - anyone for his or her fidelity to these commitments.
11. I will never do anything dumb on purpose.

The Core

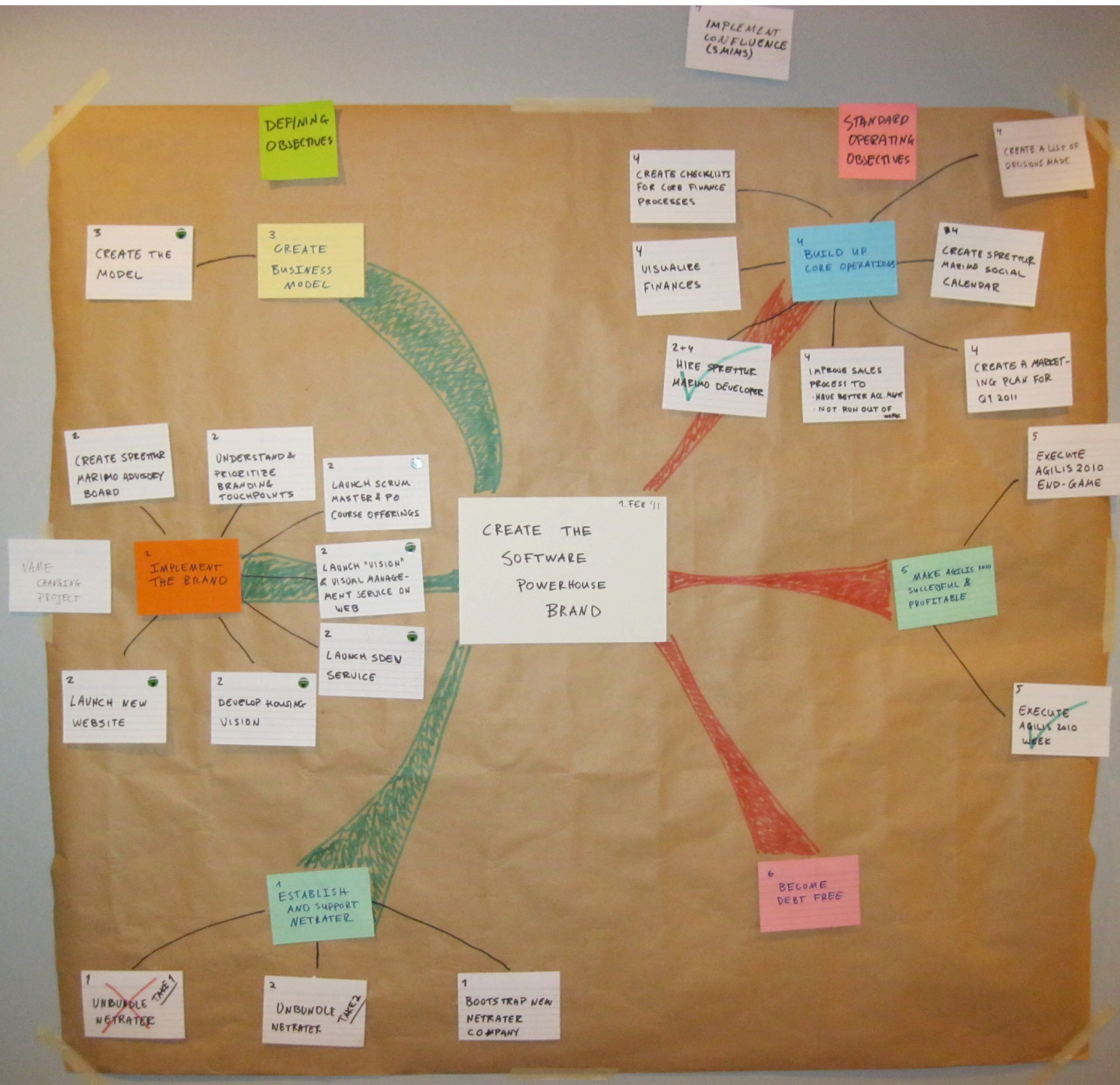
Visual management and thinking



#4 Planning and progress

Sprettur Marimo planning onion







WONKA BOARD

NEXT
OPTIONS
4

PLANNING
2

PROJECT
4

READY

IN PROGRESS

IN PROGRESS

DONE

DONE

- 1 LAUNCH
SUGAR ZIMMERMAN
SERVING
- 1 LAUNCH
"VIRAL" &
"VIRAL" MARKETING
SERVING IN KID
- 1 LAUNCH ON WEB
SUGAR ANIMATED
700 LUNCH PLAN
BY 3M
- 1 CREATE
SUGAR MARKETING
ANIMATED BOARD

CREATE
CONTENT
TEMPLATE

1 CREATE
CONTENT
MODEL FOR
SERVING

PREPARE
CONTENT
CENTRE
MODEL

PREPARE
3-DEW
MODEL

PREPARE
CONTENT
MODEL

PREPARE
CONTENT
MODEL

OUTLINE
CONTENT
MODEL

CREATE
CONTENT
MODEL

1 LAUNCH
NEW WEBSITE

PREPARE
CONTENT
MODEL

PREPARE
CONTENT
MODEL

OUTLINE
CONTENT
MODEL

2 DEVELOP
HOUSEHOLD
VERSION

CREATE
HOUSEHOLD
SHEET

CREATE
HOUSEHOLD
SHEET

PREPARE
HOUSEHOLD
SHEET

PREPARE
HOUSEHOLD
SHEET

OUTLINE
CONTENT
MODEL

SEND
EMAIL
TO ALL
TEAM

JDI's

ORDER
X-AN
GIFT

ORDER
X-AN
GIFT

ORDER
X-AN
GIFT

ORDER
X-AN
GIFT

ORDER
X-AN
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ORDER
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GIFT

ENTRY CRITERIA
OPTION IS LINKED TO AN
ORIGINATOR
CONCRETE EVIDENCE AN MAP
THE THE LUNARY
BEST CRITERIA
TEAM DECIDES TO START
PROJECT

PROJECT OWNER SPECIFIED
PURPOSE A OUTCOME SPECIFIED

IDEAS
BETWEEN
MEETINGS

FRIDAY
PARKING
LOT!

ORDER
X-AN
GIFT

#5 Sales

SALES TEAM

Prospect tracking	Prospecting / First call	First meeting	Solution analysis / Presentation	Value proposition	Proposal / Price quote	Create Contract (negotiation)	Sign Contract
<p>Goal</p> <p>Identify and qualify potential customers for the sales team.</p> <p>Transition criteria</p> <p>1. Lead has been identified and added to the CRM.</p> <p>2. Lead has been qualified and assigned to a sales rep.</p> <p>Activity</p> <p>1. Research potential customers using various sources (LinkedIn, industry directories, etc.).</p> <p>2. Reach out to potential customers via email or phone.</p> <p>3. Track and update lead status in the CRM.</p>	<p>Goal</p> <p>Establish initial contact with the prospect and understand their needs.</p> <p>Transition criteria</p> <p>1. Prospect has been contacted and a meeting has been scheduled.</p> <p>2. Prospect's needs and pain points have been identified.</p> <p>Activity</p> <p>1. Make a cold call or send an introductory email.</p> <p>2. Prepare a script or talking points for the first call.</p> <p>3. Follow up with the prospect after the first call.</p>	<p>Goal</p> <p>Present the solution to the prospect and answer their questions.</p> <p>Transition criteria</p> <p>1. Prospect has attended the presentation and asked questions.</p> <p>2. Prospect has expressed interest in the solution.</p> <p>Activity</p> <p>1. Prepare a presentation or demo of the solution.</p> <p>2. Present the solution to the prospect.</p> <p>3. Answer questions and address concerns.</p>	<p>Goal</p> <p>Present the value proposition to the prospect and highlight the benefits.</p> <p>Transition criteria</p> <p>1. Prospect has understood the value proposition and its benefits.</p> <p>2. Prospect has agreed to a trial or demo.</p> <p>Activity</p> <p>1. Prepare a value proposition statement.</p> <p>2. Present the value proposition to the prospect.</p> <p>3. Highlight the benefits and ROI of the solution.</p>	<p>Goal</p> <p>Present the proposal and price quote to the prospect.</p> <p>Transition criteria</p> <p>1. Prospect has received the proposal and price quote.</p> <p>2. Prospect has indicated they will review it.</p> <p>Activity</p> <p>1. Prepare a detailed proposal and price quote.</p> <p>2. Present the proposal and price quote to the prospect.</p> <p>3. Follow up with the prospect to see if they need any clarification.</p>	<p>Goal</p> <p>Negotiate the terms of the contract with the prospect.</p> <p>Transition criteria</p> <p>1. Prospect has agreed to the terms of the contract.</p> <p>2. Prospect has signed the contract.</p> <p>Activity</p> <p>1. Prepare a contract template.</p> <p>2. Present the contract to the prospect.</p> <p>3. Negotiate the terms of the contract.</p>	<p>Goal</p> <p>Finalize the contract and get it signed by the prospect.</p> <p>Transition criteria</p> <p>1. Contract has been signed by both parties.</p> <p>2. Contract has been filed in the CRM.</p> <p>Activity</p> <p>1. Prepare the final contract document.</p> <p>2. Present the final contract to the prospect.</p> <p>3. Get the contract signed by the prospect.</p>	

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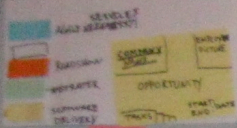
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5
LEADS

CADGEMINI
AGILE SERVICES
20 Aug

NORA
AGILE MANAGEMENT
18 Aug

STANIN

KAGARVETAN

PROSPECTING/
FIRST CALL

FIRST MEETING

SOLUTION
ANALYSIS /
PRESENTATION

SKIFF
AGILE
SERVILE
19 Oct

VALUE
PROPOSITION

LAKSHMIBAI
AGILE
VERTICAL
27.10

PROPOSAL/
PRICE QUOTE

SELL NITRA
INTERACTIO...
INTO GAME
REIGN
30 Aug

CREATE
CONTRACT
(negotiate)

EIMSKID
Software
delivery
1 Aug

SIGN
CONTRACT

AGILE
SERVICES
20 Aug

AGILE
SERVICES

JONAS
ALEX
STEVENSON
ASSOCIATES
13 Sept

NEAT
JANITA ASSOCIATES
10 Oct 2010

Lead	Status
1000	Prospect
1001	Prospect
1002	Prospect
1003	Prospect
1004	Prospect
1005	Prospect
1006	Prospect
1007	Prospect
1008	Prospect
1009	Prospect
1010	Prospect
1011	Prospect
1012	Prospect
1013	Prospect
1014	Prospect
1015	Prospect
1016	Prospect
1017	Prospect
1018	Prospect
1019	Prospect
1020	Prospect

READY

IN

0-3

#6 People and Projects Overview



REVENUE
GENERATING
PROJECTS

THE 4 R&D
QUESTIONS

1. WHAT HAPPENED ^(H) THIS WEEK ^(LO)
2. WHAT WILL HAPPEN NEXT WEEK
3. ANY IMPEDIMENTS?
4. ANY OPPORTUNITIES?

4.5

SJOVA

SABRE
-RESIBER

EIMSKIP

EIMSKIP

EIMSKIP

ISLANDSBANKI

4

MAREL

ARION

3

HUGSMIBJAN

2

LANDSBANKINN
LEAN-AGILE TRANSITION
5.1.2025

GAGNAVEITAN

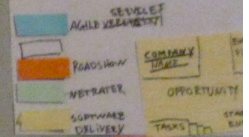
ISLANDSBANKI

1

GAGNAVEITAN

Prospects tracking

Goal
Transition criteria
Activity



5

LEADS

CAPGENINI
ALICE SCHWAB
20 sep

NOVA
AGILE MANAGEMENT
18.11.2025

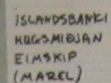
SIMINN

GAGNAVEITAN

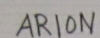


CURRENT
↓

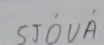
DEC



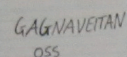
ISLANDSBANKI



ARION



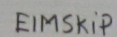
STÓVÁ



LANDSBANKINN

LANDSBANKINN

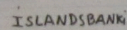
SABRE
-RESIBER



EIMSKIP

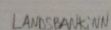
GAGNAVENAN

EIMSKIP



ISLANDS BANKI

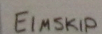
ISLANDSBANKI



LANDSBANKINN

LANDSBANKINN

LANDSBANKINN



EIMSKIP

EIMSKIP

Company	Date	Status
Akon Bank	7/60	Perspekt
Candor		
Cooperation	6/60	Perspekt
Hugobrandt		
Mundstark	8/60	Perspekt
Sandström	9/60	Perspekt
Betwara		
Crestfields Island	7/50	
Göteborg		
NEAT Electronics AB	21/12	NO PERS
Nova	9/50	
Samsen		
Silva-Almestad Trygging H A S		
Tryggvafarinn		
Trekuburðargætt UTM		
Gator		
Applikon		
Audat Capital		
Capacitor		
Massachusetts	12/4	NO
Madam		
Mom & Mike		
Nordlysk University		
O&U		
Viktorien	30/3	NO
VIS		
Vodafone		
Victoria		
Winnifred Bankanna	AC	
Umferðastofa		
LIFTA AK		
ETMSKIP	2/60	NO
TAL		
D PRODUCT		
INHOUSE		
OUTSOURCE		
CONTRACTORS		
NonLIFTAKNI DISK		

#7 Project Execution

#8 Business Model Generation

