

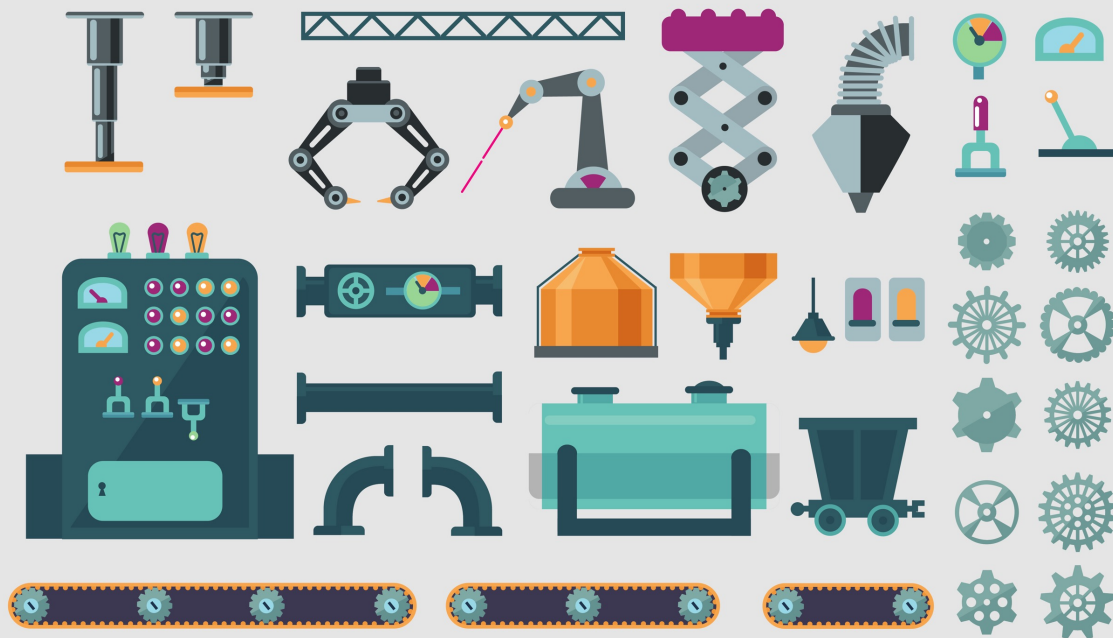
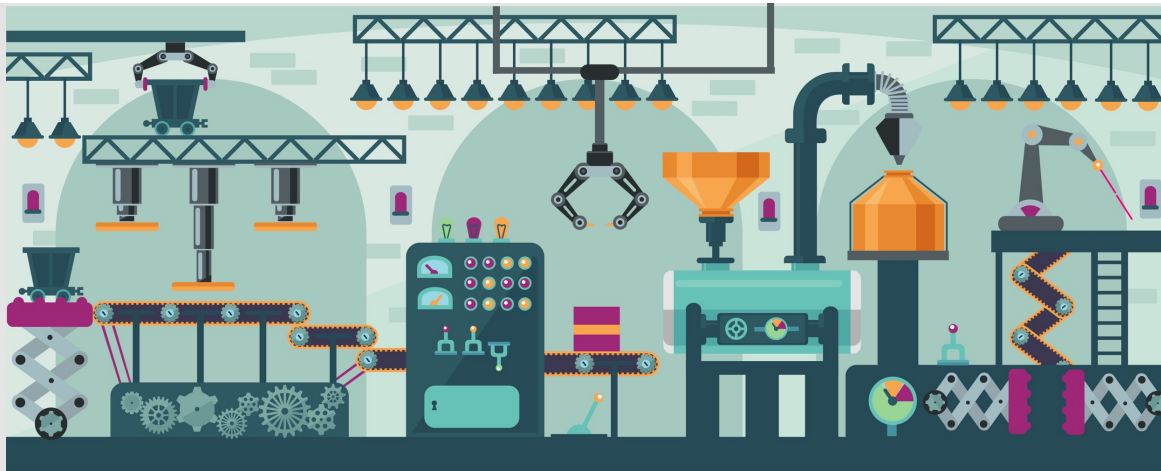


What Surfing Teaches Us about Agile Leadership

Stephanie Ockerman

Surf Lesson #1

**We cannot measure our success by
how many waves we catch.**



We are replicating the problems of predictive, plan-driven approaches in how we are “doing agility”.





Learn to ride the waves . . .
instead of trying to control the ocean

Surf Lesson #1

**We cannot measure our success by
how many waves we catch.**



Evidence-Based Management (EBM)

EBM is my go-to framework for **disrupting unhealthy patterns** and **creating alignment** around **what actually matters**.



Evidence-Based Management (EBM)

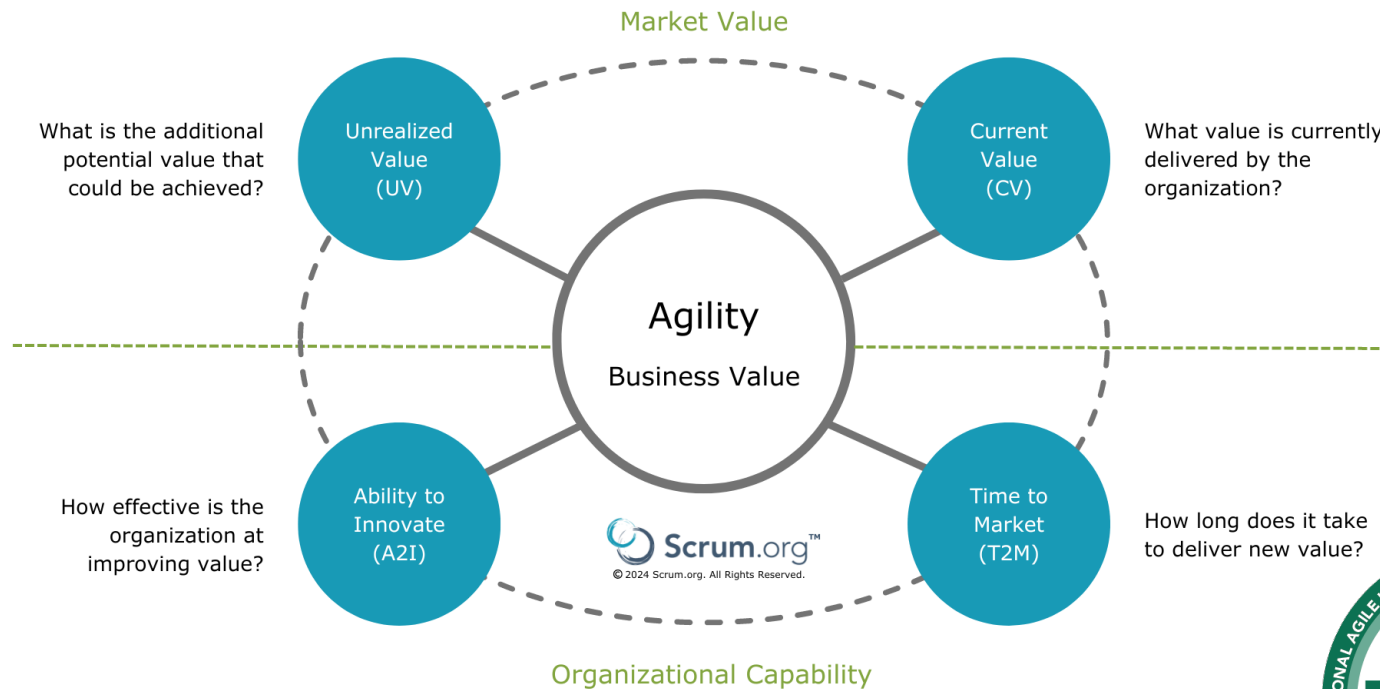
- ✓ We run experiments to seek toward goals *(and the goals can and will change as we learn more)*
- ✓ Goals are more useful when they focus on outcomes *(instead of activities/outputs)*
- ✓ Measures are information *(not a judgment, neither good nor bad)*, and that information helps us navigate towards goals
- ✓ We need a range of perspectives when it comes to measures *(because complexity & uncertainty)*



Evidence-Based Management (EBM)

Customer outcome-focused goals **help us shift away** from productivity culture and measuring success based on outputs.





Surf Lesson #2

Purposeful practice makes progress.

Product Ownership Competencies



We've got to be purposefully practicing –
seeking to learn through experience and
pushing that growth edge.

Surf Lesson #3

You're not going to think your way
into a wave.

Embodiment is our extraordinary ability to put complex actions and interactions on autopilot, so that “what comes next” or “how to respond” become second nature.

Source: Your Body Is Your Brain by Amanda Blake

A one-week **transformational experience** for people who want to more deeply **embody agility** and grow their **leadership capacity**.

April 5-11, 2025

Stay at a private Surf + Yoga Lodge in Bahia Ballena, Costa Rica

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LEADERS LEARN TO RIDE THE WAVES

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