

## **Bjarte Bogsnes Keynote at Agile on the Beach**

### **Press Release**

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Bjarte Bogsnes, Vice President of Performance Development at Statoil &ndash; Scandinavia&rsquo;s largest company with operations in 36 countries and a turnover of 130 bn USD &ndash; and author of &ldquo;Implementing Beyond Budgeting: Unlocking the Performance Potential&rdquo; will deliver a keynote speech at the Agile on the Beach conference.

Agile on the Beach is an intimate two-day conference that attracts innovators from international business and technology. This unconventional conference returns to Falmouth, Cornwall on the 4th and 5th of September 2014 for it&rsquo;s fourth year, when just 200 delegates will explore what it means to be truly agile in business; from its culture to product development practices.

The engagement of Bogsnes as keynote speaker at the UK&rsquo;s leading Agile conference is reflective of the recent evolution of the concept into mainstream businesses and teams. No longer a niche practice, the 2014 event will explore this extended adoption and as well as nurturing its core technical theme in software craftsmanship.

Bogsnes&rsquo;s said: &ldquo;Beyond Budgeting is about creating the agile enterprise. This is scaling agile in practice, using a language that executives understand and addressing their key concerns.

&ldquo;It is also about rethinking how we manage organisations in a post-industrial world where innovative management models represent the only sustainable competitive advantage, and releasing people from the burdens of stifling bureaucracy and suffocating control systems, trusting them with information and giving them time to think, reflect, share, learn and improve.

&ldquo;Above all it is about learning from the many leaders who have built and managed &lsquo;beyond budgeting&rsquo; organisations and this is why I&rsquo;m delighted to be coming together with like-minded pacesetters at Agile on the Beach.&rdquo;

For more information, visit <http://agileonthebeach.com/>