



## Tailoring Agile for Sargento's IT & Business Teams with ICON Agility Services

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### Executive Summary

- **Challenge:** Sargento aimed to implement Agile across IT, Marketing, and HR but lacked the internal expertise to ensure a seamless and effective transformation.
  - **Solution:** ICON Agility Services deployed a team of 8 Agile experts—coaches, Scrum Masters, and Product Owners—to lead, mentor, and embed Agile ways of working across departments.
  - **Result:** Agile became a lasting part of Sargento's culture, improving collaboration across IT and business teams while ensuring sustainable, leadership-supported adoption—without unnecessary complexity.
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### About the Customer

Sargento Foods, a leader in food innovation, sought to enhance efficiency and collaboration across IT, Marketing, and HR. While not a large IT-driven company, Sargento recognized Agile's potential to streamline operations and empower teams.

### The Challenge

- **Before:** Sargento lacked a structured approach to Agile adoption and had no internal Agile experts.
  - △ **Risk:** Without experienced guidance, Agile adoption could have been inconsistent, leading to inefficiencies across teams.
  - **Need:** Sargento required hands-on Agile expertise to not only implement Agile but also coach internal staff for long-term success.
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## The Solution

ICON Agility Services deployed 8 seasoned Agile professionals onsite in Plymouth, WI, to build Agile capabilities from the ground up.

- **Expert-Led Implementation:** Our Agile coaches worked across IT, Marketing, and HR to ensure best practices were applied across the organization.
  - **On-the-Ground Support:** Scrum Masters and Product Owners served as embedded mentors, ensuring Sargento employees gained the confidence and skills to sustain Agile long-term.
  - **Leadership Alignment:** With strong sponsorship from the PMO leader, we ensured Agile adoption was well-supported, removing barriers and driving real business impact.
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## The Results

- ✓ **Agile successfully embedded** across IT, Marketing, and HR.
  - ✓ **Sustained impact through mentorship-driven knowledge transfer**, ensuring teams could maintain Agile practices independently.
  - ✓ **Improved cross-departmental collaboration**, making agility a company-wide capability—not just an IT function.
  - ✓ **Strong leadership support ensured a smooth, strategic transition**, reinforcing Agile's value beyond implementation.
  - ✓ **Established a long-term partnership**, with ICON Agility becoming a preferred Agile consulting partner for Sargento.
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## What Sargento Says

***"ICON Agility's expertise made our Agile adoption smooth and sustainable. Their team didn't just implement Agile—they ensured our teams were equipped to carry it forward."***

— Tech Leader, Sargento

***"The hands-on support from ICON's Scrum Masters and Product Owners gave our teams the confidence and skills needed to succeed with Agile across IT, Marketing, and HR."***

— Business Team Lead, Sargento

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## Key Takeaways

- **Leadership buy-in is critical** for successful Agile adoption.
  - **Agile works best when tailored to an organization's unique structure and size.**
  - **Agile isn't just for IT—Marketing and HR teams also benefit from increased efficiency and collaboration.**
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## Ready to Transform Your Teams?

Agile isn't one-size-fits-all. ICON Agility Services specializes in adapting Agile to your organization's unique needs—ensuring lasting success.

- **Let's discuss how we can help your teams thrive.** Contact ICON Agility Services today.