

**Speaker:**

Prof. Dr. Patricia Adam

**Keynote (B2B):**

**Practically good friends?! Agile Processes and ISO 9001**

**Contents:**

Do you ask yourself: What is the point of this "agility hype" and does agility bring any advantages? Are you unsure which processes to change with agile practices? Do you fancy agile methods but don't know how to explain them to your auditor?

Patricia Adam researched agile practices by conducting interviews with quality and innovation managers from various companies and industries. Supplemented by findings from her current audit practice and a well-founded scientific analysis, she has drawn up clear guidelines for modern organisational development. The core of her keynote is a humorous look at practical examples and experiences - tops and flops included.

The keynote can be tailored to different management levels as well as different settings. The duration could be adapted between 15 and 90 minutes.

**Biography (teaser):**

**Prof. Dr. Patricia Adam** is Professor for International Management und expert for organisational development.

For more than 25 years, the national economist and professional keynote speaker has held lectures and seminars in German and English. She worked for ten years in a major German bank in various positions. Today she continues to travel around the world in order to audit and assess organisations and their management systems. In her keynote speeches, Patricia Adam always focuses on arousing passion and energy for organisational and personal development. You can expect entertaining and ironic views of normal business practice from unusual perspectives and well-founded solutions for typical "suboptimal" practical situations.

### **Biography (extended, for website)**

Prof. Dr. Patricia Adam is Professor for International Management and expert for organisational development.

For more than 25 years, the national economist and doctor rerum politicarum holds lectures and seminars in German and English. After studying national economics, she worked in various positions at Dresdner Bank AG for ten years, starting in 1994. During that time, she gained practical experience in e.g. credit risk management, quality management, in-house consulting and internal audit. In 2001, Patricia Adam earned her extra-occupational doctorate with her dissertation about fostering the service quality of banks by using self-assessments based on the EFQM Model. Out of the central integration office of Allianz AG in Munich, she accompanied one of the biggest mergers in the German financial industry. Her long-time passion for management systems started with her becoming an EFQM assessor in 2000 and participating several times as a (lead) assessor in the Ludwig-Erhard-Preis (the German excellence award process). In 2002 she became an auditor for ISO 9001 management systems. Dr. Patricia Adam also lead and coached diverse internal audits out of the Internal Auditing Department of the Dresdner Bank.

Since 2004 she holds the professorship for International Management at the Hochschule Hannover, University of Applied Sciences and Arts Hannover. She continues to work for the DQS GmbH as an auditor and assessor around the world to evaluate organisations and their management systems. She is a long-term member of the DGQ (German Association for Quality) as well as a member and certified professional speaker of the GSA (German Speakers Association).

Her textbook "Managing Internationalisation", published in 2015, guides practitioners and students through the internationalisation process from a management perspective and specifically addresses how to deal with foreign cultures. Her extensive research project about the fit of agile practices in ISO 9001-based management systems led to the publication of several articles and 2020 to publishing a focused "essential" on agility ("Agil in der ISO 9001", SpringerGabler). It is aimed specifically at practitioners, especially in organisational development as well as in quality and innovation management.

True to her values \* passion \* cosmopolitanism \* practical relevance \* integrity \* professionalism, Prof. Dr. Patricia Adam always aims at awakening passion and energy for organisational and personal development. You can expect entertaining and ironic views of normal business practice from unusual perspectives and well-founded solutions for typical "suboptimal" practical situations.

Further information can be obtained from [patricia-adam.com](http://patricia-adam.com)