

Competence Center Process Management Real Estate

PropTech Innovation Summit

**Agile management in the real estate industry –
Does it work?**

Prof. Dr. Marion Peyinghaus, Berlin 2019

Rugby für das Büro

VON BENJAMIN FISCHER - AKTUALISIERT AM 12.04.2018 - 09:16 FAZ



„Rugby for the office“

How much agility does the real estate industry need?

- Survey 131 Participants
- Interviews 35 Participants
- Publication July 2019
- Download ccpmre.de



Research questions

Does agile management foster corporate success?

Which parts of agile management are beneficial?

What are the risks of agile management?

Does agile management foster corporate success?

Finance

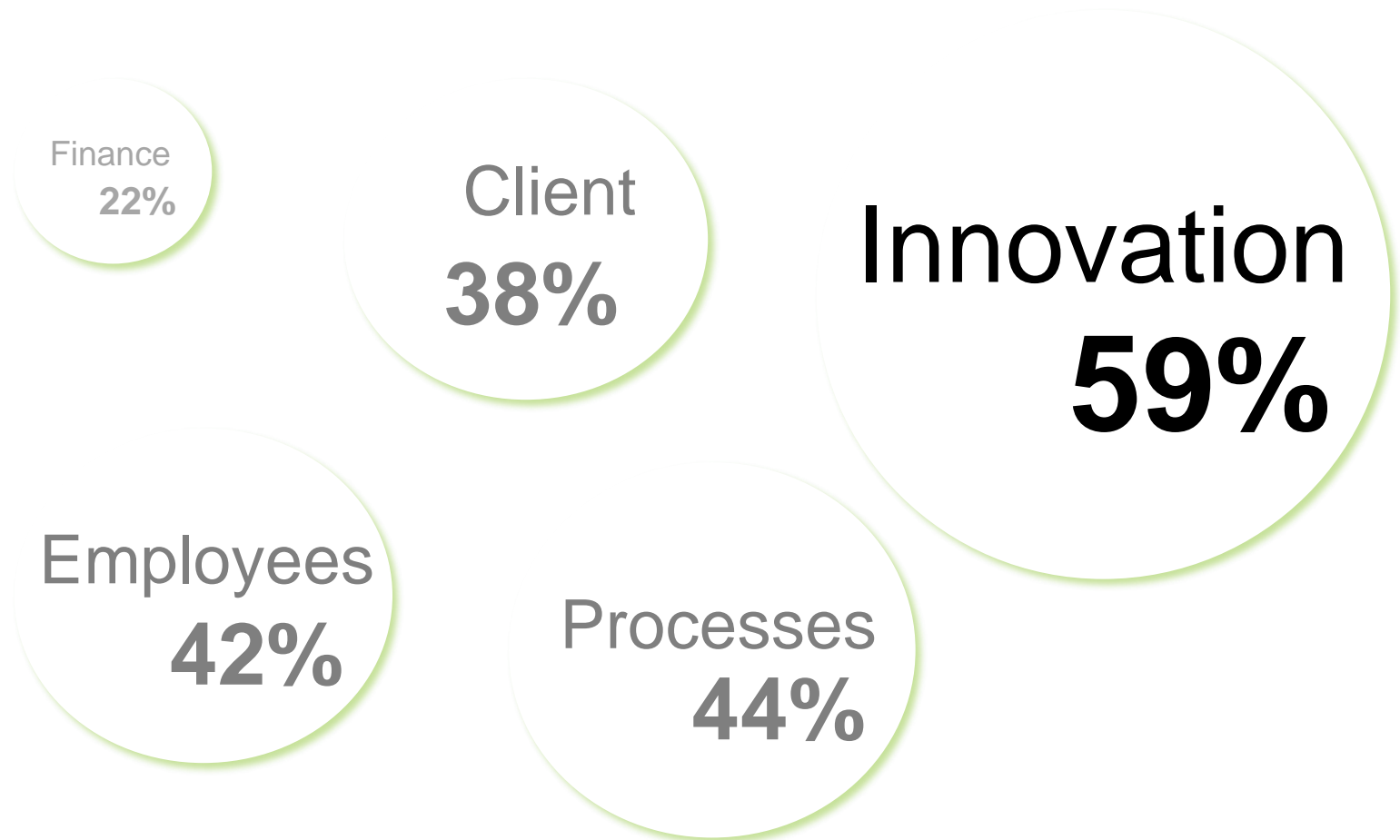
Client

Innovation

Employees

Processes

Does agile management foster corporate success?



Which parts of agile management are beneficial?

Organisation

Employees

Culture

Digitalisation

Leadership

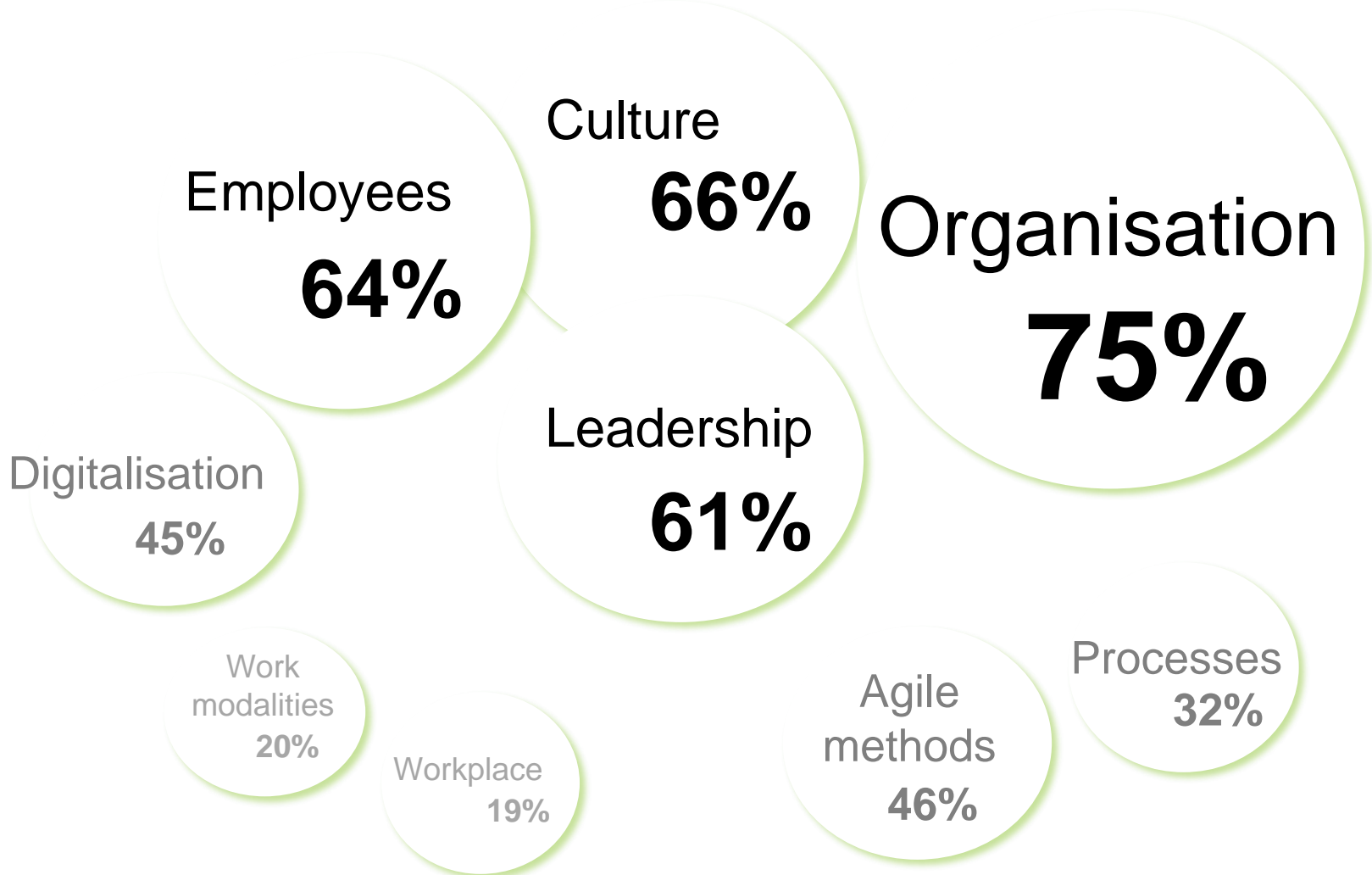
Processes

Work
modalities

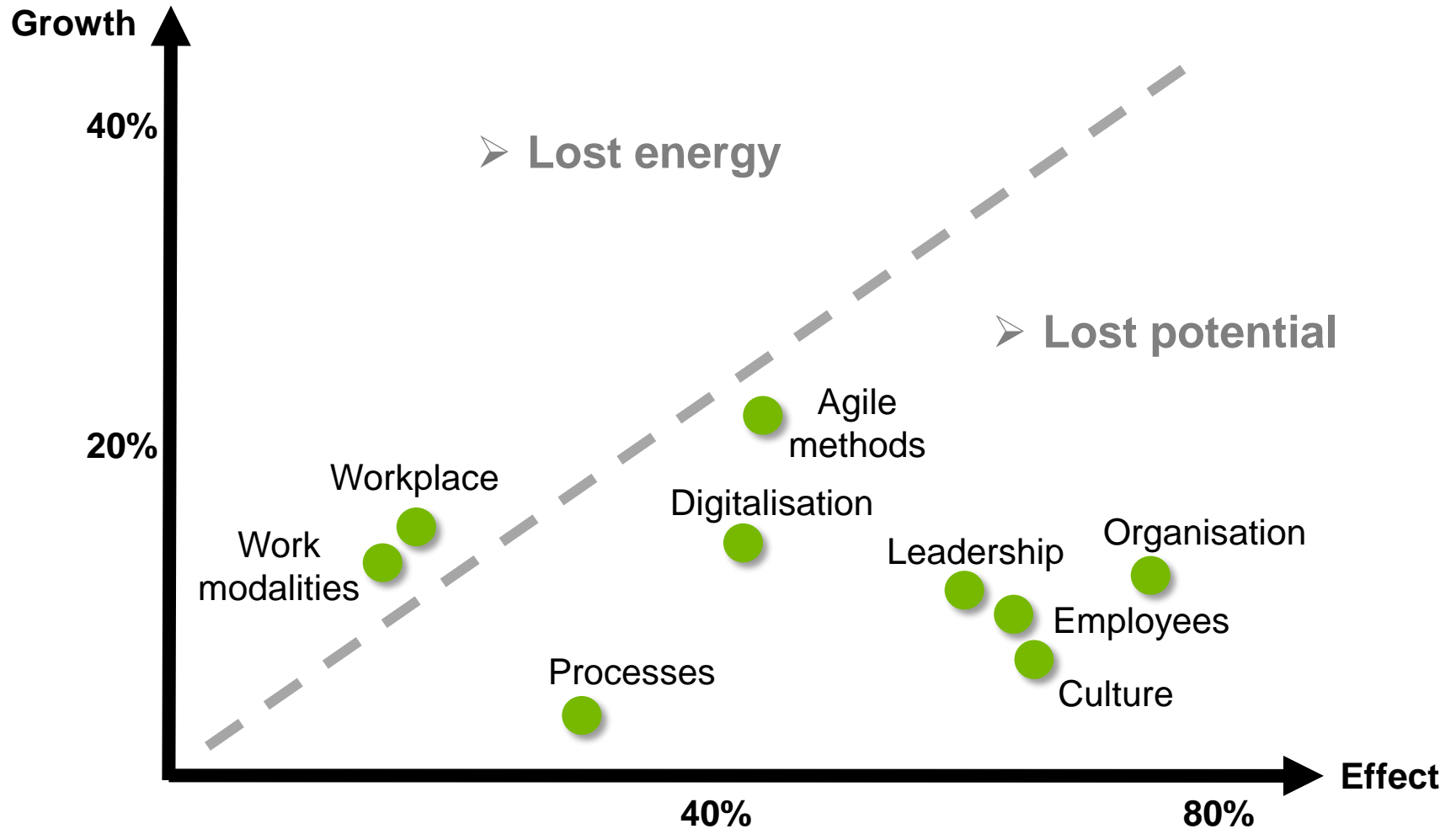
Workplace

Agile
methods

Which parts of agile management are beneficial?



Do we invest in the right parts of agile management?



What are the risks of agile management?

Agile project
management

Laissez-
faire
leadership

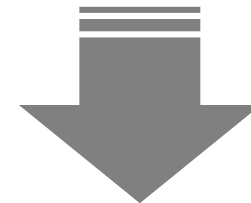
Clothing
style



Client



Finance



Employees

„Our clients often perceive
it as **chaos**.“

Project Development Company, March 2019

„Our biggest problem:
we don't see the
risks anymore.“

Investment Manager, March 2019

Clothing
style

„Those who
work in jogging
pants, do so with
a different
attitude“

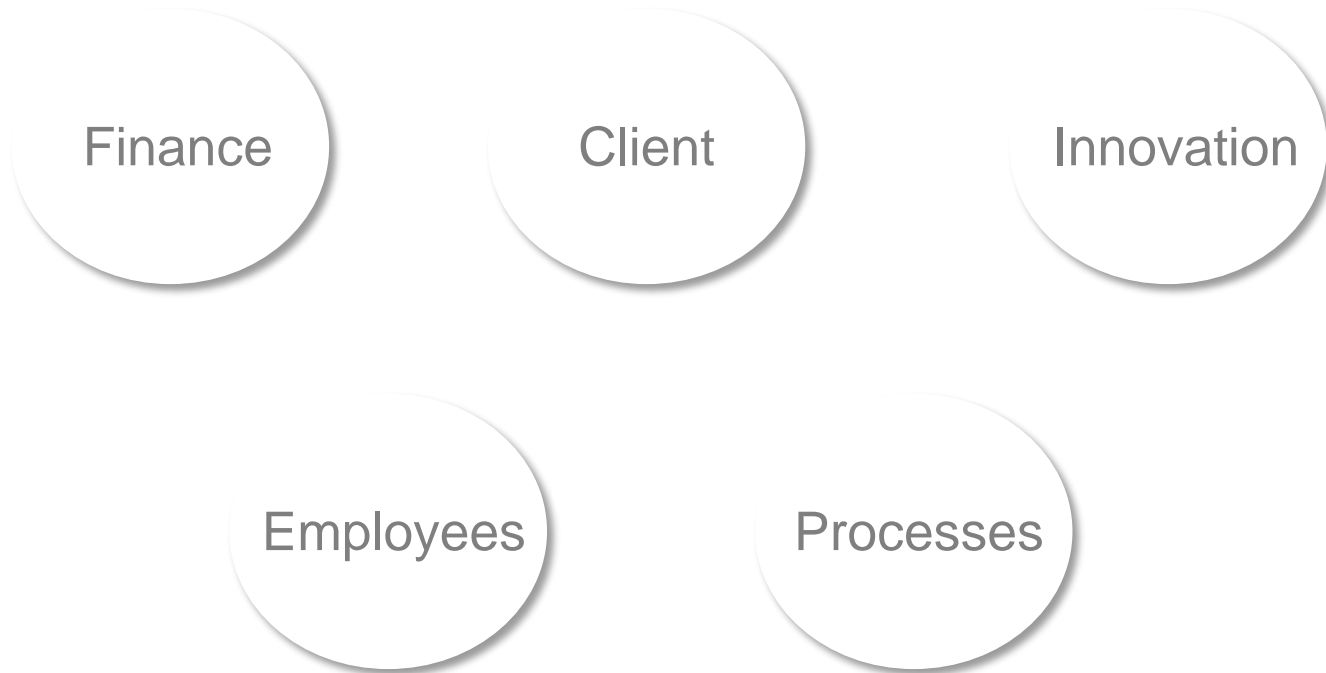
Personalberaterin über Homeoffice

"Wer in der Jogginghose arbeitet, tut dies
mit einer anderen Einstellung"

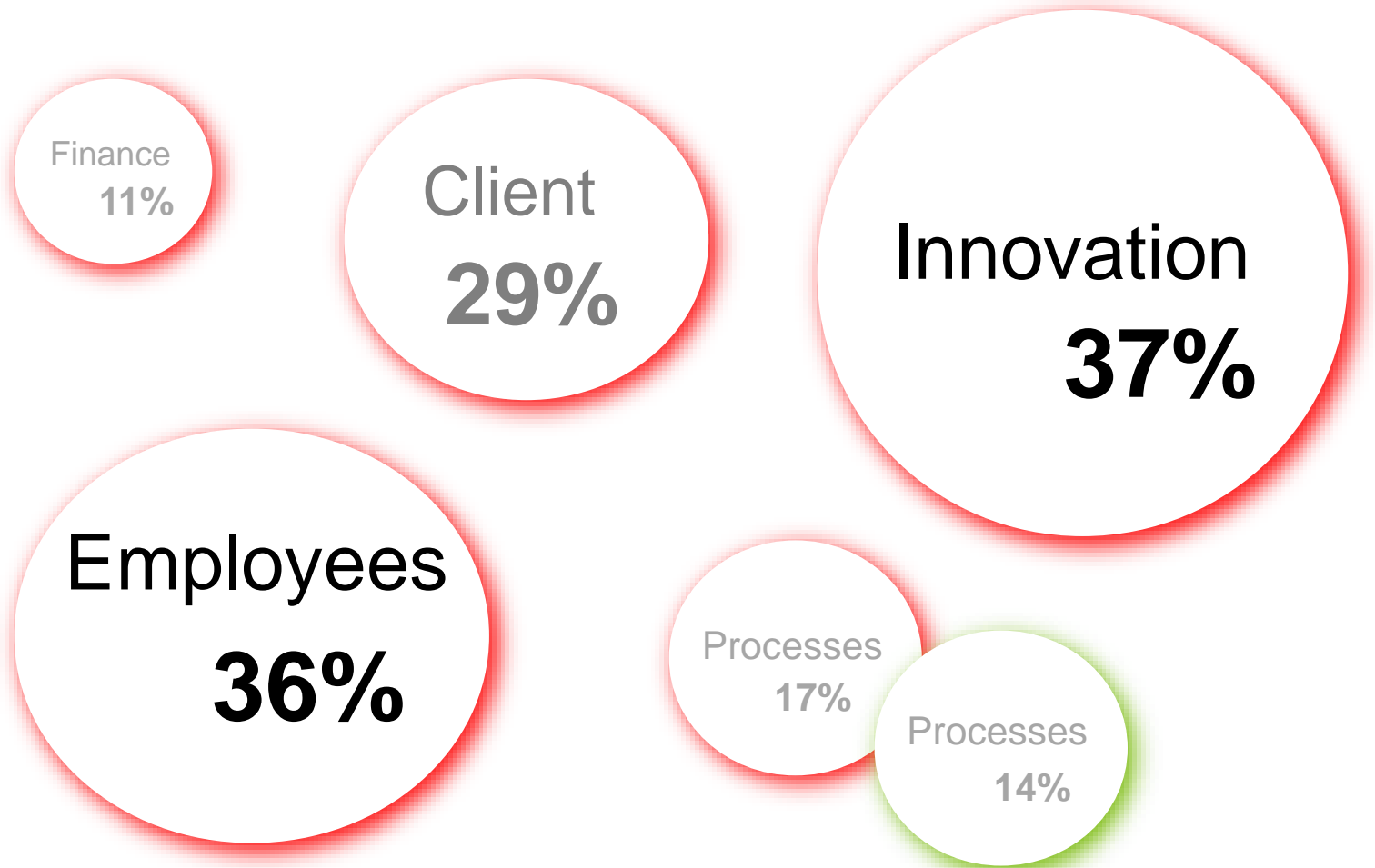
SPIEGEL Exklusiv für Abonnenten

Barbara Frett, Spiegel Online, 12.03.19

Solution: Back to conventional organizations?



Solution: Back to conventional organizations?



In a nutshell

Agile management is indeed successful

Human factor is decisive, not the working conditions

Self-organization is not a self-runner and should be organized

„Be flexible,
stay responsible.“

Project Development Company, March 2019

**Competence Center
Process Management
Real Estate**

Thank you very much for your attention!