SOFTNET



OCTOBER 16TH, 2026 — ORG DESIGN SUMMIT

AI AUGMENTED ORGANIZATION

AI Starts Moving the Whole Star



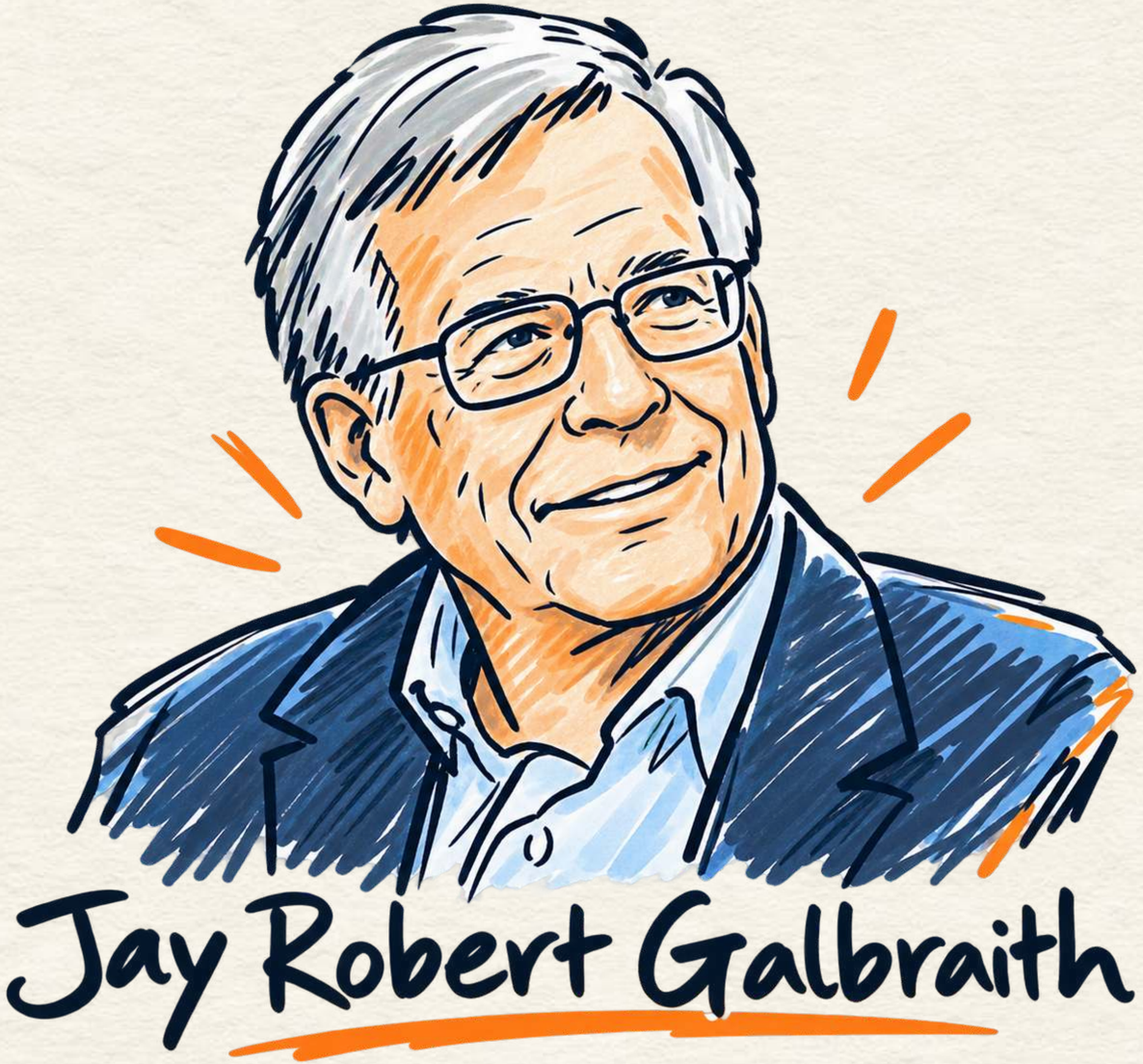
Adam Piekarczyk
C.O.O.



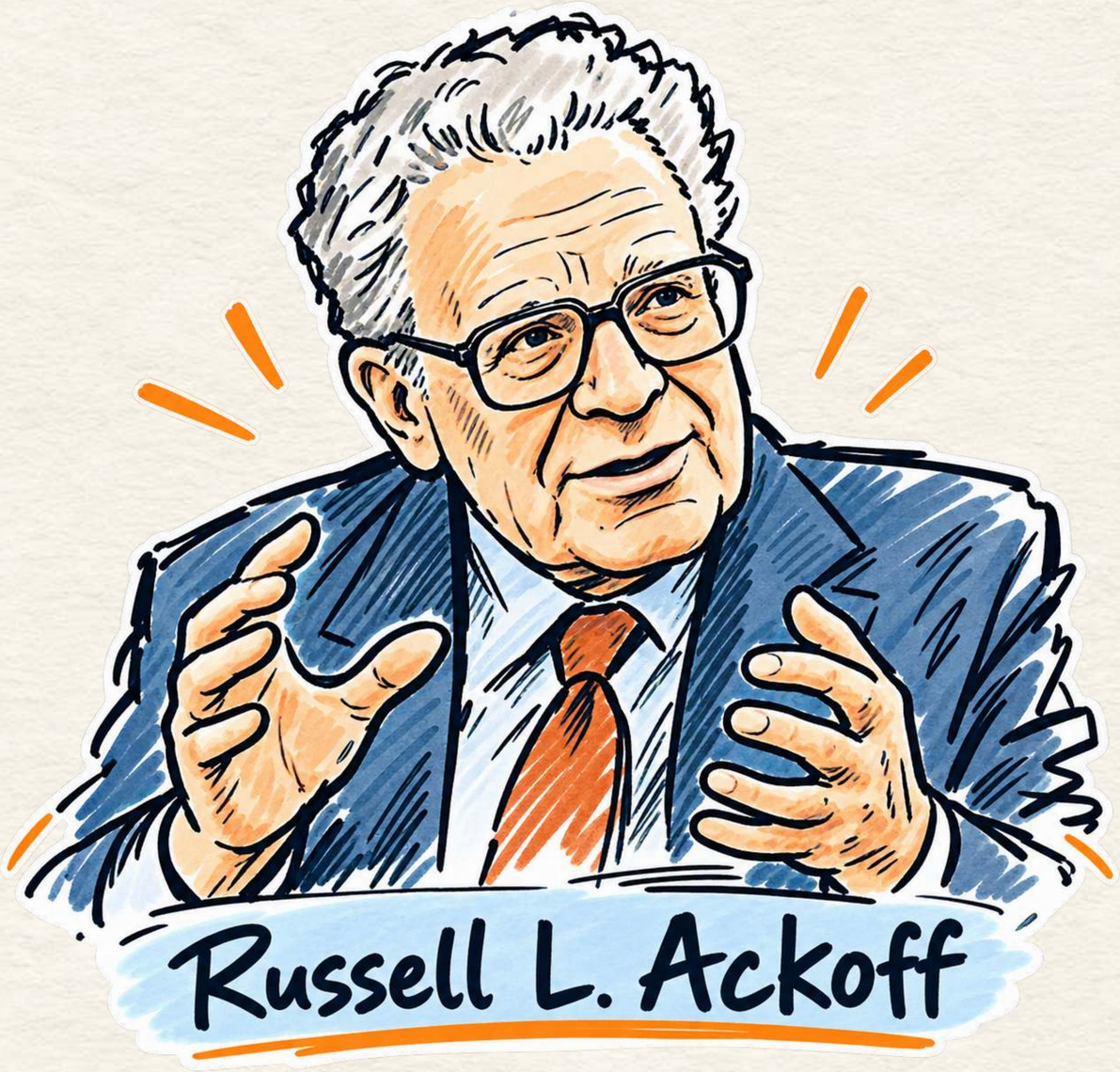
Jürgen De Smet
Simplification Officer

Simplification OFFICERS

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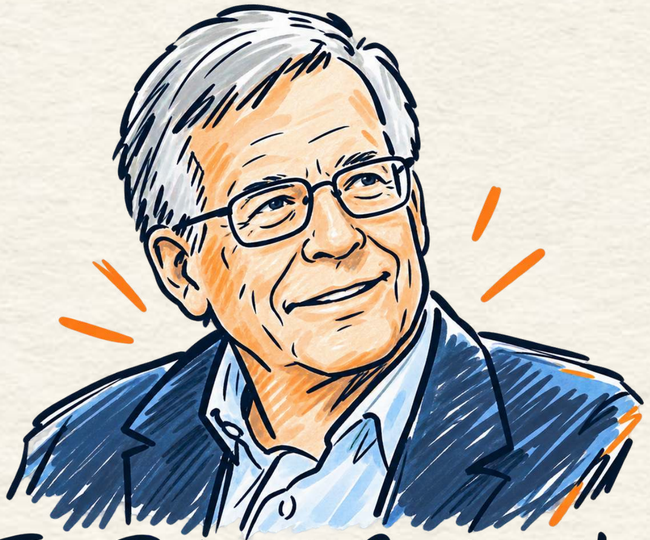


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The Godfathers of Org Design



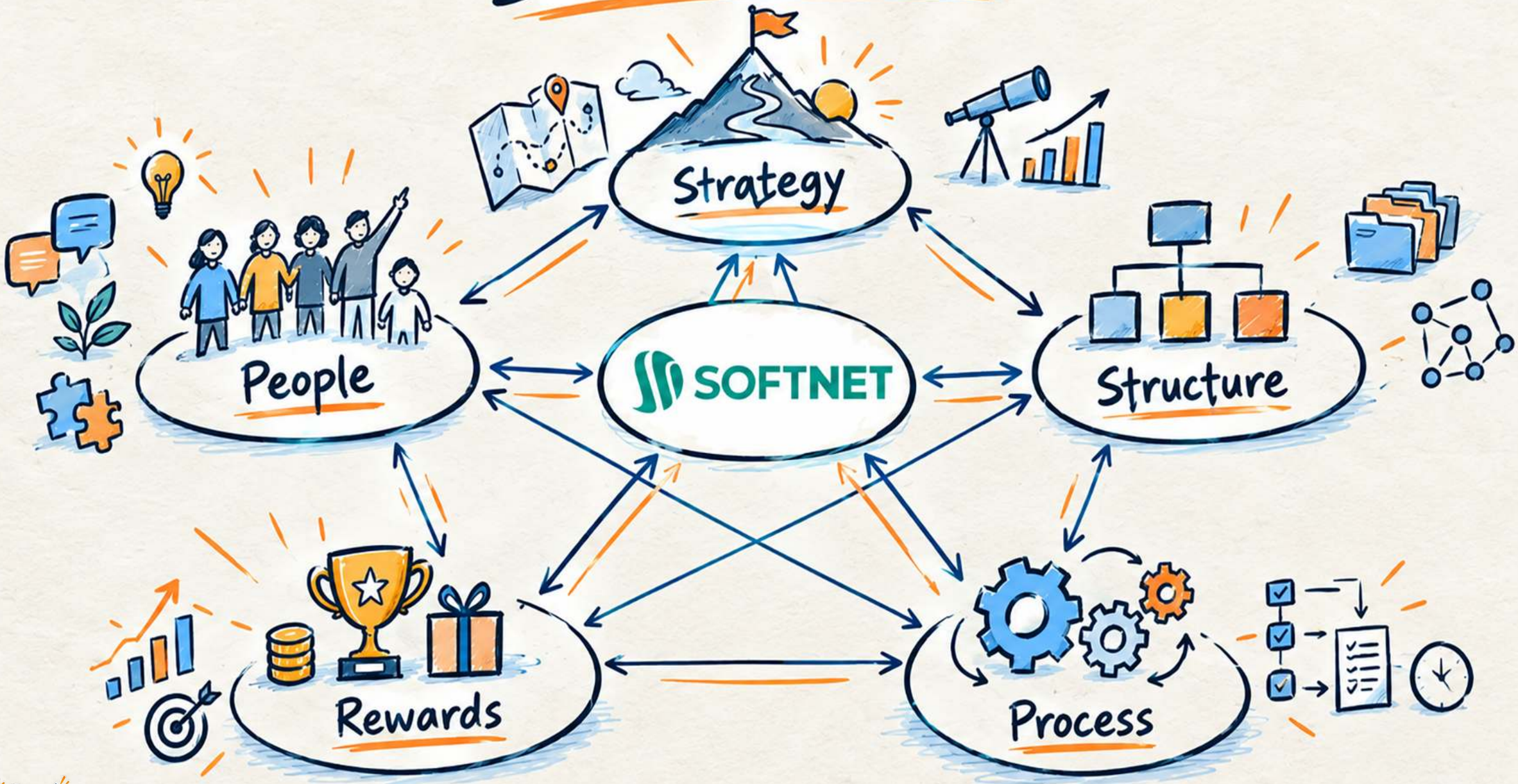
Jay Robert Galbraith



Russell L. Ackoff

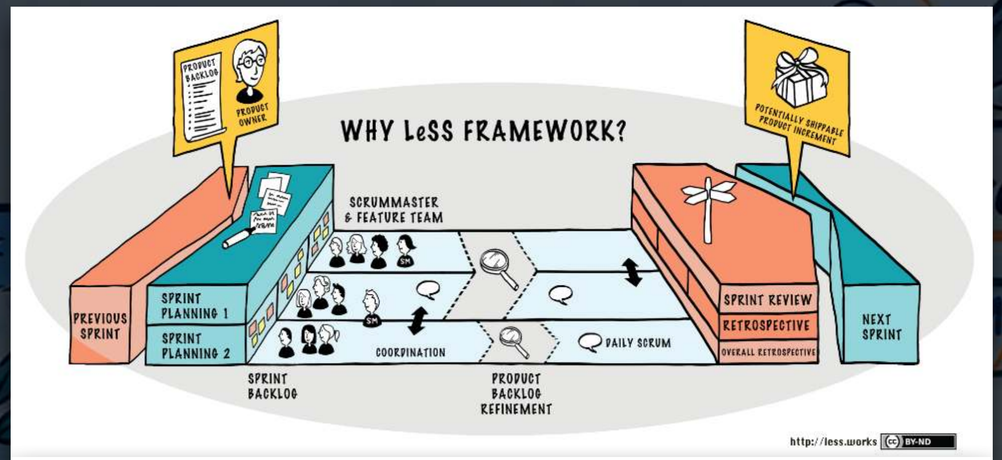
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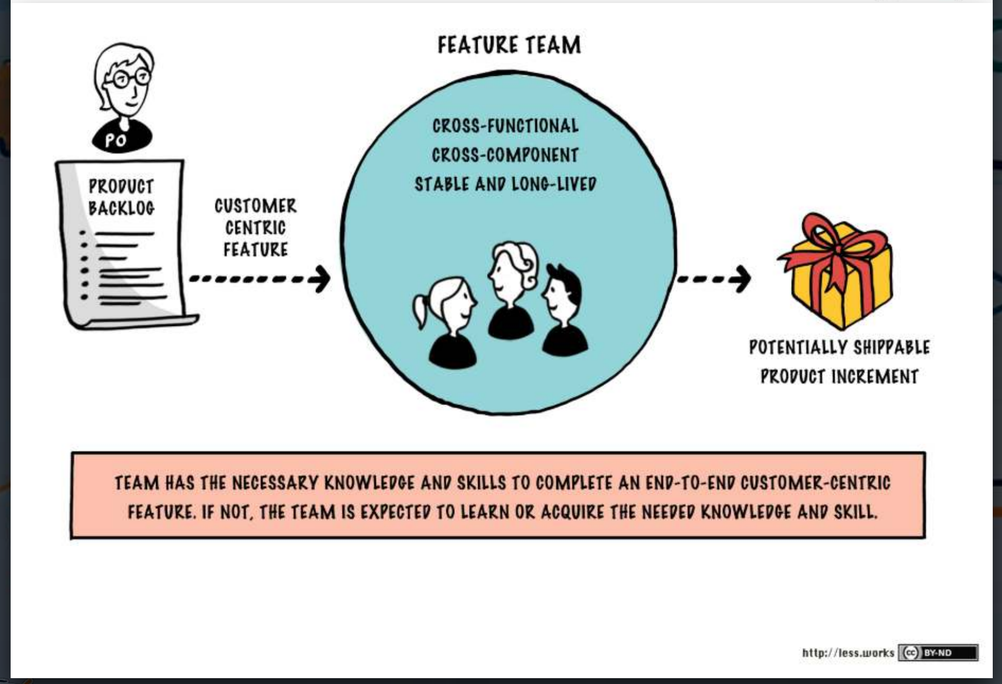
Star "Model"

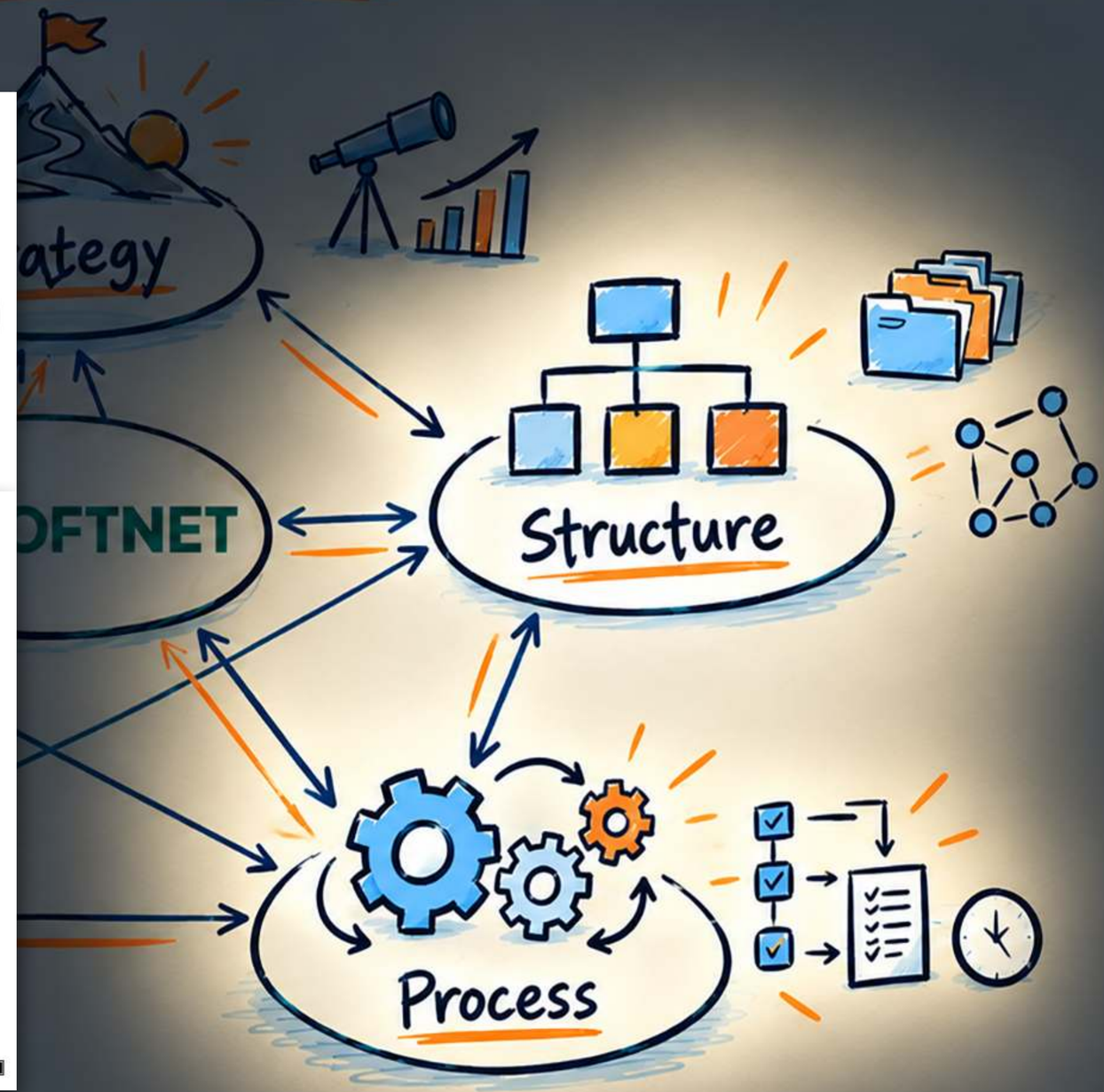


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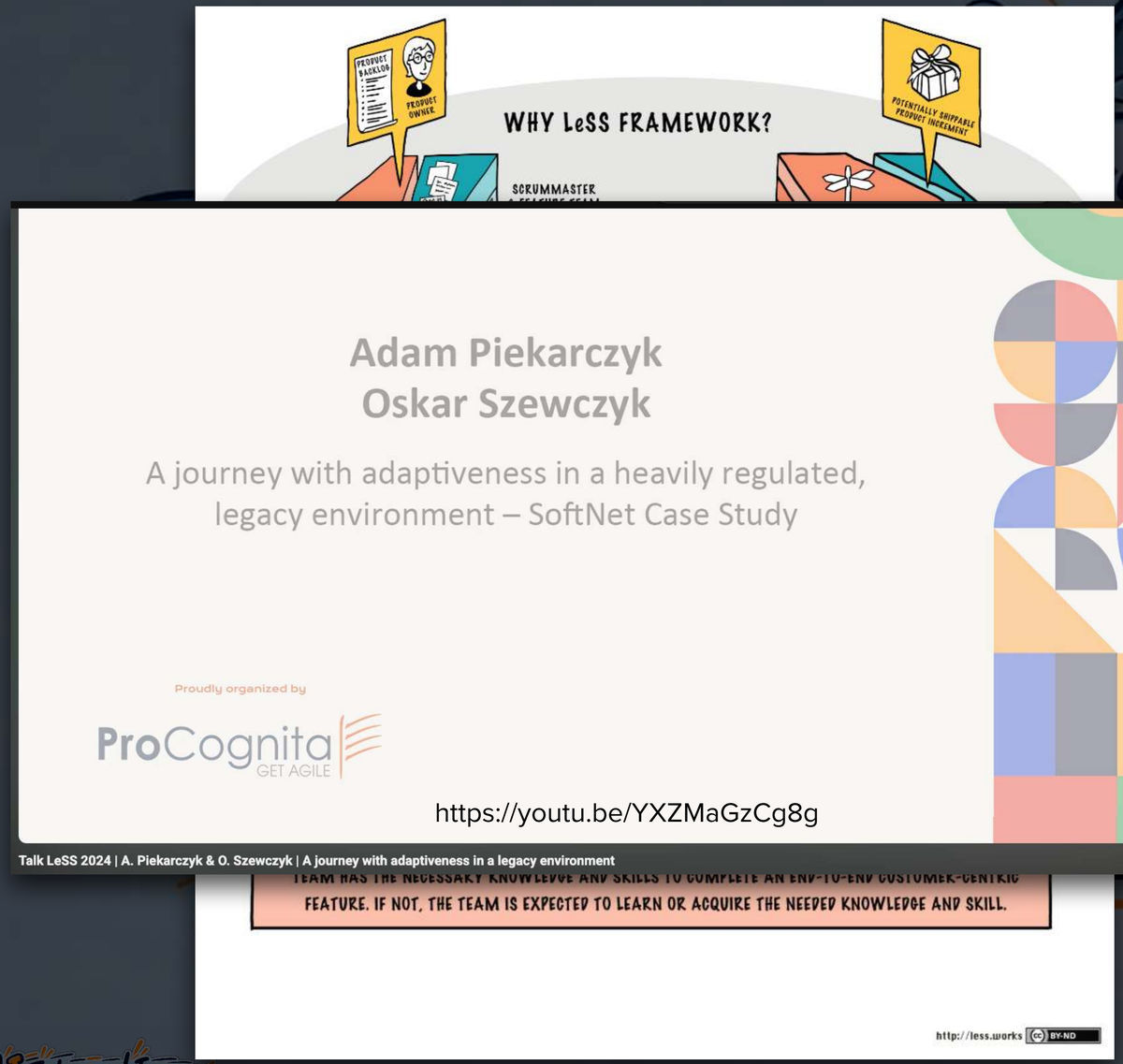


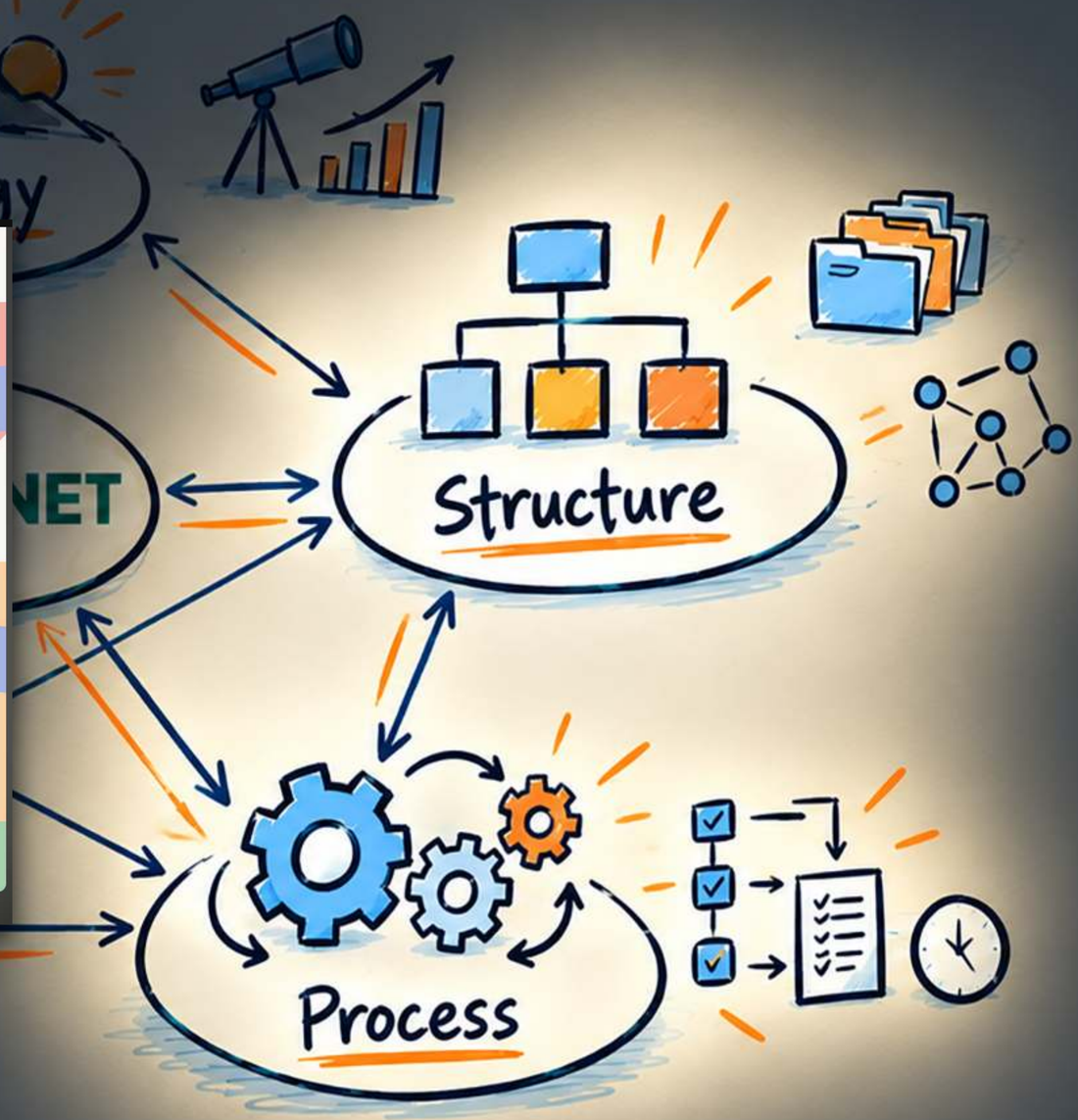




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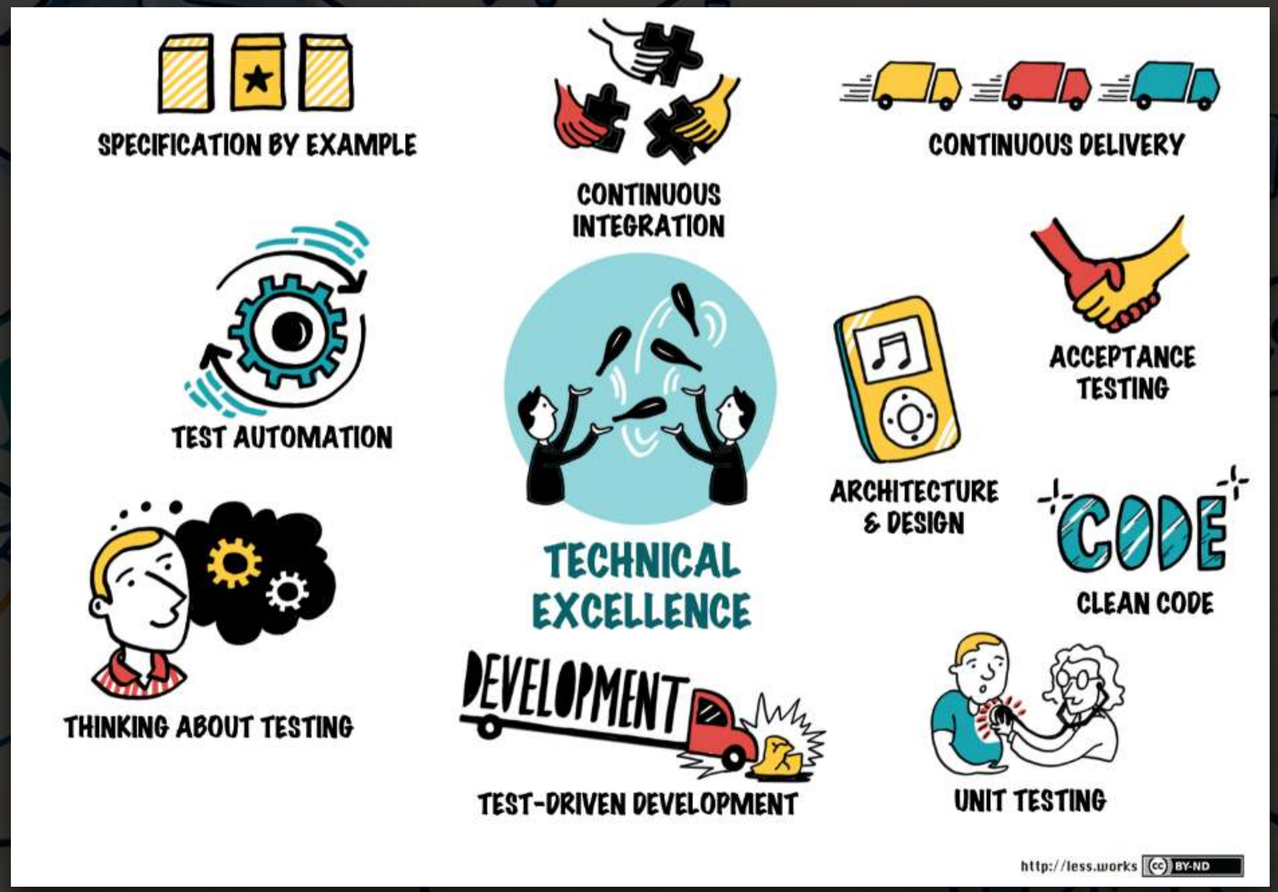




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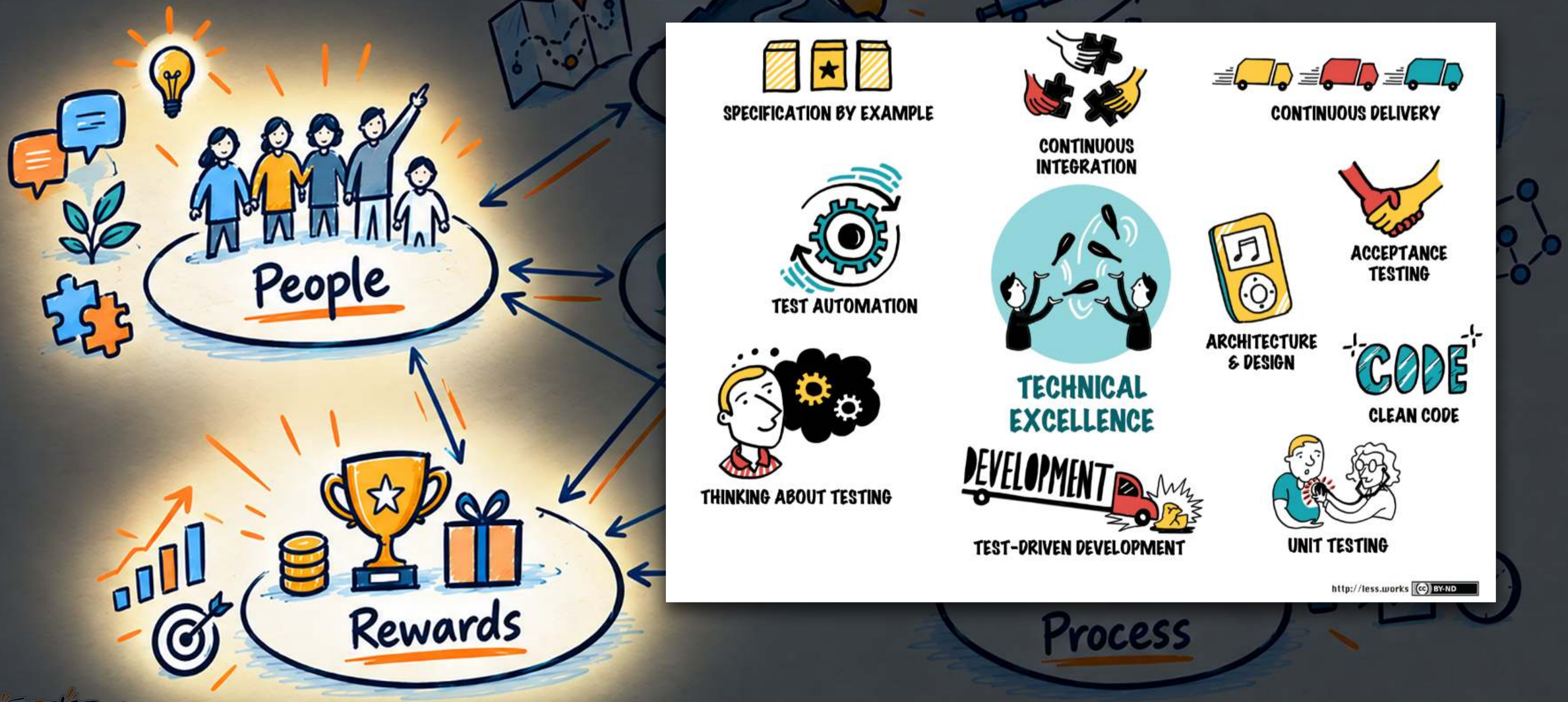




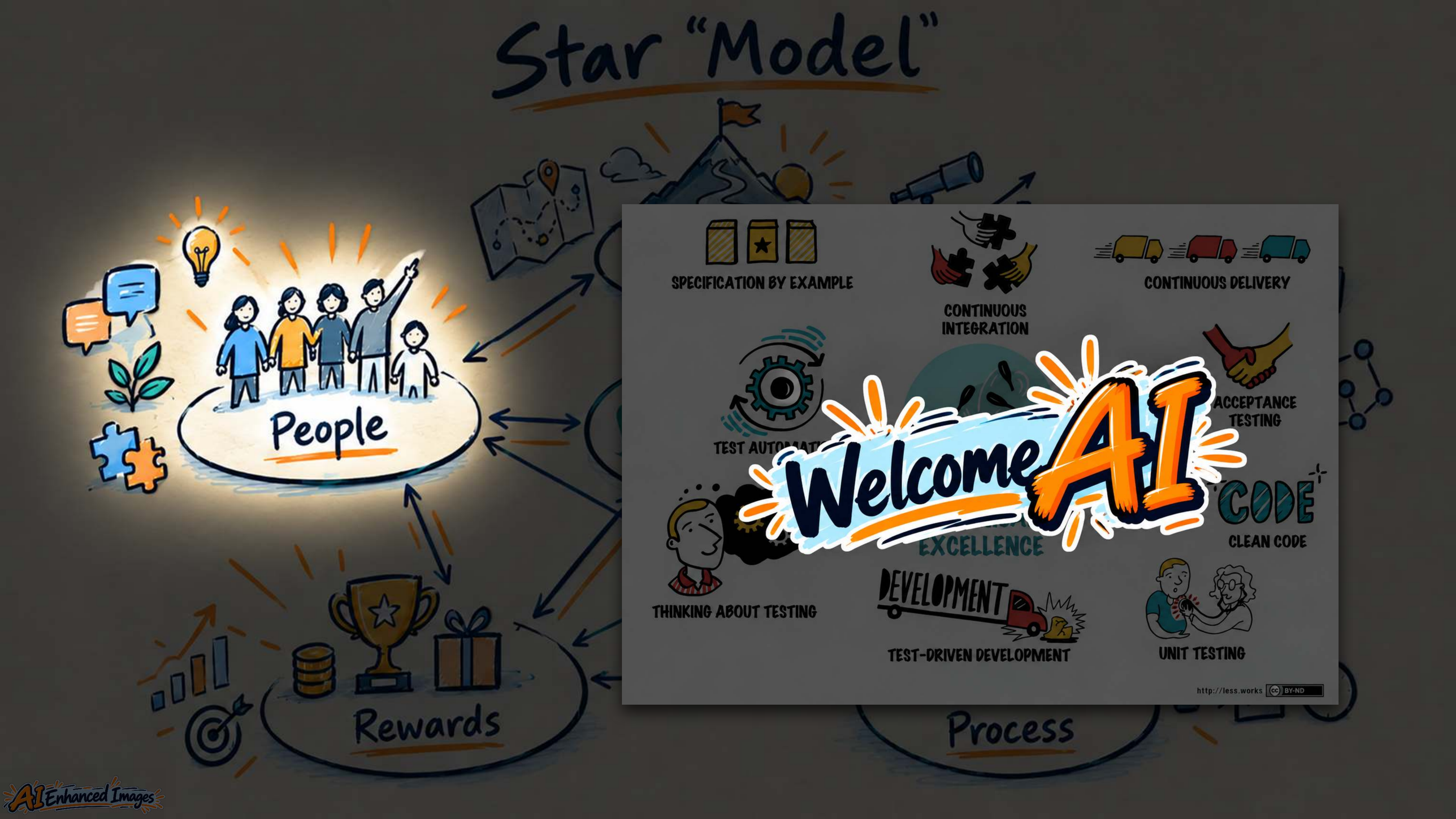


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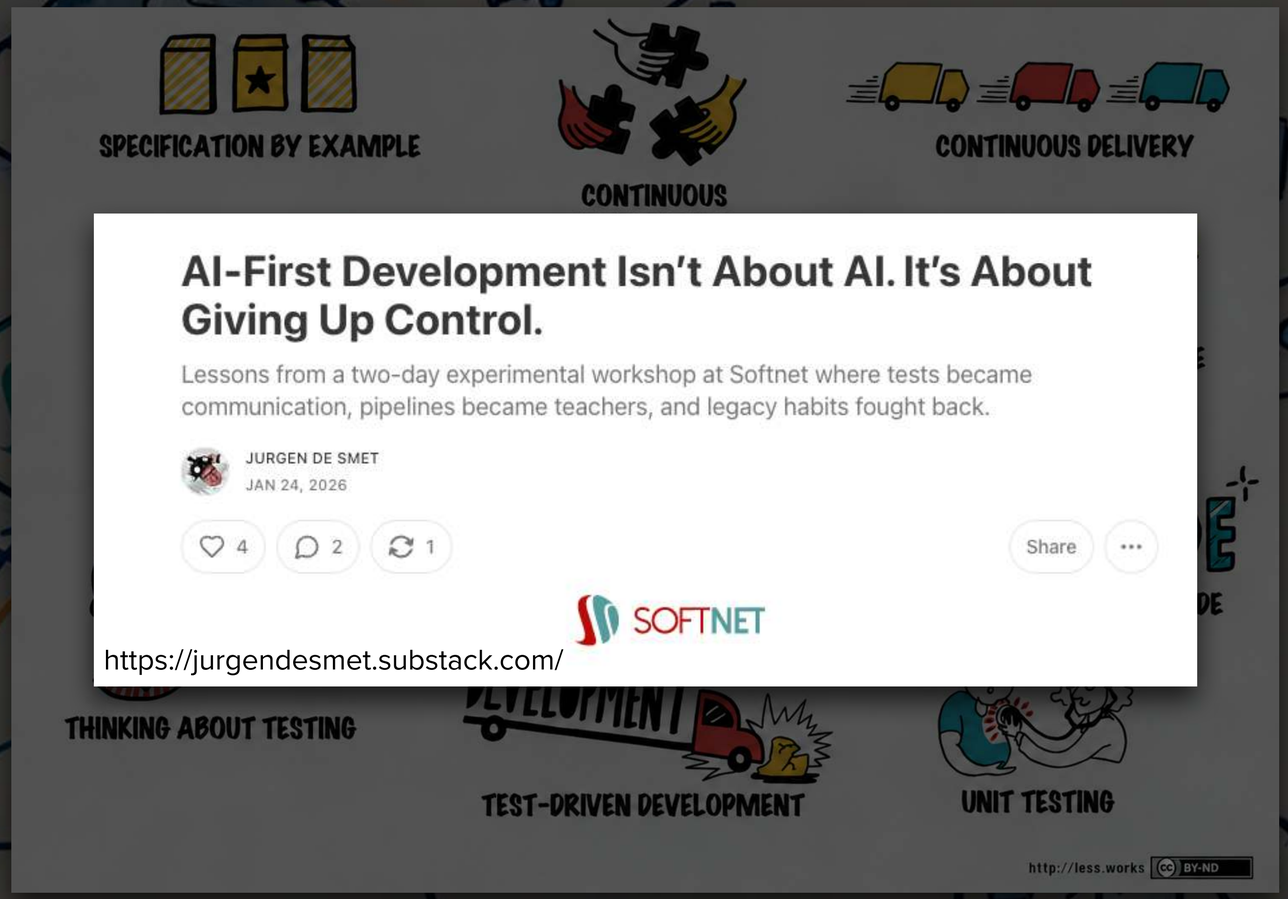


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Star "Model"
People
Rewards
Process
SPECIFICATION BY EXAMPLE
CONTINUOUS INTEGRATION
CONTINUOUS DELIVERY
ACCEPTANCE TESTING
Welcome AI
CODE
CLEAN CODE
EXCELLENCE
THINKING ABOUT TESTING
DEVELOPMENT
TEST-DRIVEN DEVELOPMENT
UNIT TESTING
http://less.works
BY-ND
AI Enhanced Images

Star "Model"





AI-First Development Isn't About AI. It's About Giving Up Control.

Lessons from a two-day experimental workshop at Softnet where tests became communication, pipelines became teachers, and legacy habits fought back.

JURGEN DE SMET
JAN 24, 2026

4 2 1 Share

SOFTNET

https://jurgendesmet.substack.com/

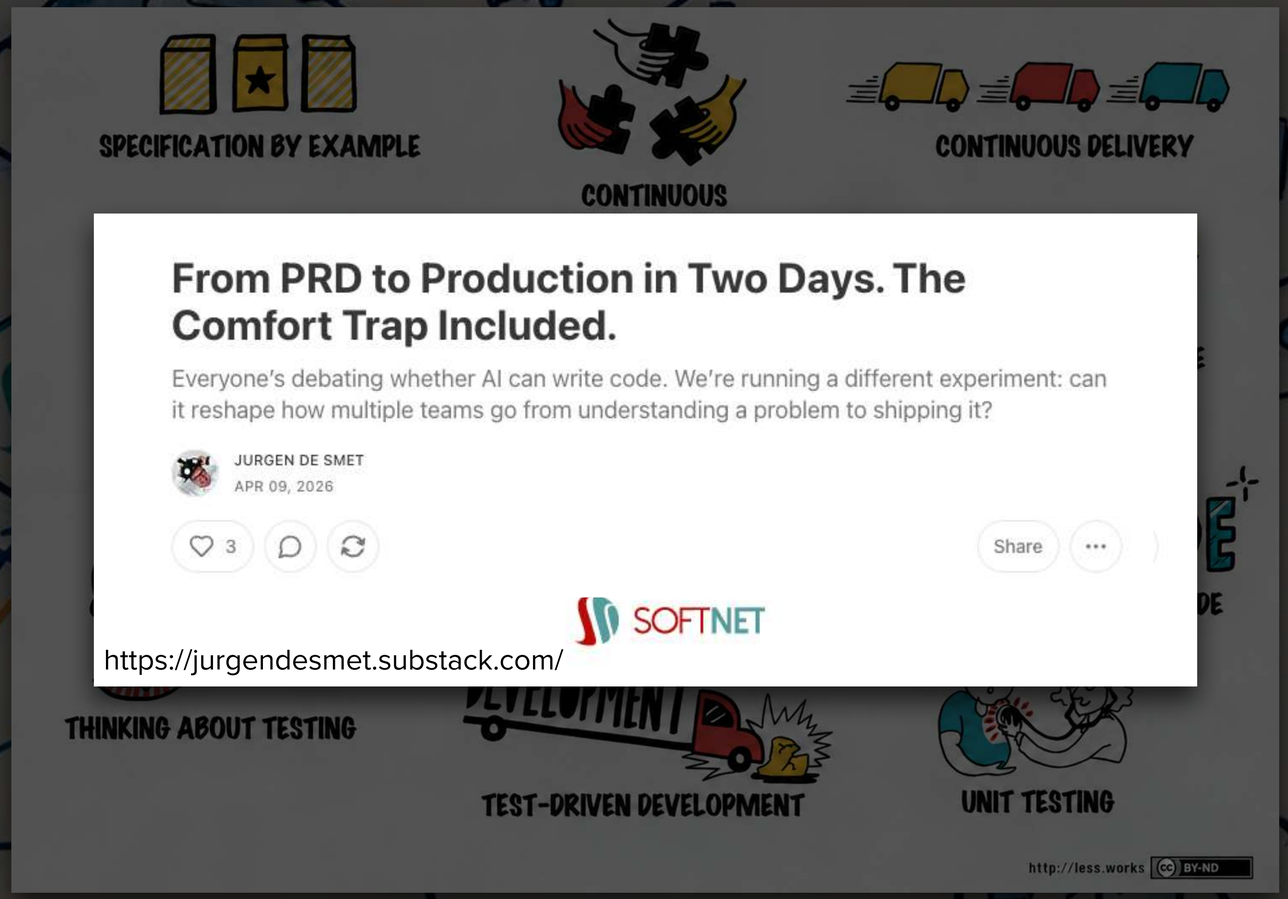


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From PRD to Production in Two Days. The Comfort Trap Included.

Everyone's debating whether AI can write code. We're running a different experiment: can it reshape how multiple teams go from understanding a problem to shipping it?

JURGEN DE SMET
APR 09, 2026

3 Share

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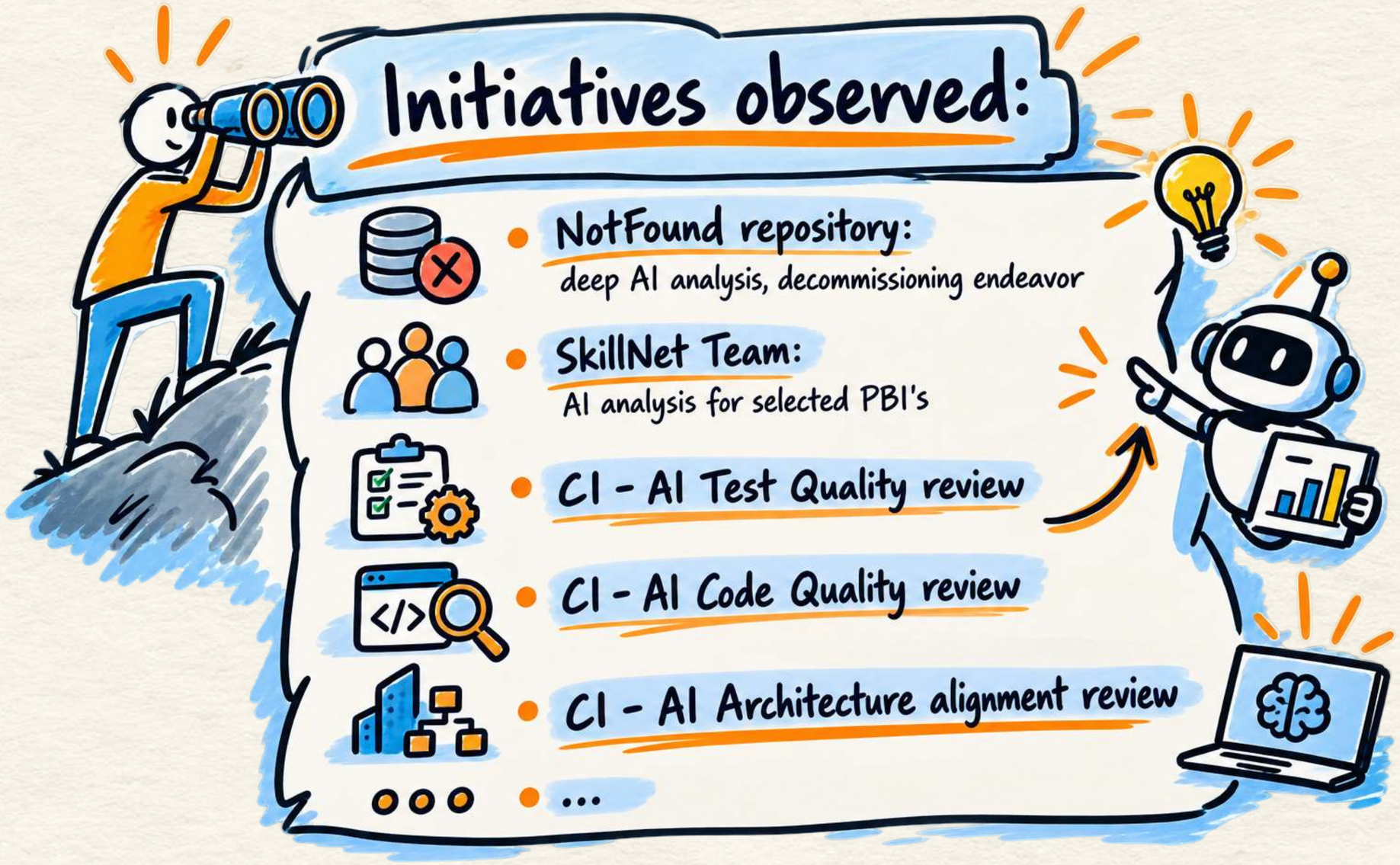
https://jurgendesmet.substack.com/

Process

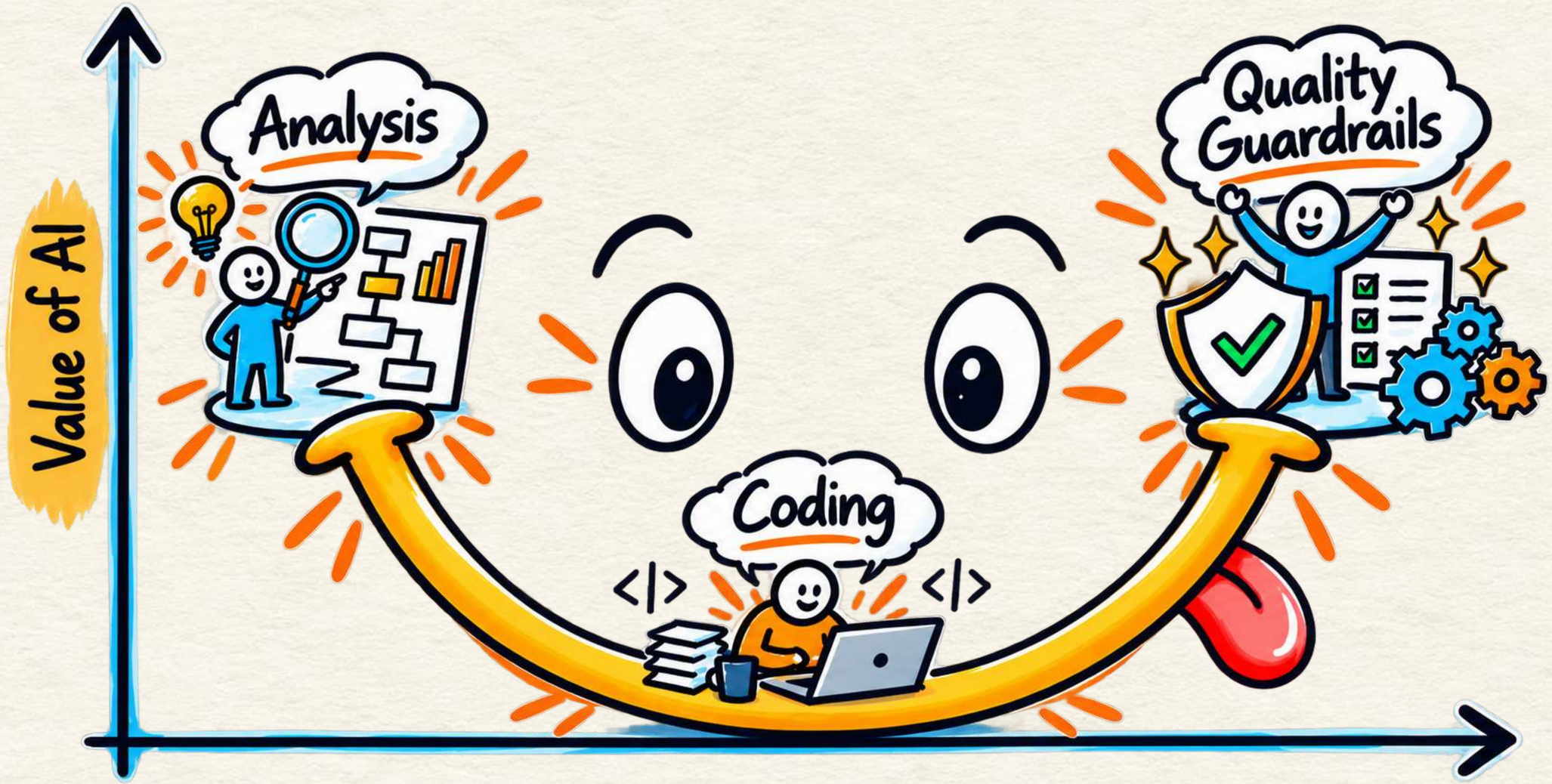
AI Enhanced Images



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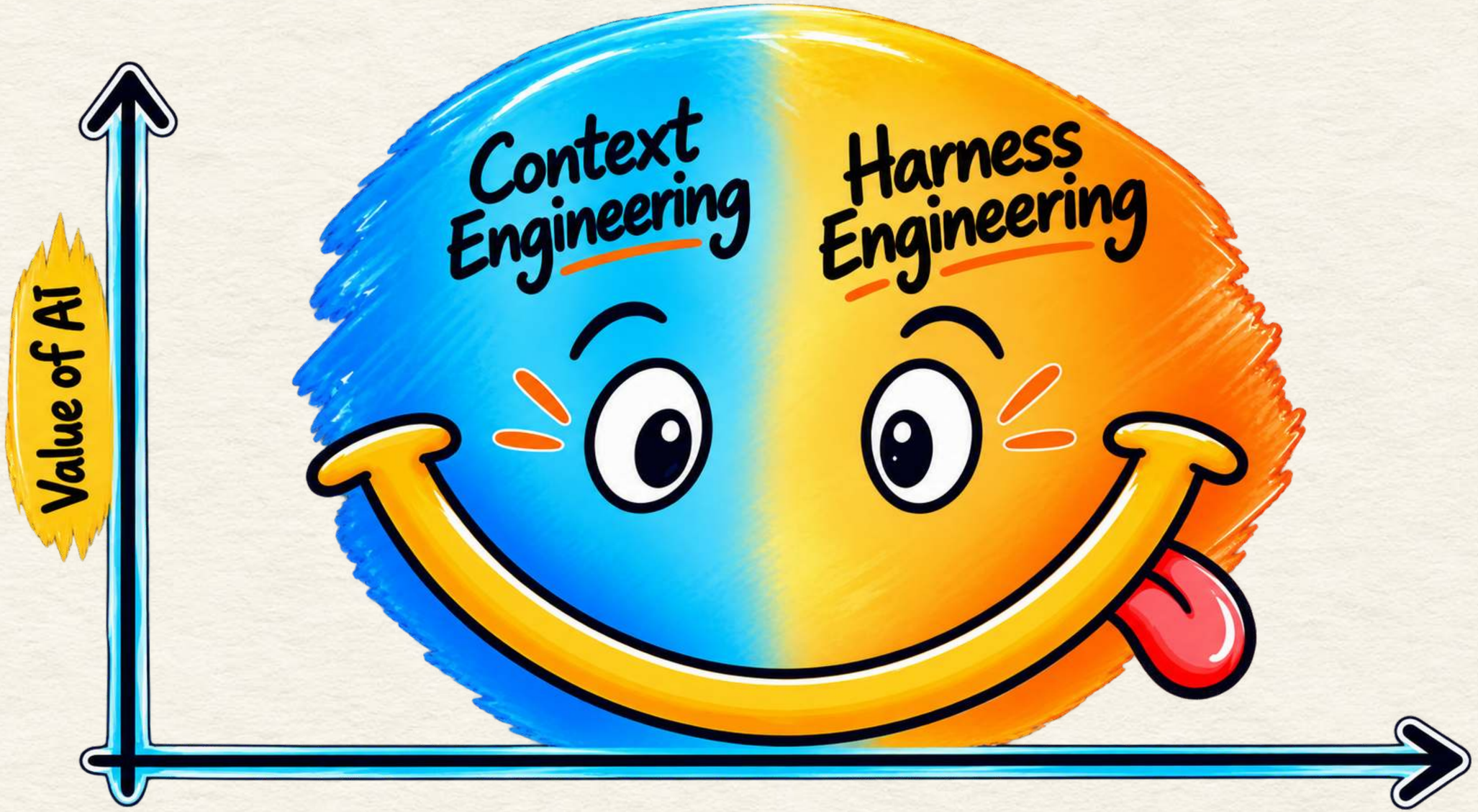


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Smiley Curve: Borrowed from manufacturing economics: value is high at the start (design, R&D) and at the end (service, brand), and low in the middle (assembly).

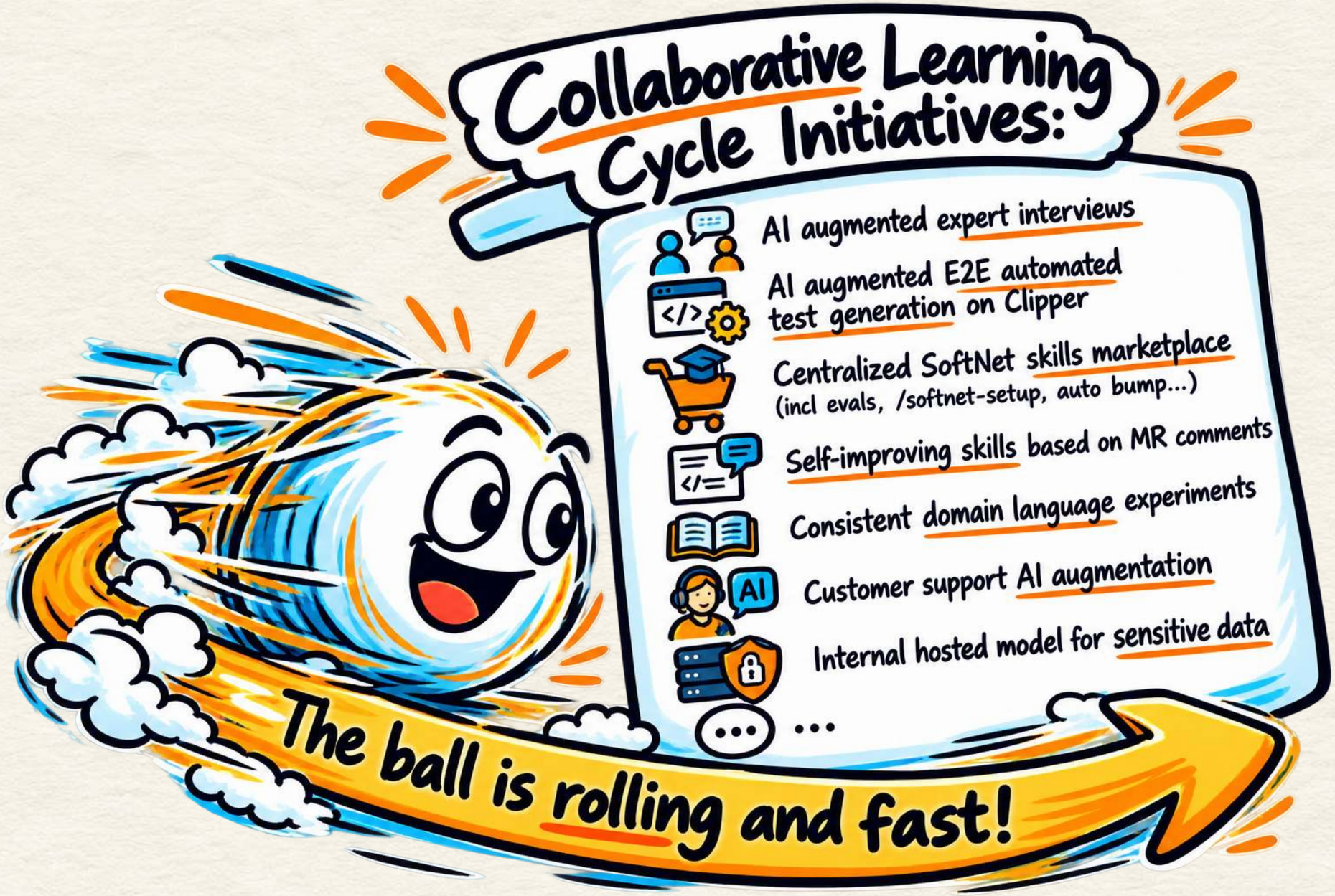
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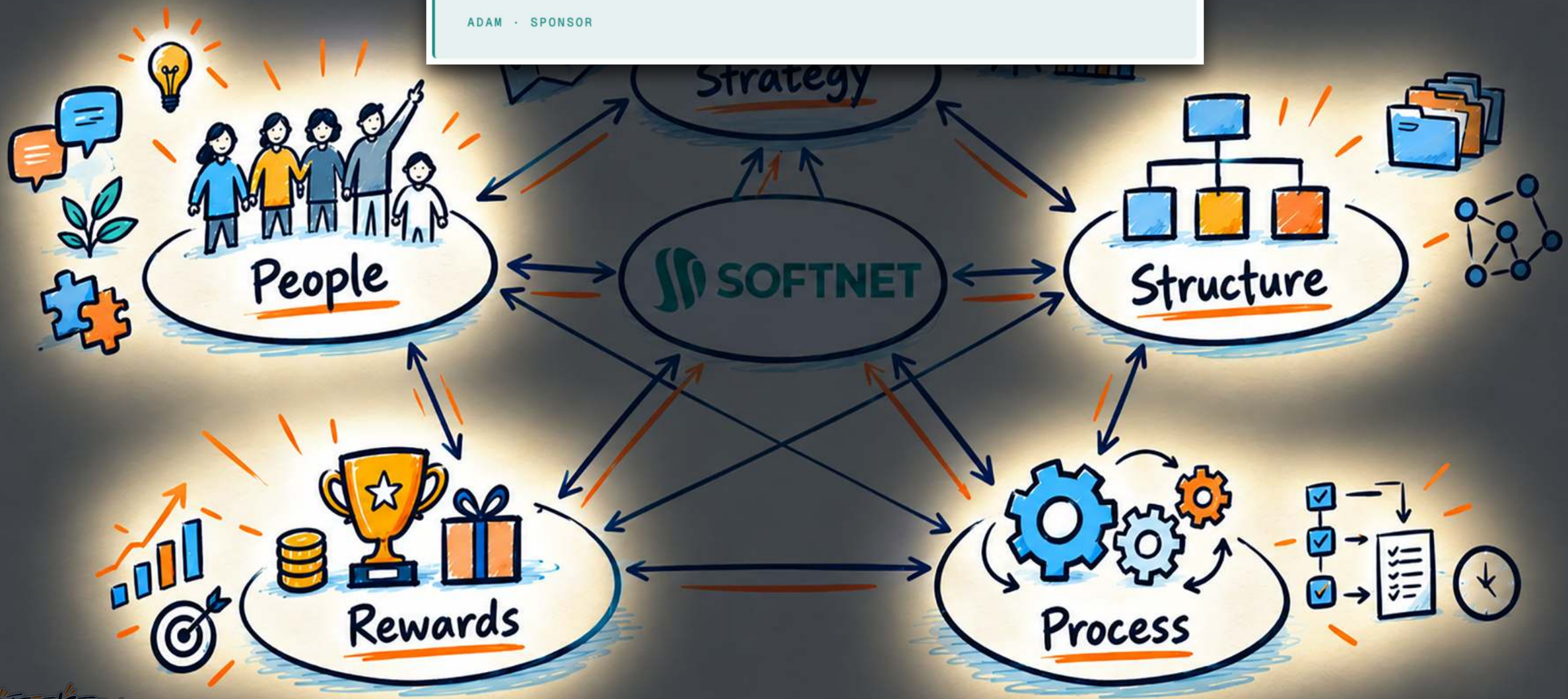
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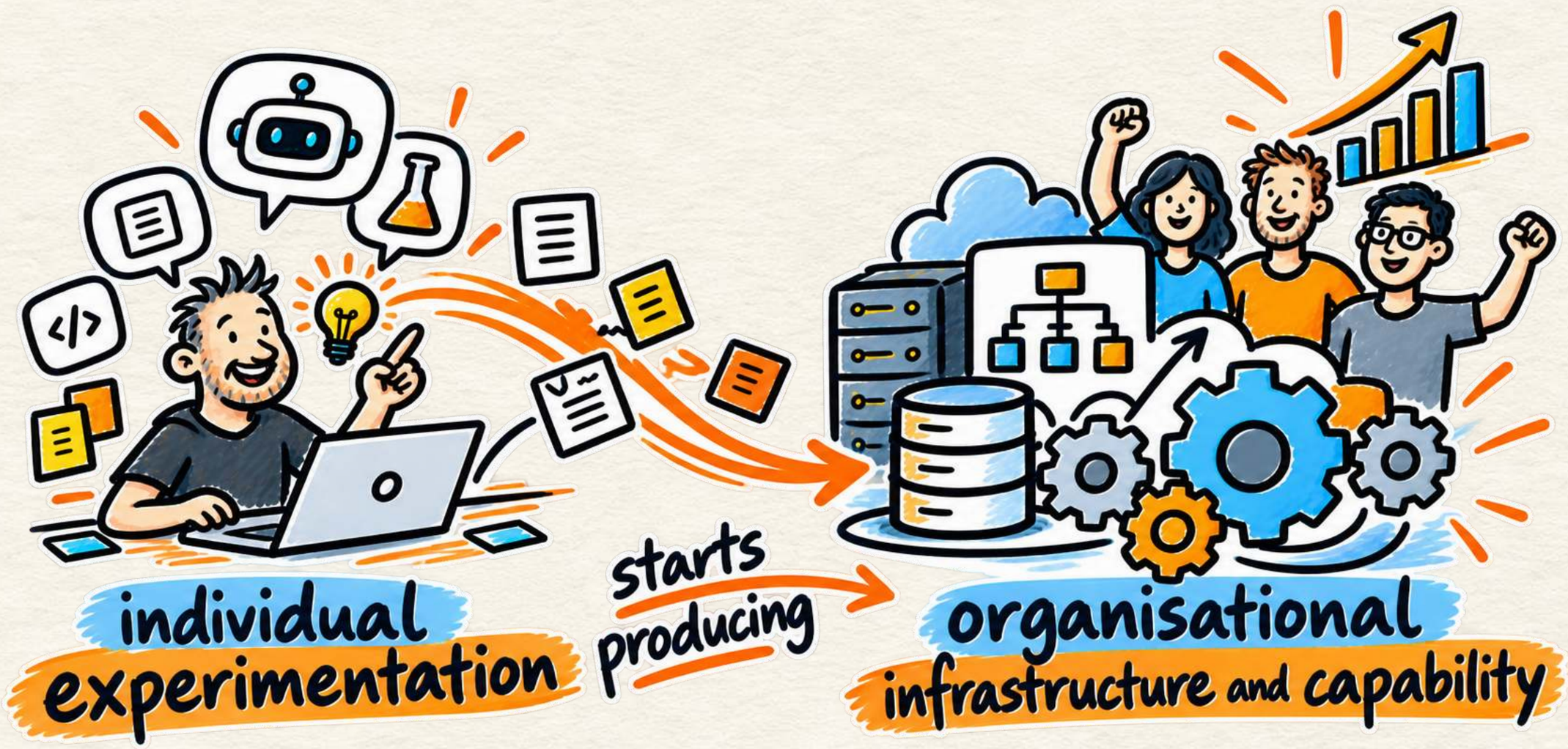
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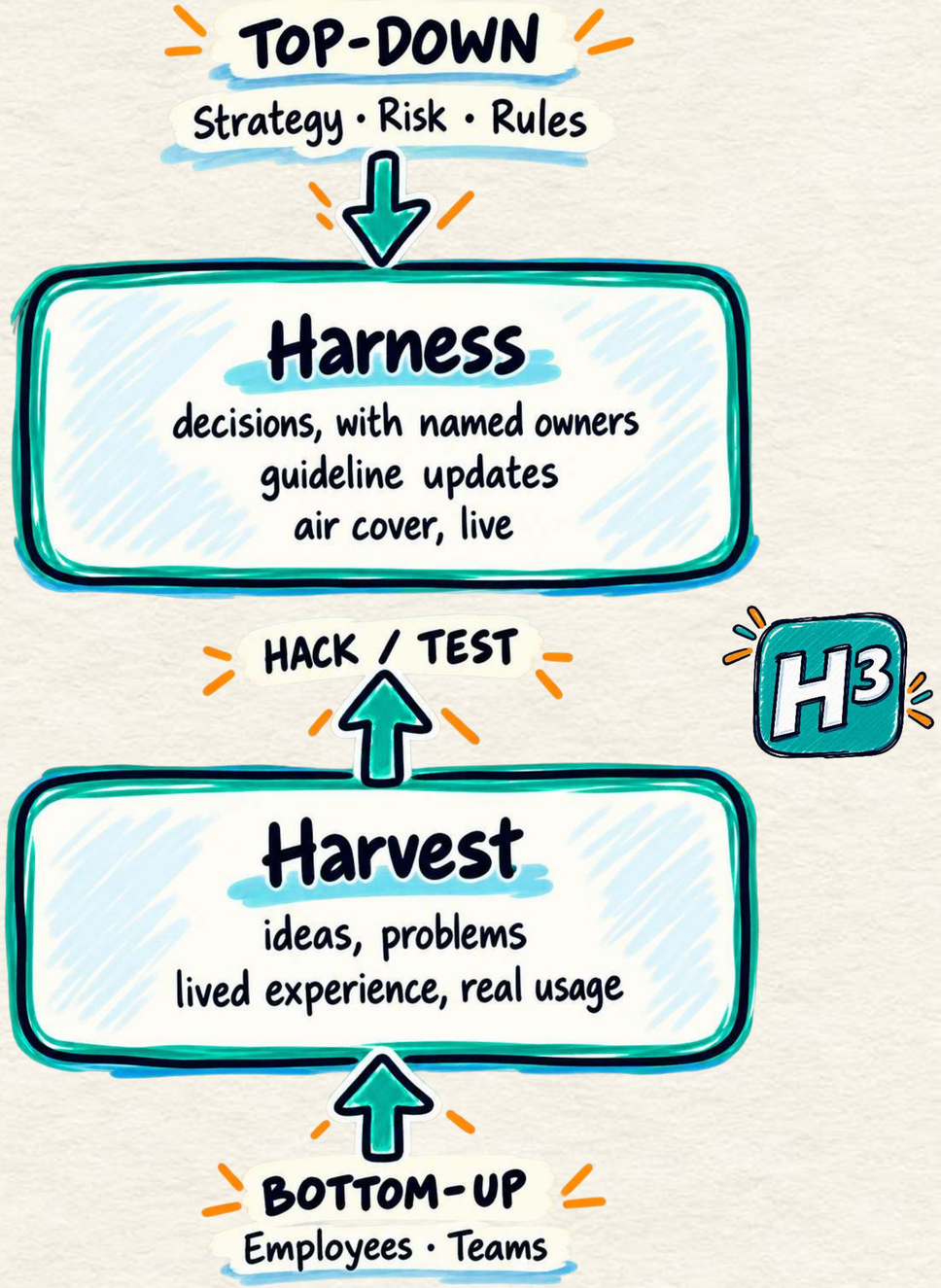
> *I want us using AI deliberately, with our brains switched on, never on autopilot and never just chasing the hype. These three days are for one question: how do we make better software here, faster and more secure, and stay a real match for the best in our field?*
>
> ADAM · SPONSOR



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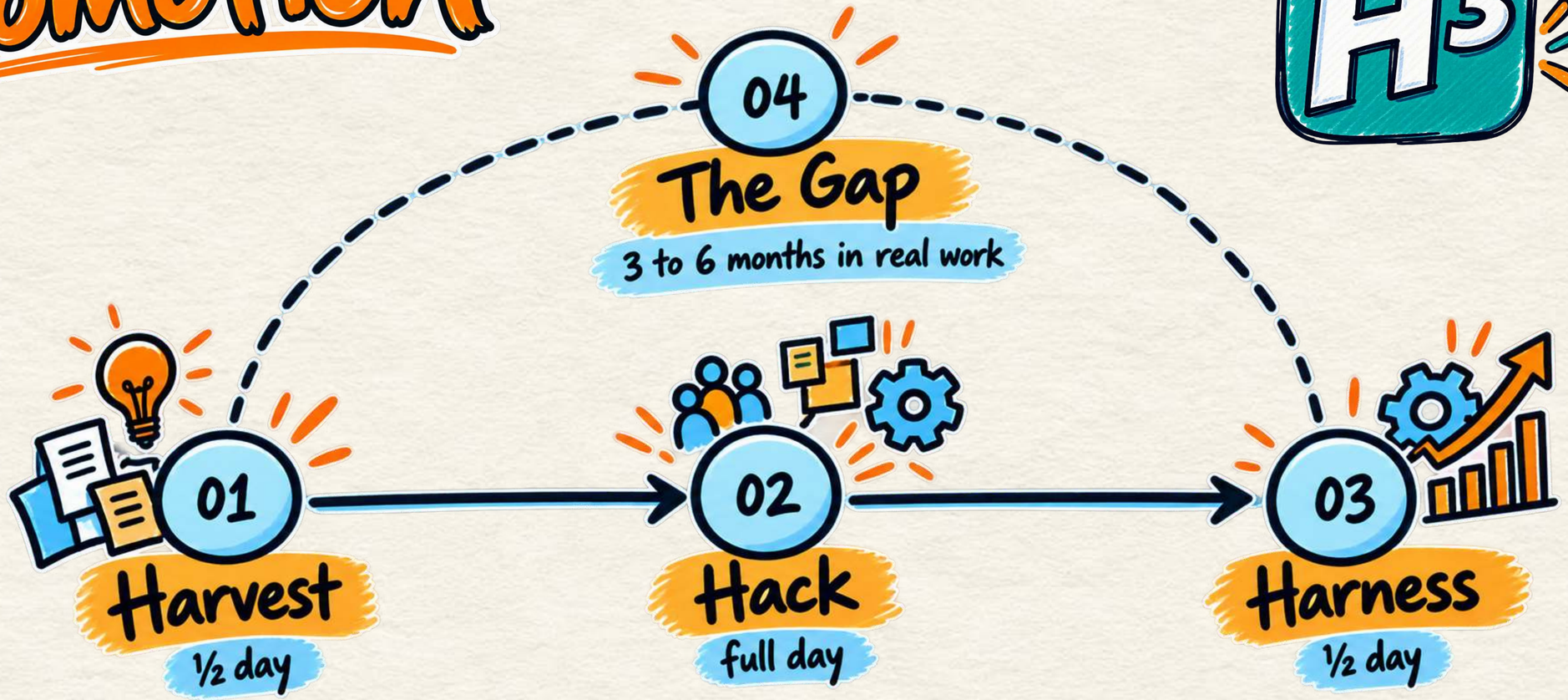
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Shameless Promotion

H3



https://harvesthackharness.ai

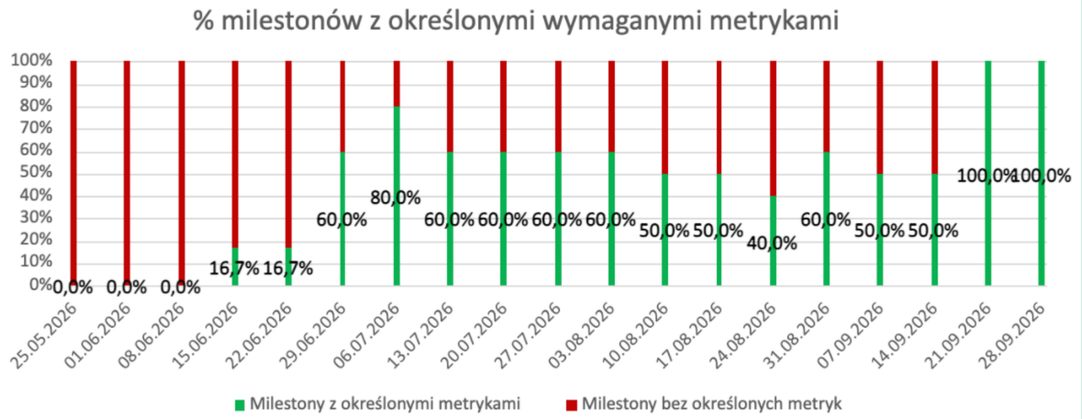
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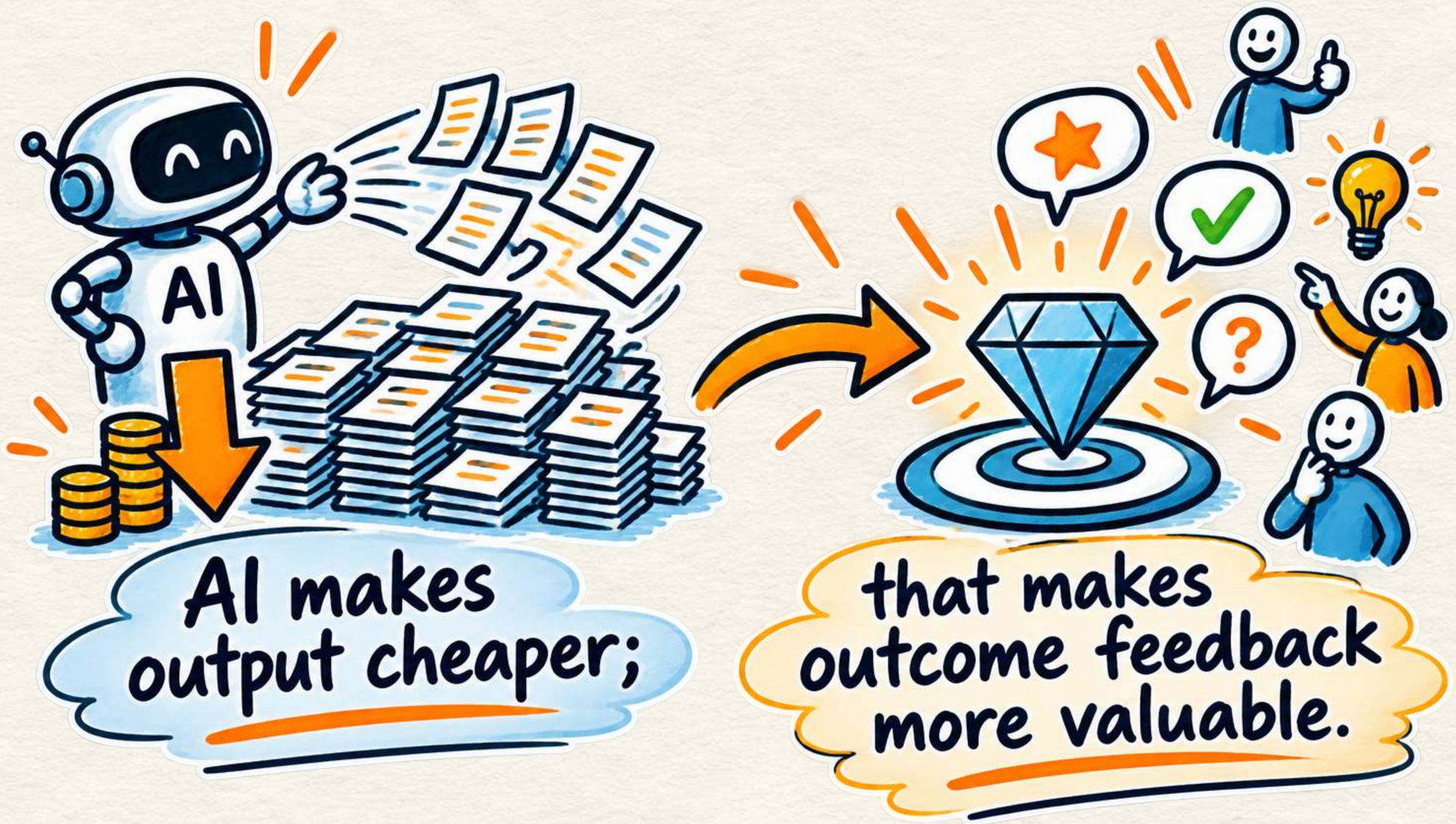
measuring outcomes

% milestonów z określonymi wymaganymi metrykami

How do we measure?	When should the metric turn "red"?
	
How frequent will we update / refresh data?	Who is owning this metric?
Co poniedziałek	[redacted]

wykres

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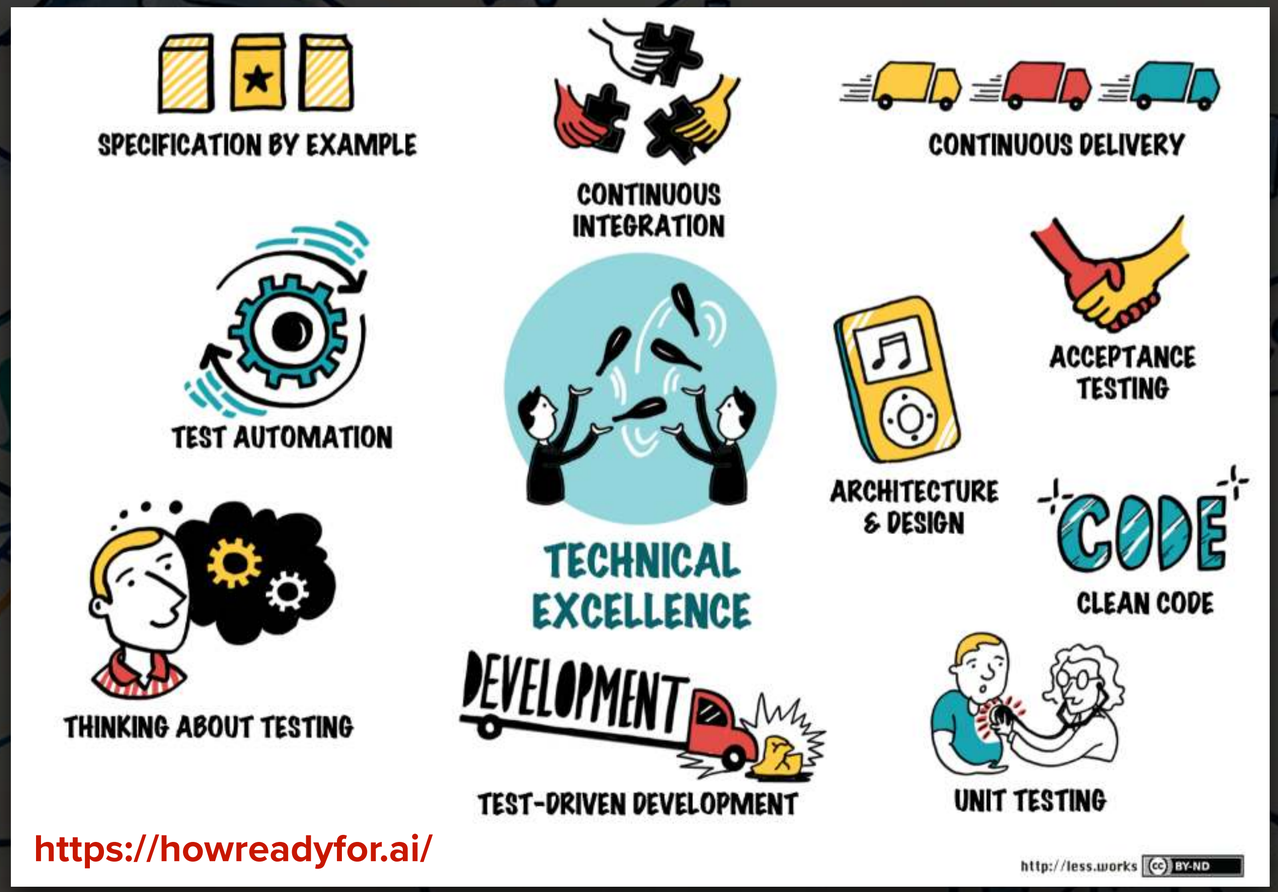
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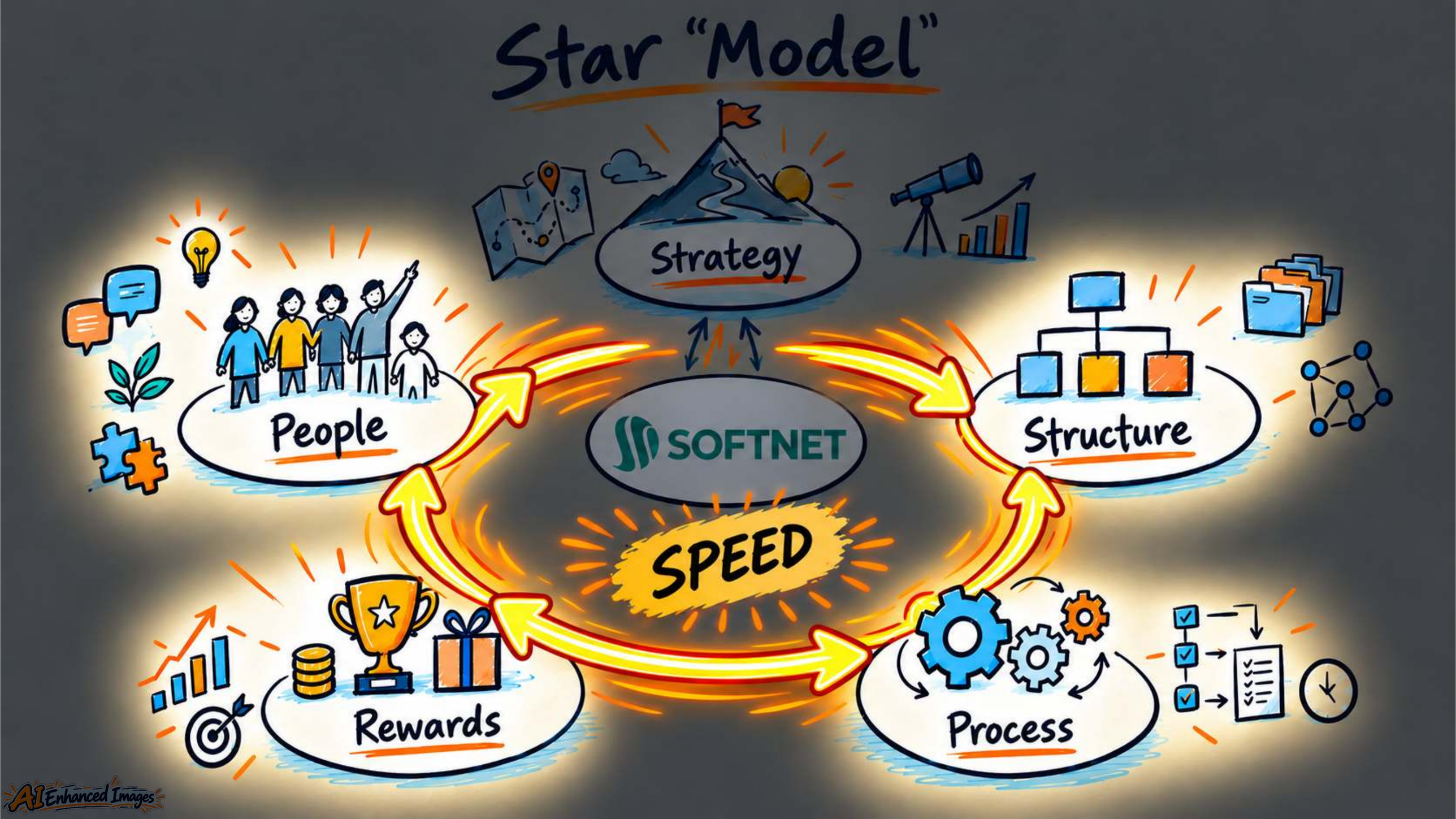
People

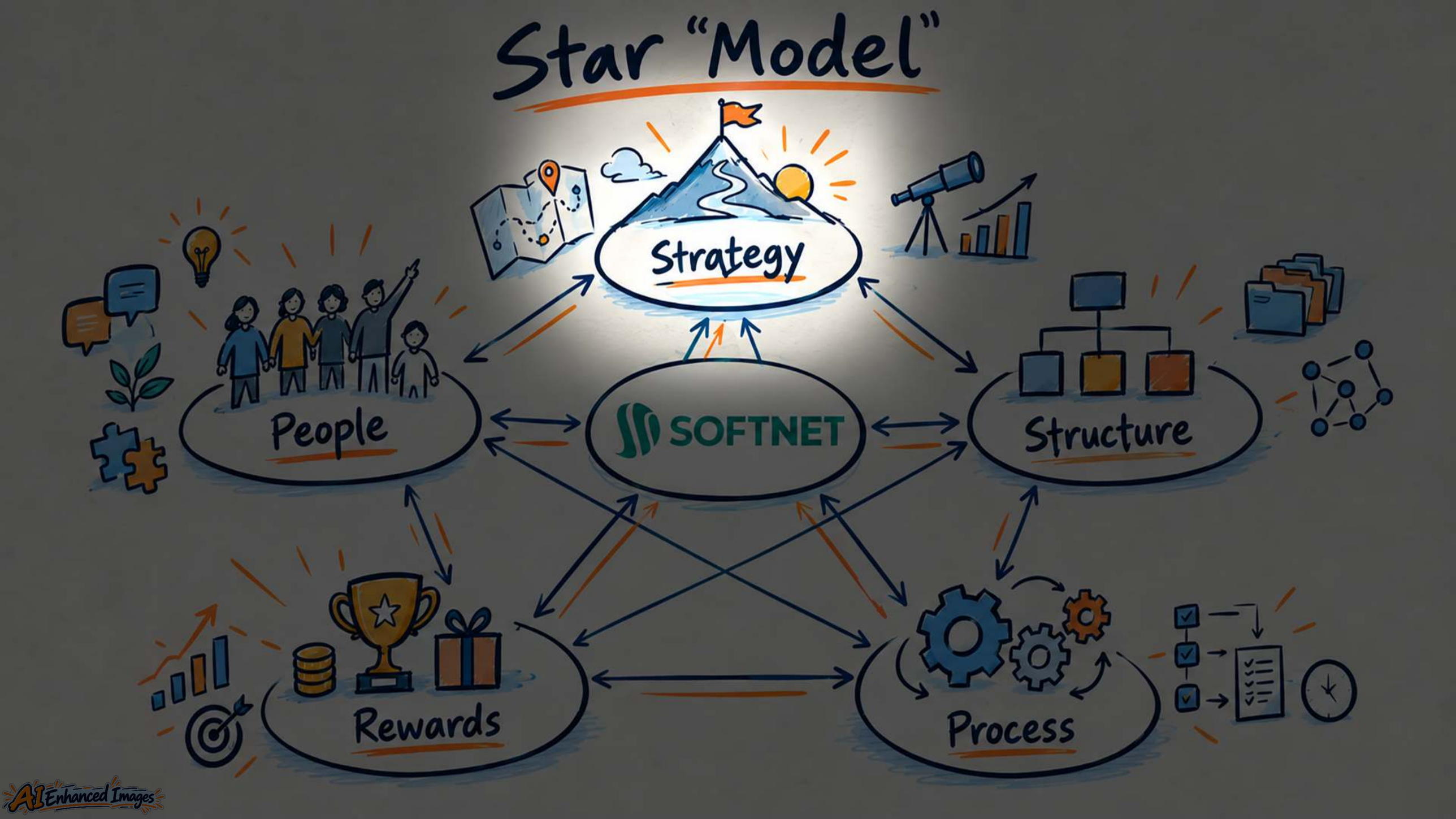
Rewards

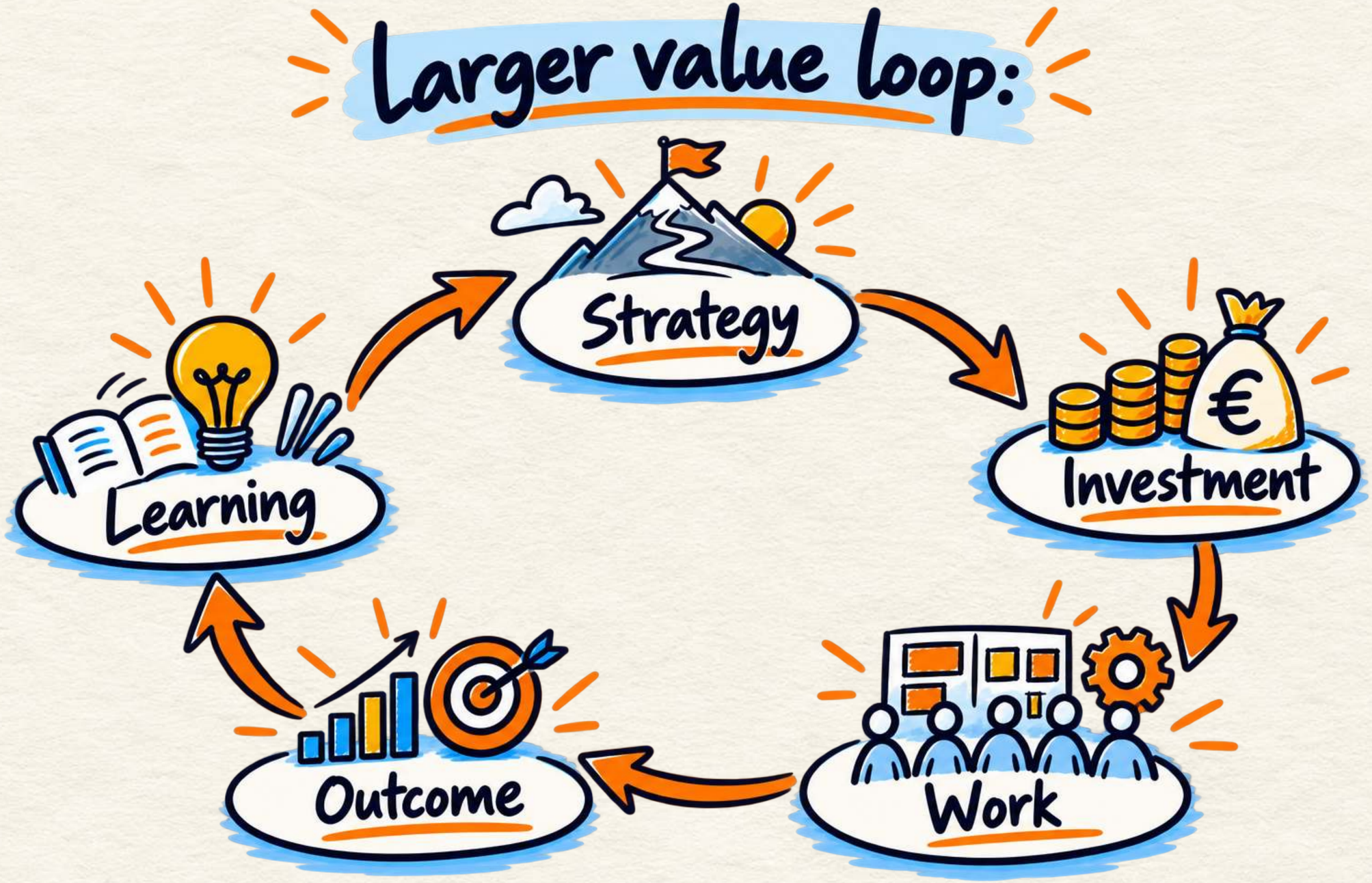
Process



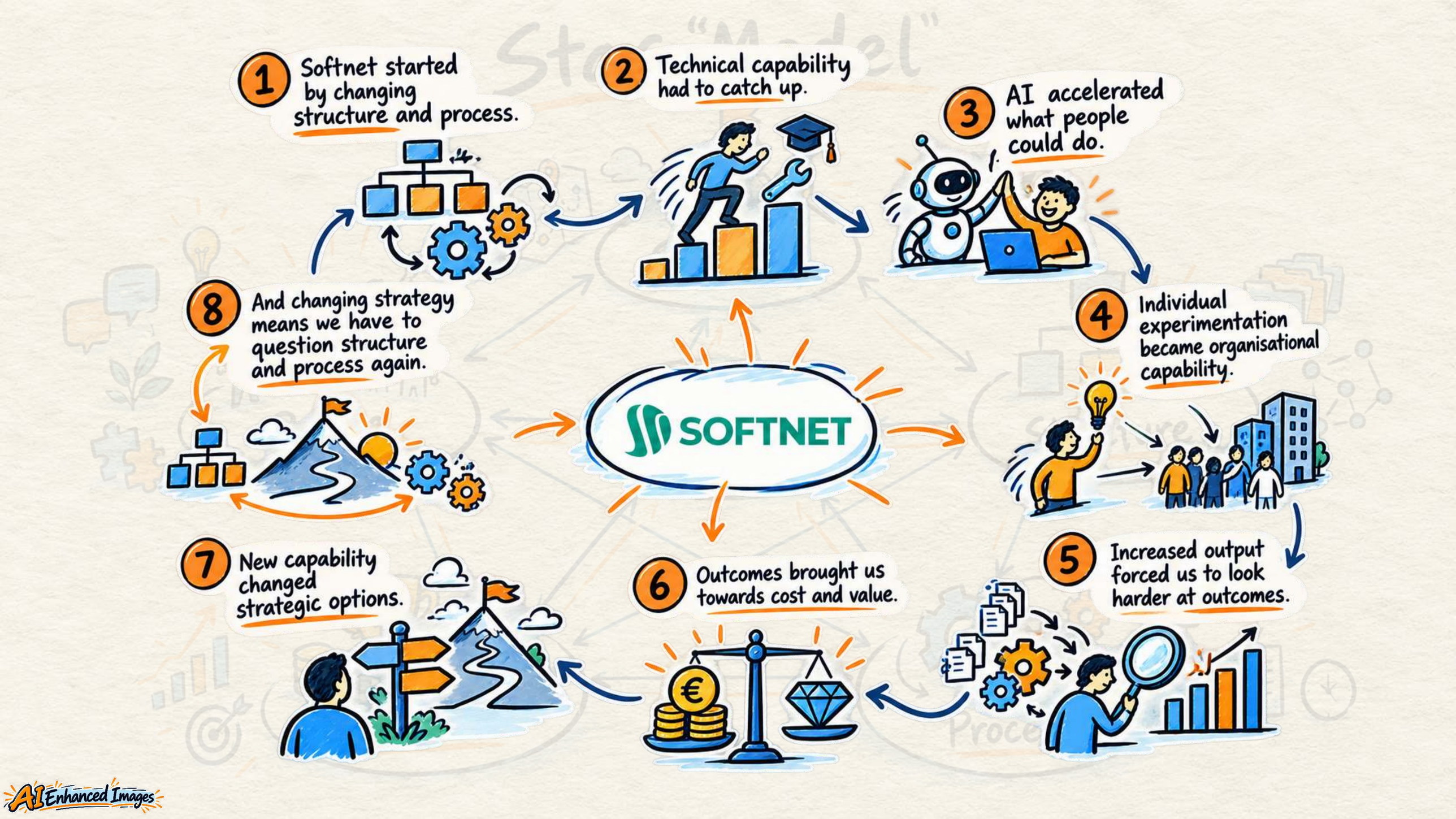
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Star "Model"
Strategy
People
SOFTNET
Structure
SPEED
Rewards
Process
AI Enhanced Images

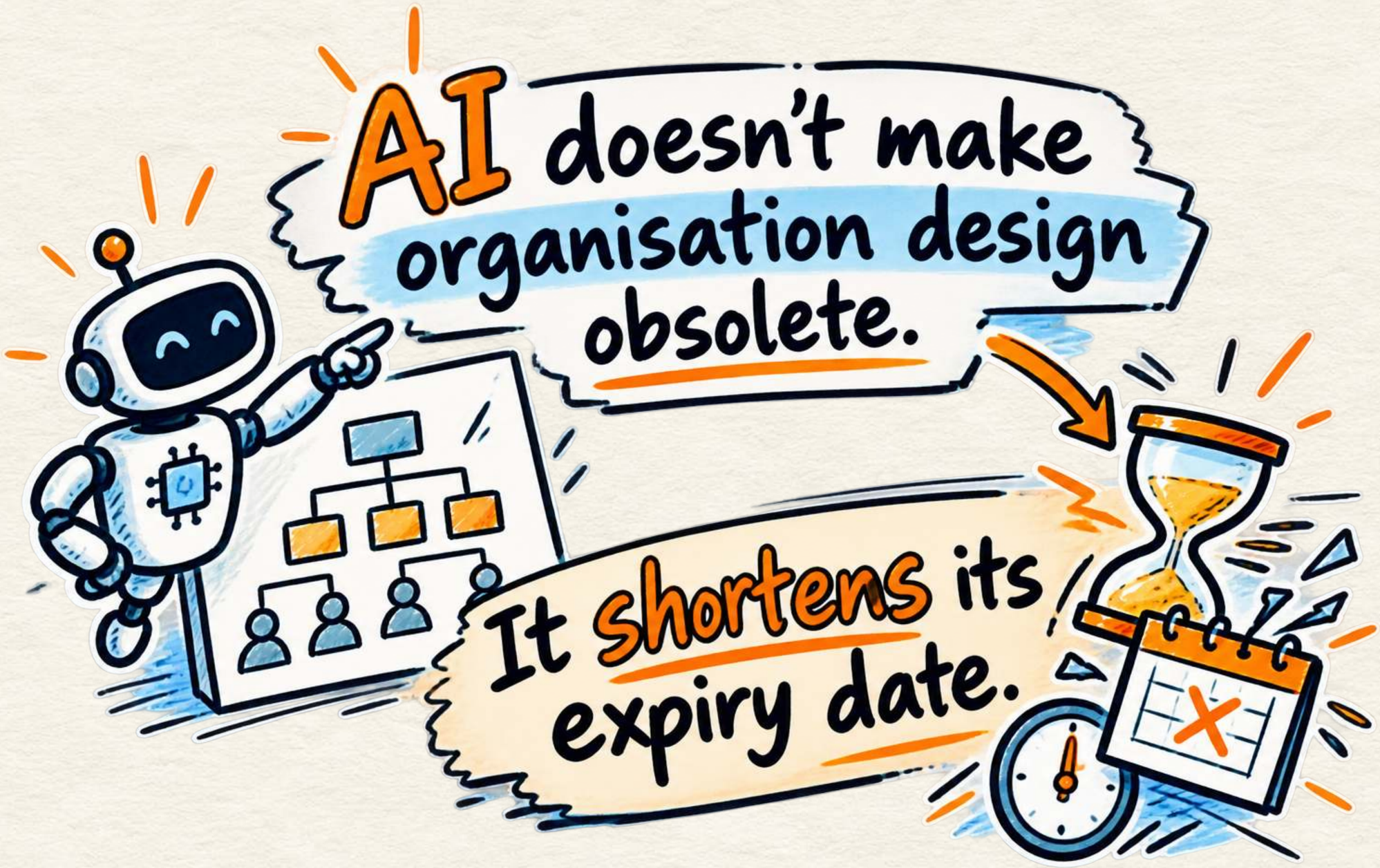

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Strategy
People
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Structure
Rewards
Process
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Recap of relevant links:

- Initial LeSS adoption on youtube: https://youtu.be/YXZMaGzCg8g
- Substack articles on workshops done: https://jurgendesmet.substack.com/
- H^3 System: https://harvesthackharness.ai
- Technically ready for AI: https://howreadyfor.ai
- New book: https://augmentedorg.ai
- Adam: https://www.linkedin.com/in/adam-piekarczyk/
- Jurgen: https://www.linkedin.com/in/jurgendesmet/

Thanks for listening, see you soon.





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