



Value First

AI leadership & agentic software development

Value First, based in Belgium, delivers keynotes and workshop facilitation on AI leadership and agentic software development — the same redesign, seen from the top and from the inside. The practice builds agent systems in-house and draws on twenty years split between hands-on software delivery and organizational redesign, across banking, telecom, government, media, healthcare, insurance, and automotive. Add ten years of European and US conference stages, and the highest international training and coaching credentials: Certified Scrum Trainer (CST) and Certified Enterprise Coach (CEC).

Recent: [Agile2025 Denver](#) · [Dutch AI Conference Amsterdam](#) · [AI Summit Brussels](#)

Sessions

TALKS & KEYNOTES

KEYNOTE / TALK · 45' · FOR LEADERS

When the Metrics Go Up and the Team Goes Quiet

AI tools speed up delivery while quietly eroding candor, ownership, and trust. Those are the conditions teams actually run on. Three erosion patterns already visible in real teams, and the values check that catches them before they become irreversible.

TALK · 45' · FOR LEADERS & PRACTITIONERS

AI Development Governance: The 3 Collaboration Models

What AI changes about team collaboration, in three concrete models for software delivery: who decides, who reviews, who ships. Includes a live hands-on demo using the open-source BMAD method, with AI agents organized in agile roles. Leaders leave knowing which model fits which risk profile.

KEYNOTE / TALK · 45' · FOR LEADERS & PRACTITIONERS

Your Agent Architecture Is Your Org Chart

Conway's Law applied to AI agents: your agent design will mirror your organizational design, whether you plan it or not. Patterns from Lean, Agile, and consent-based decision making.

INTERACTIVE TALK · 90' · FOR LEADERS

The Work That Remains

When AI does the building, what is left for the team? Participants build the Delegate / Redesign / Protect model themselves through structured exercises. Also available as a half-day pre-conference workshop (max 24).

WORKSHOPS (PRE-CONFERENCE & IN-HOUSE)

FULL-DAY WORKSHOP · MAX 20 · NO LAPTOPS · FOR LEADERSHIP TEAMS

Leading When Agents Do the Work

One day through the full ladder: understand what AI changes about value and trust, apply the 3 Collaboration Models to your own organization, and make your first redesign decisions with Delegate / Redesign / Protect. For leadership teams and executives. This is decision work, not tool work. No laptops needed.

FULL-DAY WORKSHOP · MAX 20 · LAPTOPS REQUIRED · FOR PRACTITIONERS

Agentic Development, Hands-On

From first agent to governed workflow in one day, using the open-source BMAD method. Set up agents in agile roles, run a real story through the workflow, hit the failure modes, and add the quality gates that catch them. For developers, architects, and tech leads. Bring a laptop; leave with a running setup and your governance choices documented.

FULL-DAY WORKSHOP · MAX 20 · NO LAPTOPS · FOR CROSS-FUNCTIONAL TEAMS

Designing Agents for Your Value Stream

Cross-functional teams bring their own value stream as working material and leave with a concrete agent design template. Design workshop, no laptops. The hands-on coding counterpart is Agentic Development, Hands-On. Together they work as a two-day track.

Formats

FORMAT	DURATION	MAX
Keynote	45'	Unlimited
Interactive talk / breakout	90'	~60
Half-day workshop	3.5 h (incl. breaks)	24
Full-day workshop	7 h (incl. breaks)	20

AV requirements (summary)

FORMAT	CORE AV NEEDS
Keynote (45')	Projector + screen, wireless mic, countdown timer
Interactive talk / breakout (90')	Projector + screen, 1 flipchart, reliable Wi-Fi
Half-day / full-day workshop	Flipchart per table, projector + screen, wall space for flipchart sheets

All sessions in English and Dutch · Available for conferences worldwide

Book: value-first.be/en/speaker-kit/#contact

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