

RSG Taipei 2026 Closing Report

Let the World See Taiwan. Agile — starting from the C-suite, reaching every industry.

Regional Scrum Gathering® Taipei City

August 15, 2026 (Sat) | NTUH International Convention Center

Official Edition • Global Release • Data as of August 19, 2026 (post-event)

Team & Origin

One person's resolve became a team's shared commitment

Dr. Roger Chou

Organizer, RSG Taipei • Taiwan's First Certified Scrum Trainer (CST), International Scrum Ambassador • Global Board Director, Scrum Alliance
Founder, ChangHong Project Management Consulting Co., Ltd.

"Agile isn't process optimization — it's a leadership mindset upgrade. Start from decision quality, and build an enterprise system that sustains value creation."

Elly Chen

Associate Director, ChangHong PM Consulting • President, Taiwan Agile Tribe (TAT) • PO, Top Global Agile CEO Award

Dr. Chou's chief strategy partner, leading dozens of senior-executive volunteers. Set a world record in 2024 for the largest combined on-site and online Agile co-learning cohort — over 1,000 participants.

RSG Vision

**Let the World
See Taiwan. Agile,
from the C-suite,
into every industry.**

*"Not just another annual gathering —
a starting point people will look back on."*



Milestones

Not a miracle — a choice someone made to carry the weight

2022

888

Taiwan Record

First time a Taiwan RSG broke the global attendance record

2024

1,111

A New High

On-site plus online co-learning set a 1,000+ world record

2026

Quality Shift

Decision-Governance Level

Non-tech CEO-first positioning; referral-only, capped at 150 seats — no longer about headcount, but whether Agile truly reaches the decision room

221 actual attendees (233 tickets claimed • 94.8% attendance), with 51.7% of survey respondents at manager level or above — Taiwan is the only city worldwide to have broken the RSG attendance record two years running.

Scale is a number anyone can copy. Decision-making depth is not.

Why Taiwan, Why Now

“What truly stalls an enterprise is never a shortage of Agile methods — it's whether anyone, under uncertainty, is willing to own the judgment call and its consequences. We don't lack methods. What we lack are people willing to step up and carry the judgment, the consequences, and the impact.”

Confront Real Challenges

Face the core issues behind decisions head-on

01

Co-Create in Depth

Get in the arena and co-create solutions together

02

Converse with Candor

Build trust and mutual understanding

03

Carry Insight Home

Leave with wisdom you can apply immediately

04

Speaker Lineup

Four keynotes, anchoring the entire day

RSG keynote

RSG keynote

Opening Keynote

Closing Keynote



Dr. Mao Chi-kuo

Former Premier of Taiwan

Lifetime Honorary Professor, National Yang Ming Chiao Tung University. PhD, MIT. Sketched a “waterwheel theory” on stage: flowing water is self-organized force; a man-made wheel is leadership and governance structure.



Stan Shih

Founder & Honorary Chairman, Acer Group

Originator of the “smiling curve” theory, having led the enterprise through multiple transformations. Distilled Taiwan’s most precious management export into one phrase — the Kingly Way: value creation, benefit balance, sustainability.



Dr. Roger Chou

Taiwan’s First CST

Founder, ChangHong PM Consulting; Global Board Director, Scrum Alliance. Argues Agile is a leadership mindset upgrade, not process optimization.



Lawrence Philbrook

International Facilitation Master

IAF Hall of Fame member with over thirty years working in Taiwan, known for turning “Focused Conversation” and “Image Theory” into concrete organizational impact across 50+ multinational companies.

One letter and a 28-page custom deck brought Dr. Mao Chi-kuo and Stan Shih — who had never met — into the very same room.

Thunder the Deputy: War-Room Officer and the Brake-Pad Scare

“This whole event happened because volunteers self-organized to make RSG happen. I just did my usual job of pulling information together — nothing worth mentioning.”

On June 26, Dr. Chou deputized Lei Jia-Rong (nicknamed “Thunder”) on the spot as his aide and single point of contact. Through the entire planning period, he single-handedly ran the Zoom links, access permissions, and ticketing backend, and fielded inbox questions — replying to signage designs and parking-fee questions in the group chat late into the night.

On the eve of the final rehearsal, August 4, Thunder's brake caliper pad dropped off mid-drive on the highway exit ramp. He fixed it, still logged on for the meeting on time, and sent out the next day's Sprint update as if nothing had happened.

Dr. Chou's Letter to Save the Stage

02

“The cost wasn't really our concern. What we wanted most was to do right by this once-a-year event.”

On July 30, the venue cut the originally planned six stage setups down to four. Dr. Chou personally wrote to the venue's contact to push back, and the two sides eventually worked out a compromise.

That same week, facilitator Amy Chen made clear she was “fine with photos, not with video” — yet the closing video was tied to a NT\$300,000 Scrum Alliance grant. Both sides gave a little: photography was allowed, the videographer stayed in a fixed spot with no audio, and any attendee could raise a hand to be kept out of frame.

A Group of People Getting the Impossible Done

“Team, I need help.” — “That's what 'professional' looks like.”

From July 17 to August 4, Chloe Chang single-handedly owned the design of the 402-room interactive wall — unable to do an on-site walkthrough while stuck on an outlying island, she kept calling for help in the group chat, iterating all the way to a hand-drawn final layout with an illustrator. On the day it launched, Dr. Chou replied: “That's what 'professional' looks like.” On event day, more than 200 attendees filled that wall by hand with sticky notes.

At 11:43pm on July 31, two check-in volunteers stayed on a call late into the night to run through the entire check-in flow start to finish. During refund testing, Xie Sheng-You received his own NT\$1,000 test refund and offered to donate it back, saying, “I was actually going to donate my share anyway.”

STORY FROM THE FIELD IV

No one assigned this — volunteers grew it themselves

Video Narration • Volunteer Li Wei-Lin

“Maybe give each segment its own narrator, so more people get to take part — but with a reference recording first, so everyone keeps the same pace and it still comes across as one Scrum team, each playing their role.” Dr. Chou's only reply: “Good proposal. PO approves — self-organize and divide it up.” Five volunteers were recruited and delivered both a Chinese and an English promo video.

The Gold Badge • Volunteer Chloe Chang

“We just came out of a meeting and I had an idea — could we turn this into a badge, like the ones judges, soldiers, or police officers wear in Taiwan?” Dr. Chou: “Great idea for a badge. Something you can keep wearing — it's a sense of honor and belonging.” From design voting and vendor sourcing to proofing the laser-engraved name list, it ultimately produced 118 custom badges.

No one told the volunteers they could only execute tasks. Real self-organization means they get to define the question too.



Only 118 made, each hand-engraved with a name: the finished gold-finish badges



Dr. Chou and volunteer Chloe Chang, who proposed the idea, pinning on their badges together

Quote Wall

What people said, along the way

“

The most impressive posture on an Agile team isn't 'that's not my job' — it's 'I can see who this needs, so let me step in first.'

— Dr. Roger Chou

“

Real Agility isn't just reacting fast — it's someone choosing to go the extra step before the problem even happens.

— Elly Chen, Associate Director

“

I used to win awards to prove myself. This time, I won this award to prove Agile works.

— Luo Zhen-Yuan, Chairman • 3rd-Edition CEO Award Winner

“

Dr. Chou, this is describing our company exactly.

— An attending CEO • genuine post-event feedback

Facilitation Design

How 200 People Were Guided Into Real Talk

Warm-Up: Breaking the Comfort Zone

Thirty minutes before the opening, 200+ attendees did one thing together: a nine-square check-in, trading a line with nine strangers. In that first hour, no one could just talk to people they already knew — that was by design.

Full-Day Facilitation: Two Tracks, Three Sessions

Session one surfaced real challenges. Session two paired decision-makers across industries to co-create solutions to each other's problems. Session three opened honest dialogue, distilling the day into one takeaway line.

Closing: A Reimagined World Café

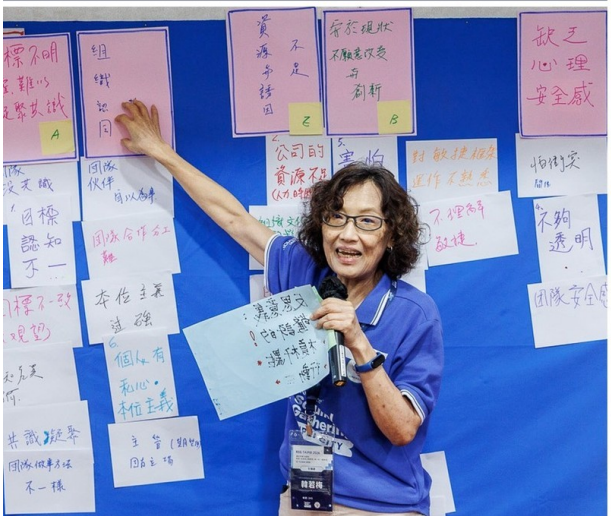
The close belonged to Lawrence Philbrook, IAF Hall of Fame facilitator, who used a modified World Café to have 200 people reflect on one question at once: what did today spark in you — and what will you carry home?



Amy



Larry



The four facilitators (Amy / Larry / May / Tara) carried the entire day's co-creation dialogue

A full day, delivered exactly as planned

Time	Session
09:00–09:30	Check-in: Facilitated Opening (Full Group)
09:30–10:20	Keynote — Opening Anchor: Dr. Roger Chou (Combined Track)
10:35–11:25	Track A: Dr. Mao Chi-kuo / Track B • C: Confronting Real Challenges
11:40–12:30	Track A: Stan Shih / Track B • C: Co-Creation in Depth
12:30–13:30	Lunch Roundtable Deep-Dive
13:30–14:20	Track A: Deng Xue-Qian / Track B • C: Conversing with Candor
14:35–15:55	Keynote — Closing Facilitation & Agile Dialogue: Lawrence Philbrook (80 min)
16:10–17:10	2026 Top Global Agile CEO Award Ceremony (Combined Track, 60 min)
17:10–17:25	Organizer's Closing Remarks & Full Group Photo
18:30–	Celebration Dinner (Invitation Only)

The three best-attended sessions — the opening anchor, the CEO award ceremony, and the closing facilitation — each drew 163+ attendees. The smallest but highest-rated session was Dr. Mao's: 116 attendees, 81% rating it “exceptionally valuable.”

RSG's signature moment — the combined-track ceremony at 16:10

4th Edition

Founded in 2023, now in its fourth year

10

international judges scoring rigorously

26

entries submitted, 26 true stories

14

winners recognized



The 4th Top Global Agile CEO Award — the 14 winners together

Core Judging Criteria

Founded by Dr. Roger Chou, Taiwan's first International Scrum Ambassador (CST) and Scrum Alliance board director: judged on contribution to the project, contribution to enterprise agility, and the case's contribution to the business. This edition also launched the new “Enterprise Agile Talent Development Award,” honoring ten companies (see next page).

4th Edition Winners

14 top Agile CEOs, recognized

Thanks to everyone who took part in the 4th Top Global Agile CEO Award. 26 entries were judged rigorously by a panel of 10 — congratulations to the 14 winners below, now models for Agile CEOs across Taiwan.

NO.1

Su Wei-Quan · Chairman, Nan I Book Enterprise

NO.2

Yu Jun-Jian · General Manager, Business Group, Gss Information

NO.3

Luo Zhen-Yuan · Chairman, Mason Capital

Wang Ling-Qing · COO, Dr. Wang Herbal (One-Root)

Wang Xian-Tang · General Manager, Guancheng Energy & Environmental Control

Jiang Jun · General Manager, Lixin Construction Group

Li Shi-Fan · General Manager, Dayin Plastics

Wu Fang-Ming · General Manager, Taipei Agricultural Products Marketing Co.

Hu Chen-Hao · CEO & Founder, AnChuang Information

Hao Zhen-Yu · Chairman, Tiansi Digital Technology

Weng De-Chang · Pfizer Taiwan

Chen Mei-Feng · CEO, Quanding Information

Chen Xing-Zhong · Distinguished Professor, Asia University

Liao Yi-Ming · Dept. of Political Science & Law, National University of Kaohsiung



Newly Launched

Enterprise Agile Talent Development Award

Using each company's number of certified Scrum Alliance credential holders (CSM / CSPO) as a leading indicator, honoring ten companies — enterprise Agile transformation doesn't happen overnight, and the scale of talent development is often the earliest, most honest signal that it's real.

Company	CSM	CSPO	Attending Representative
Chunghwa Telecom	61	111	Chen Ming-Chong, GM (Information Subsidiary)
Gss Information	57	58	Zhang Pei-Yong, Chairman
Nan I Education Group	27	27	Su Wei-Quan, Chairman
Hongsheng Construction	62	—	Li Chun-Ying, Deputy GM
Wistron NeWeb Corp.	61	—	Xin Yu-Fu, Director
Pfizer Taiwan	58	—	Ye Su-Qiu, President
Innolux Corporation	44	—	Zhang You-Ming, Division Head
Taipei Agri. Products Mktg. Co.	34	—	Wu Fang-Ming, General Manager
Shin Yeh Restaurant Group	26	—	Hu Rui-Rou, on behalf of GM
Taipei Fubon Commercial Bank	25	—	Zhang Zhi-Qing, CIO



The first-ever Enterprise Agile Talent Development Award ceremony

From an award to an enduring Agile community

Origin

After the 3rd Top Global Agile CEO Award ceremony, the roster of past winners had reached 42 outstanding CEOs; Shih Zhi-Xian, Chairman of Union Magnetics Corp., called for winners to move from a “one-time award” to “ongoing fellowship.”

Purpose

To build a high-quality network among past winning CEOs — a platform for benchmarking enterprise Agile practice, extending the Top Global Agile CEO Award from a single award into a leadership community with lasting influence.

Where It Stands

Quarterly corporate visits, experience-sharing, and case studies; a succession plan is already set — founding president Deng Xue-Qian, with Zhou Chun-Ru and Hu Jin-Yun confirmed as the 2nd and 3rd presidents.



Founding President Deng Xue-Qian: “Agile isn't a tech-industry patent — it's a capability for transforming every industry.”



2nd-Edition Handover Ceremony: “This sash carries not a title, but responsibility, trust, ownership, and honor.”



Taiwan Agile Tribe (TAT) — past presidents together



CST Ian Ahn, Korea's only International Agile Ambassador, visiting in person

Brand Ambassadors

20 Brand Ambassadors, carrying the entire gathering

Referral-only • No ticket sales • Capped at 150 seats — inviting only leaders willing to own their decisions and outcomes amid deep uncertainty

- Li Hong-Jun · Executive Director, Shin Yeh International Catering
- Jiang Jun · General Manager, Yongshi Construction
- Deng Xue-Qian · CEO, Ruifeng Management Consulting
- Amy Chen · General Manager, CBC Boce Management Consulting
- Zhou Chun-Ru · President, ROC Assoc. of Professional Secretaries & Admin. Staff
- Lu Jia-Yan · CEO, JieZhiNeng Data Solutions
- Wang Ling-Qing · COO, Dr. Wang Herbal (One-Root)
- Shi Zheng-Ting · Co-Founder, Duomeili International Digital Marketing
- Ye Su-Qiu · President, Pfizer Taiwan
- Ye Wei-Quan · Deputy Minister (ret.), Public Functionary Protection & Training Comm.

- Hu Rui-Rou · Group GM, Gss Information
- Shi Zhi-Xian · Chairman, Union Magnetics Corp.
- Wang Xian-Tang · General Manager, Guancheng Energy & Environmental Control
- Zhu Ming-Long · General Manager, Kuanpu Digital Technology
- Lin Wei-Zhong · General Manager, Yuanzhi Management Consulting
- Wang Ke-Fan · General Manager, Jiale Xi Management Consulting
- Lin Gong-Ping · Managing Director, Kejin Group
- Li Chun-Ying · Deputy GM, Hongsheng Construction
- Elly Chen · Associate Director, ChangHong PM Consulting
- Zhang Ji-Cong · General Manager, Jiehong Information



By the Numbers

An honest story, told in real numbers

233

tickets claimed

221

actual attendees

94.8%

attendance rate

174

valid survey responses

9.27

overall satisfaction (out of 10)

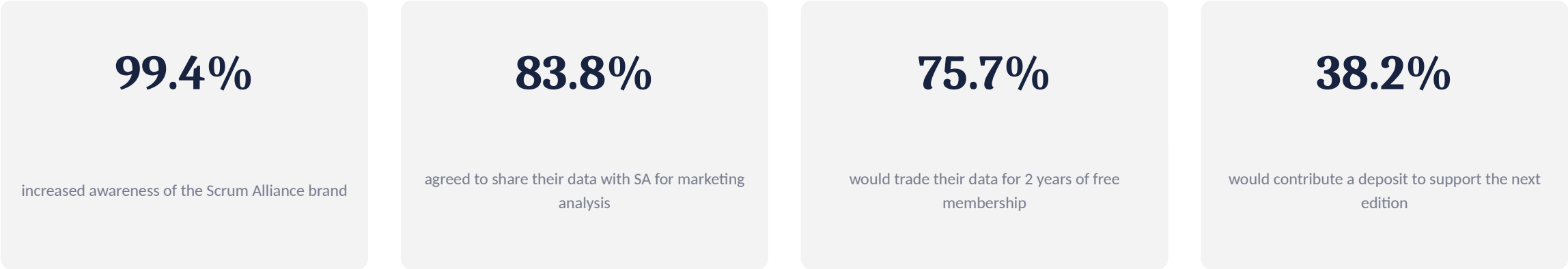
71

Net Promoter Score

Manager-level-and-above respondents (51.7%, 90 people) rated the event even higher — NPS of about 72.2, satisfaction of 9.36. Bringing in CEOs wasn't for show; it drove deeper engagement and higher scores. 75.1% promoters, only 4.0% detractors — well past the “excellent” bar for international business events.

A membership funnel for Scrum Alliance

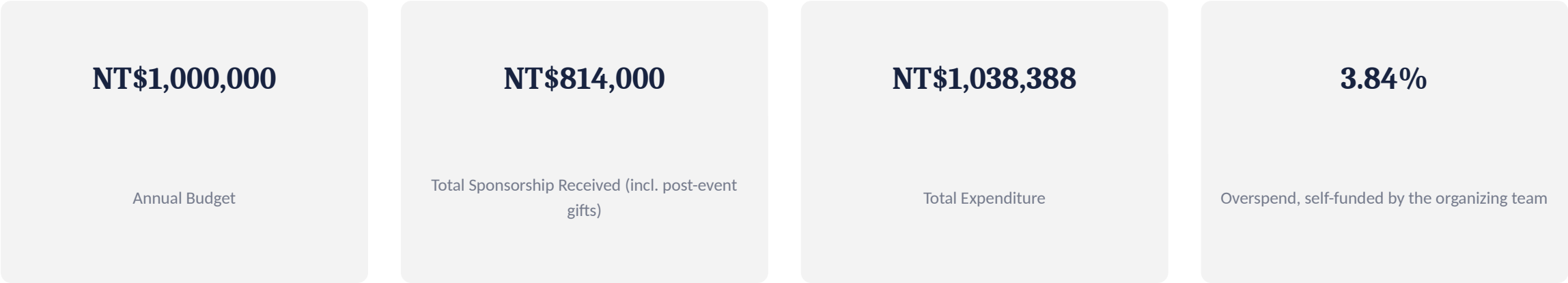
Of 174 respondents, 86 held no certification at all, and 45.7% were not Scrum Alliance members — but it's exactly this group of “new faces” whose conversion numbers are the most substantive value this gathering delivers to global headquarters.



Membership benefits and content access are a more effective lever than asking for money directly.

Attendees are far more willing to invest relationship and data than cash — willingness to contribute a deposit for next year (38.2%) trails far behind willingness to trade data for membership (75–84%). That's a line worth writing down for anyone building a community for the long haul.

Closing the books, transparently



“We chose to carry this cost — not to throw a lively event, but to show the world, at an international standard, what Taiwan's Agile community is capable of.”

— Dr. Roger Chou

Media Coverage

376 Media Placements, Global Reach

Media coverage of this gathering and the Agile CEO Award ceremony is still growing; the full, continuously updated list is maintained here: [RSG TAIPEI 2026與敏捷CEO大獎 媒體報導彙整](#).



An important step in bringing Taiwan's agile story onto the global stage.

Final tallies compiled by the media team show that RSG Taipei and the Global Top Agile CEO Award received a combined total of 376 media placements (RSG Taipei 2026: 27 domestic, 161 international; Global Top Agile CEO Award: 28 domestic, 160 international).

Opening & Speaker Highlights



Volunteers at check-in



Host Wang Wen-Zu opens the day



A speaker mid-keynote

Facilitation & Co-Creation



Facilitated co-creation in session



40 attendees, table-by-table facilitation



Behind the scenes on the co-creation wall

Awards & Volunteer Pride



A facilitator, caught in the moment



Volunteers with their certificates



The volunteer team's celebration

Closing well means delivering, not just impressing

Scrum Alliance's clear post-event requirements for every RSG — without them, headquarters won't fold RSG Taipei 2026 into the global narrative, and the up-to-\$5,000 brand and training reimbursement won't be released either.

- 1 Post-event Snapshot Form
- 2 NPS and the three required survey questions (complete — 174 valid responses)
- 3 Marketing / member opt-in email list
- 4 SEU (educational unit credit) application link
- 5 Record of the Agile for Anyone video played on-site, and whether the SA CEO message was played

From Opening Blessings to the Closing Recap

Opening Video Montage

Played to open the day, four videos set the tone



Click the thumbnail to watch all four videos on YouTube.

This montage was compiled by the RSG TAIPEI 2026 volunteer team and includes the following four videos:

- ① Scrum Alliance Chair Søren Filbert congratulates Dr. Roger Chou on his election to the Board
- ② Scrum Alliance CEO Tristan Boutros congratulates Dr. Roger Chou on his election to the Board
- ③ Scrum Alliance's new vision: Agile for Anyone
- ④ RSG TAIPEI 2026 Promotional Video (Chinese-language edition)

Four videos, opening the day quietly but with real weight.



RSG Closing Video on YouTube



RSG Closing Video

Scan the QR code to relive the day — from early-morning check-in to the late-night celebration.

"Video is the gentlest evidence this gathering leaves the world."



“Some events are a lesson. Some events become history.”

*RSG Taipei 2026 is a group of Givers, who chose to act —
and wrote a milestone, for Taiwan and for the world, together.*

Extended reach: 174 survey responses, an independent NPS of 71 • a personal visit from Korea's International Agile Ambassador • ongoing global site and media coverage

Next step: this English global closing report • submission to the worldwide Scrum Alliance community • 2027 planning underway