

# Marketing Agility for Leaders, Managers and Teams



2-Day ICAgile Certified Professional in Agility in Marketing Training

## Overview

While marketing is one of the most exciting, dynamic and progressive professions around, it is also at the frontline of constant market changes and shifting customer preferences and expectations.

Modern marketers are tasked to deliver high quality business outcomes by exploring new customer channels, create innovative products and master new digital technologies. On top of that, continue to run and maintain existing marketing operations.

All these responsibilities and activities result in a complex setup. As a result, marketers are known to suffer from work-related stress, unhappiness and corporate burnout.

**“ Agile allows us to match the clock-speed of our customers. ”**

Paul Acito, CMO, 3M

**“ The biggest problem marketing organizations have is making sure everyone understands what they’re trying to get done. ”**

Jack Skeels, CEO, AgencyAgile



## Training Calendar

This Agile Marketing training is designed to help marketers better manage complexity, uncertainties and constant changes in the workplace by learning the Agile mindset and practical Agile ways of working techniques.

## In this training you will learn

- *The fundamentals of the Agile mindset and Agile ways of working*
- *Why organizations, such as ING Bank, LEGO and Microsoft, are undertaking global Agile transformation to be nimble and relevant in today's competitive world*
- *The benefits of co-creation methodologies, including Design Thinking and Story Mapping, for effective marketing campaigns and activities*
- *Lean Kanban to increase marketing productivity, optimize marketing workflows and manage multiple deadlines*
- *Lean Thinking and Scrum to manage and deliver marketing projects on time and on budget*

## ABOUT THE TRAINING

### Who should attend

Marketing leaders and managers who are looking to develop marketing agility within their organization or teams.

Marketing teams who are looking for more transparent, productive, innovative and effective ways of working.

### Course format

This 2-day training course will provide a balanced learning experience of both theoretical Agile knowledge and implementable Agile practices. Participants will experience individual exercises and group learning activities.

Case studies and examples of practical Agile Marketing implementations in industries will be provided to reinforce Agile learning.



### Course accreditation

This course is accredited by ICAgile, the largest accreditation and certification body for Agile education.

ICAgile-accredited courses focus on delivering knowledge and skills that combine “being agile” with “doing agile.”

Participants who successfully complete this course will be awarded the ICAgile Certified Professional - Agile Marketing (ICP-MKG) certification.



### About Business Agility Academy

Business Agility Academy is a Dutch business agility training company and partner of Elisan Partners, a Singapore based leadership, business agility and strategy co-creation company.

We work with organizations to develop organizational strategies that create inspiring modern leaders, effective teams and Agile-enabled workplaces that are more focused, productive and healthier.

*Elisan Partners*



# TOPICS & ACTIVITIES

## Agenda Day 1

### WHY BE AGILE: HISTORICAL CONTEXT AND TODAY'S NEEDS

- Understand the history of current marketing management practices, the foundations of Agile and why Agile values & principles are highly relevant in today's dynamic, rapidly-changing business and social environments
- Learn about successful Agile Marketing case studies and generate ideas on developing marketing agility for your team and organization

### A RETURN TO CUSTOMER-CENTRICITY

- Understand Agile Marketing fundamentals, values and principles and how these can help improve marketing operations and team performance
- Understand the importance of prioritizing Customer Value delivery over internal processes or KPIs
- Understand the importance of measuring Customer Outcomes over non-essential Marketing or Business metrics
- Practice Agile techniques that develop deeper customer understanding and empathy including Customer Journey Mapping, Agile User Story Mapping and Design Thinking

## Agenda Day 2

### LEARNING AGILE FRAMEWORKS & PRACTICES

- Understand Lean Marketing principles and how to implement experimentation, validated learning and work iteration in marketing activities
- Understand and practice the relevant Agile frameworks for implementation in marketing work including Kanban, Scrum and Scrumban

### DEVELOPING & IMPLEMENTING MARKETING AGILITY

- Learn and practice designing and implementing Agile Marketing practices within your marketing organization or team
- Understand and practice Change Management techniques to deliver and sustain Marketing Agility transformation in your organization and teams

#### In-house training customization

Where possible, training program and case studies are customized based on company profile, participants' profile, team roles and function lines

Current live marketing projects or activities can be used as real-time cases to practice and implement Agile

## ABOUT THE TRAINING FACILITATORS

### Kaboel Karso

Kaboel has a statistical and business administration background with almost 40 years international experience. He was involved as a statistics lecturer at statistics bureau and as member of the state statistics examination committee in Suriname.



As a consultant and coach he held various management positions in the public and private sector in The Netherlands, bringing his unique view on people - & business management based on ancient Javanese principles. He acted as guest lecturer at universities in Indonesia.

As an agnostic Agilist he simply focusses on "Fit For Purpose" and not tied to any methodology or framework.

### Credentials & Certifications

- International Consortium for Agile (ICAgile) – Agile coach. ICP-ATF/ACC/CAT/BAF/MKG
- Kanban University Accredited Kanban Trainer AKT
- SAFe Program Consultant & Coach (SPC/RTE/SDP)
- Lean Six Sigma Black Belt
- NLP coach

### Guido Liem

Guido has a commercial intelligence and management consulting background. He is a strategist with 25 years international experience in the media and professional services segments. As a management consultant, he has worked with organizations to develop new teams and co-create new strategies, business and operating models.



As a learner you can lean on Guido's broad management- and consultancy experience and knowledge of Agile Marketing and diverse agile methodologies and frameworks.

### Credentials & Certifications

- International Consortium for Agile Authorized Trainer (ICP-MKG)
- Scaled Agile Framework Certified (SA, POPM)
- MBA, Erasmus University (Rotterdam School of Management)
- MSc in Mechanical Engineering, Delft University of Technology



**Want to know more about this Agile Marketing training?**

Send your message to [info@businessagility.academy](mailto:info@businessagility.academy) or  
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