



**THE
AGILE
COMPANY**



AGILE MARKETING TRAINING COURSE



- Agile Marketing
- 14 hours coach training
- Duration : 2 weeks

EFFECTIVE MARKETING COACHING

ACQUIRE MULTIDISCIPLINARY
KNOWLEDGE IN AGILE MARKETING
AND SKILLS IN SCRUM, KANBAN

The Agility in Marketing certification is an industry-recognized credential made by marketers, for marketers.

It verifies an ability to articulate and implement agile marketing principles and deliver more responsive, customer-centric business outcomes.



A FORWARD FOCUSED APPROACH TO MAKE MARKETING WITH AGILITY

Our "Agile Marketing" training course (ICP-MKG certification) will give you the skills you need to keep pace with the new world of marketing.

You know you need to keep your skills relevant, and agile marketing isn't just a fad - it's a totally different way of working that focuses on customer-centric campaigns that can be delivered in just a few weeks.



COURSE OBJECTIVES

ACQUIRE MULTIDISCIPLINARY KNOWLEDGE IN AGILE MARKETING AND SKILLS IN SCRUM, KANBAN...

In this course, you'll learn what it means to be an Agile marketing team and how to apply Agile to the way you do marketing.

Why agile marketing?

Over **60%** of marketing departments plan to implement Agile marketing this year. To stay relevant as a marketer, it's time to learn Agile marketing.



Agile marketers are able to:

- Create valuable campaigns that reach customers in one to two weeks, allowing you to gather customer data faster so your product and campaigns are relevant.
- Make informed business decisions based on numbers-based customer feedback
- Convince stakeholders
- thrive in a culture of innovation that is essential to the survival of modern businesses.
- Understanding Agile Marketing principles and tools
- Assuring your role as an Agile Marketer
- Choosing between different frameworks (Scrum, Kanban)
- Implement the Agile approach in your team and adapt it to its context
- Develop your knowledge of Agile principles and methods.



COURSE PROGRAM 1/2

Agility Marketing

THE NEED FOR AGILE MARKETING

- You'll start by learning the basics of agile marketing and why it's more than just a fad.
- You'll discover how new products and channels are disrupting marketing as we know it, and we integrate the six key challenges marketers face with traditional marketing. You'll quickly see how agile marketing can help you overcome these challenges.

DEFINING AGILE MARKETING

- Find out what agile marketing really means, and we'll debunk some of the most common myths.
- Discover the differences between Agile marketing and common frameworks such as Scrum, Kanban and Lean.
- We'll take a deep dive into the values and principles of the Agile Marketing Manifesto, and you'll be able to discover where you're aligned with the Manifesto and which areas will require a culture change in your company. We'll differentiate between the practices of Agile marketers versus the practices of traditional marketers.

CUSTOMER-CENTRIC MARKETING

- Learn how to create campaigns around the needs and opinions of your customers and prospects.
- We'll explore the different social networks and how personalization and speed of response are imperative to staying in touch with your audience. You'll learn how to write client personas and user stories to quickly understand your customers' needs.

FLEXIBLE MARKETING PLANNING

- Discover flexible ways of planning that let you ditch your five-year marketing plan!
- You'll learn how to focus your marketing on the results and returns of your ongoing campaigns. We'll work on ways to visualize and image your projects and campaigns, so you can see your progress at a glance. We'll show you how to organize your work into a single marketing backlog and prioritize your actions.

TEAMS AND TEAMWORK

- Learn the importance of collaboration and teamwork through Agile marketing.
- Understand how teams of generalists rather than specialists can add value to marketing more quickly.
- Find out why dedicated team players are the key to your marketing team's success.
- Learn how working at a sustainable pace set by the team improves results.

KANBAN PRACTICES FOR AGILE MARKETERS

- In this Kanban simulation, you'll find out whether this flow-based approach is right for your team.
- Learn the basics of Kanban and its key principles, such as limiting work in progress to prevent it from getting bogged down.
- See how visualizing work helps the team.
- Determine how your team can discover its ideal flow to maximize the work accomplished.



COURSE PROGRAM 2/2

Agility Marketing

USING THE SCRUM FRAMEWORK IN AGILE MARKETING

- You'll learn how Scrum has helped software development teams and how it can be applied in marketing.
- Learn the basics of the Scrum framework and understand the three roles in Scrum and how marketers modify them.
- Simulate the Scrum framework in the context of a real project

GETTING TO GRIPS WITH AGILE MARKETING

- Start with an action plan to get started with Agile marketing in your business. We'll let you in on all the secrets!
- Learn the best practices in Agile marketing team leadership and management, and apply those best suited to your team and corporate culture.

ADAPTING FACILITATION TO TEAM MATURITY

- Facilitation styles
- Agile team maturity - Tuckman model
- Adhering to Agile values
- Matching intervention to maturity





ALL THE TOOLS AN AGILE MARKETING COACH MAY NEED

HANDS-ON EXPERIENCE

The ICP-MKG Certification course offered by The Agile Company is the most comprehensive and practical Agile Marketing course available.

AGILITY AND MARKETING

Created and taught by expert Agile Coaches, this course takes you deep into the world of Agile Coaching and , focusing on leading with agility to drive high performance in Marketing Agile practices.



EXPLORE CAPABILITIES

This Agile Course is build to help you discover your strengths and growth opportunités, allowing for important shifts in **mindset and capability** building.

We want you to feel confident in your **marketing methods** after this course. Confident to tackle issues with self-organizing teams and agile transformations alike.

WHAT'S THE PLUS

The program offers in-depth training in Agile Marketing, covering its principles, tools, and frameworks like Scrum and Kanban. Participants learn to apply Agile methods in teams, adapt to organizational needs, and develop skills for responsive and collaborative marketing strategies. This leads to a comprehensive understanding and adaptability in Agile Marketing practices.

As we progress through the sessions, we build up our personal toolkit of adaptable skills and techniques with a solutions focus.

BE A MARKETING LEADER

Practice, discussion and practical use cases are all part of this Agile Marketing certification. Tool like design thinking, evidence based management and agile frameworks also have a place in this course to allow you to start off on the right foot!

WE PROVIDE A RANGE OF RESOURCES, INCLUDING:

- Hosting of trainees in a dedicated online training conference room (zoom)
- Access to the private group of the cohort
- Access to The Agile Company community
- Toolbox
- Work on « board Miro »
- Exercises and work in sub-groups
- Interactive and participative teaching method
- Projected training support documents
- On-line availability of support documents following the training
- Training workbook

AND A FOLLOW-UP FOR EVALUATING RESULTS, INCLUDING:

- Online attendance sheets
- Oral questions
- Group role plays
- Pre- and post-training assessment forms



GOOD TO KNOW

INCLUDED IN THE COURSE FEE

- The ICAgile **ICP-MKG Certificate**
- **14-hour** live online training sessions with your group
- Lecture, exercises and live discussions in an **interactive environment**
- Notebook and training material
- Innovative and active learning methods
- The **Agile Marketer's tool box** to get you started

DURATION

14 hours of learning, discussing, networking, and challenging yourself to be a better coach in Agile Marketing.

NUMBER OF SEATS

To ensure **high quality training** for our students, we decided to limit our program to 15 seats per cohort.

FOR WHO ?

All marketing professions!

Marketing Project Manager, Marketing Manager, Team Coach, Marketing Manager, Product Manager, Marketing Assistant, Business Analyst, Business Manager, Project Manager, Agile Project Team Member, Marketing Database Manager, Marketing Manager, Marketing Manager, Web Product Manager, Brand Manager, Merchandiser, Sales Promotion Manager, Web Marketing Manager, etc!

PREREQUISITES

The Certified Agile Coach training course is open to anyone wishing to improve their skills in the field of Agile coaching. Before starting the training, it is essential that participants ensure they are familiar with the values and principles of Agile, and can at least explain one of the Agile methods such as Scrum or Kanban, XP etc.



CERTIFICATIONS

At the end of this class you will receive the **ICP-MKG certificate**.



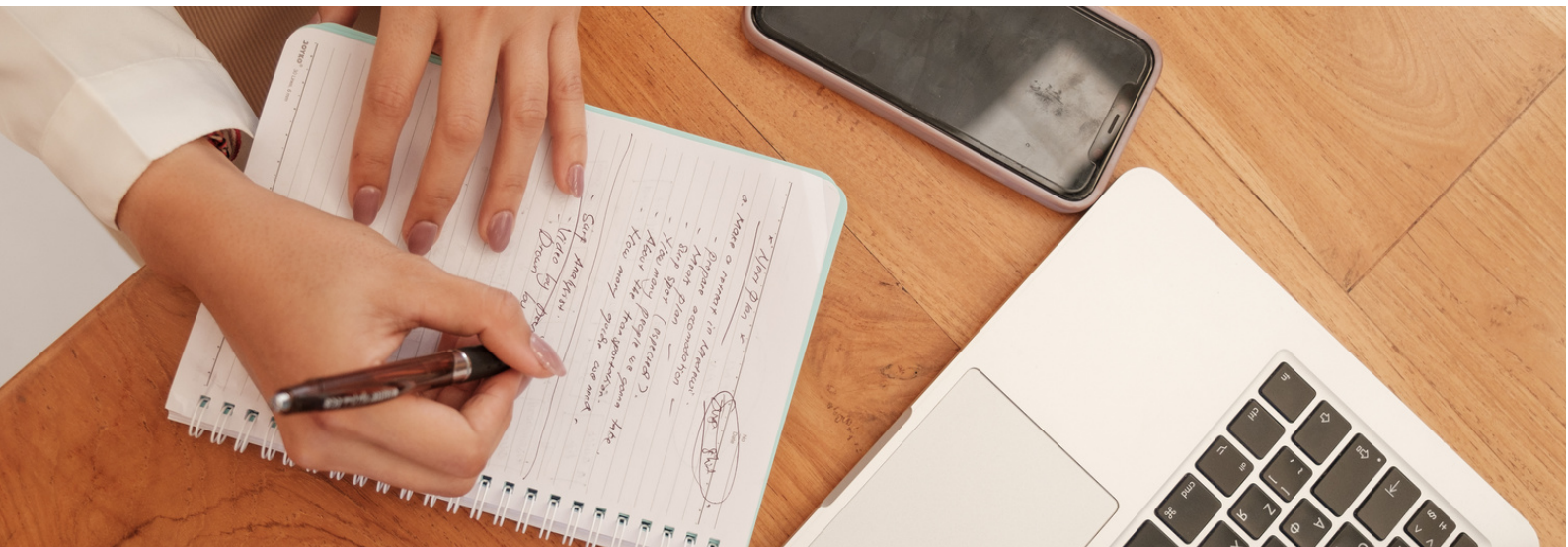
YOUR TRAINER



Natascha Speets

Natascha Speets is an Agile Coach with over a decade of hands-on experience, collaborating with clients across diverse industries and organizational scales. She places a high premium on core values such as authenticity, ethics, empathy, and an unwavering commitment to lifelong learning. Natascha firmly believes in fostering an environment of open collaboration, effective communication, and transparent teamwork.

[Trainer page](#)



Certifications ICAgile





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READY TO BECOME A CERTIFIED MARKETING AGILE COACH ?



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AGILE MARKETING CERTIFICATION



LEARN TO USE THE FULL RANGE OF OUR MARKETING
TOOLS AND DEVELOP YOUR AGILE COACHING SKILLS

NEED A CUSTOM QUOTE?

For any questions about your training, contact Remco Verwoerd



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