

AGILE MARKETING CERTIFICATION

Abstract: Agile has taken the world of marketing by storm. Businesses of all types are reaching beyond technology and leveraging Agile to better understand the societal and economic paradigm shifts that are causing this shift. This session explores innovative ways to better service our customer needs rather than selling to them at all costs. You will learn how to understand the differences between agile marketing and reactive marketing to best uncover ways of adapting campaigns and building trust with your customers. This course has been accredited by ICAgile and qualifies for the ICP-MKG Designation.

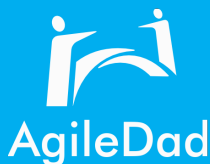
Audience: This session is designed for both new agile marketers learning the ropes and experienced marketing teams who are trying to re-align or get started on the same value generation approach while establishing an internal agile marketing focus. This workshop is often coupled with Agile Coaching in order to increase the effectiveness and impact.

Duration: Two Days.

Class Size: Up to 25 Students may register.

This class is available as a PRIVATE workshop for your organization.

- **Visualize your agile marketing journey.**
- **Understand the value in creating a culture of experiments and validated learning.**
- **Discover ways to use feedback to make better informed marketing decisions.**
- **Know how to start working at a sustainable pace, reducing stress and minimizing interruptions to your work-flow with Agile Marketing.**
- **Learn how an agile marketing team is different from a traditional marketing organization.**
- **Understand the AgileDad 12 Step Agile Implementation worksheet and identify what additional work is needed to achieve next steps towards Agile Excellence.**



LearnMore@AgileDad.Com
866-410-1616

