

2021

Business Agility Foundations





Develop Business Agility within your organization and team

Learn Agile Foundations, Complexity Thinking, Customer-Centric Concepts and Agile Leadership Skills in four training sessions and earn your ICAgile Certification.

What is Business Agility?

Business Agility is the capability of an organization to rapidly adapt to market and environmental changes and create and leverage customer value in productive and cost-effective ways.

Your customer could be a paying client (of a private organization), a citizen (for a public sector organization), or an abstraction like 'climate' (for a Non-Profit Organization). In case of 'internal' customers like another division, you must keep the end customer in mind.

Why is it relevant for you?

Today's markets and environment are complex, unpredictable, and changing faster than ever before. The threat of disruption for instance, is increasing with the trend of decreasing barriers to entry.

In addition, digital transformation is taking place in many organizations. While digital technologies have provided many benefits for the workforce, new modern challenges have emerged. For example, people conflict, communication breakdown and general tension have increased throughout large and small organizations.

Many organizations, however, are just playing catch-up and are experiencing that a traditional mindset and practices that worked well in the past do not necessarily still apply.

In conclusion, today's business requires a paradigm shift from the traditional approaches to our business challenges towards Business Agility.

For software development teams, it is likely that Agile methods, such as Scrum or Kanban, have already been adopted. But the challenge is to adopt an Agile Mindset and Agile practices in the whole organization and not only in software teams. Each value delivery process that has a high level of ambiguity and low cost of change can profit from Agile.

How can this training help?

This Business Agility Foundations training helps leaders, managers and professionals understand Business Agility and Agile ways of working.

Customer value delivery is at the core of Business Agility. Therefore, you will learn more about true Customer-centricity and how it can provide a foundation for improving operations and performance.

You will also gain insight in how Agile practices support the innovation process from exploration and effectiveness to exploitation and efficiency. In group activities you will work with Agile practices to develop a better customer understanding and empathy.

Finally, you will learn what is expected from an Agile leader and how Lean Change Methods can help you developing an Agile organization.

Is it right for me?

Yes, if you are a leader or manager and interaction with other people is a key element of your role. This training is also relevant if you are a consultant, coach or senior professional interested in Agile from a Business Perspective.

This training is for you if you want to gain unique insights into Business Agility from different perspectives (e.g. Strategy, Human Resources, Finance, Operations, Sales, Marketing, Product Innovation, and IT).

In this training you experience interactive group sessions with your peers from different organization types (e.g. Corporate, Government, Non-profit, Academic).

This is a foundational training, meaning that no prior knowledge or certifications are required.



Wat you learn

- The fundamentals of the Agile mindset and Agile ways of working
- The required individual Agile characteristics to deliver value
- Agile leadership to develop an Agile Organization
- Decision making frameworks for complex environments and unsolvable problems
- Change Management Techniques to support the Agile Transformation process
- Customer centricity and co-creation methodologies, including Design Thinking, Lean Startup, and User Story Mapping
- The operational aspects of Agile (structures, processes, and scaling)
- Agile Practices like Kanban and Scrum

Certification

This course is accredited by the International Consortium for Agile (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 – Business Agility Foundations (ICP-BAF) certification.



Delivery Format

- 4 Live Online Sessions: 3.5 hours/ day
- Schedule can be customized for in-house training
- Interactive group sessions with your peers. Participants will experience individual exercises and group learning activities.
- Including registration ICAgile Certified Professional

Your learning journey

This training will provide a balanced learning experience of both theoretical Agile knowledge and implementable Agile practices.

Session 1

Introducing Business Agility

- Business Agility
- Agile values and principles
- Critical Drivers for Business Agility
- Complexity Thinking & Cynefin
- Polarity Management
- Managing Bias

Session 2

Improving Customer Value

- Design Thinking
- Lean, Lean Startup & Story Mapping
- Kanban to increase transparency, focus, productivity, predictability, and quality

Session 3

Developing Agile Leadership

- Modern Organizations
- Agile Leadership
- Goal Setting with OKRs
- Agile Teams

Session 4

Delivering Agile Change

- Scrum to manage activities, increase team effectivity and deliver value faster
- Change Management Frameworks like The Lean Change Method, which combines the Kotter 8-Steps, Lean Startup and Kanban
- Dealing with uncertainty around change

Talk to us

- Guido Liem +31 (0)6 53 54 8091
- Kaboel Karso +31 (0)6 52 62 6222
- info@businessagility.academy

For the training calendar and fees visit businessagility.academy or icp-baf.nl

Business Agility Academy

Keizersgracht 127

1015 CJ Amsterdam

The Netherlands

info@businessagility.academy

Guido Liem

+31 (0)6 53 54 8091

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