OVERVIEW

Our world is changing at a rapid and unrelenting pace. Established organisations and its people are tasked to embrace digital transformation as new, disruptive and nimble competitors continue to entice sophisticated customers and gain market share through innovation and ability to respond quickly to shifts in the marketplace.

Because of these pressures, today's leaders, managers and professionals are increasingly suffering from work-related stress, unhappiness and corporate burnout. The demands of the modern workplace are reducing quality of work and of life beyond corporate walls.

In truth, our existing 100-year old work management practices are ill-equipped to deal with today's fast-paced and rapidly changing environments, resulting in constant chaos and confusion. For that reason, business agility transformation is an immediate need.

Success today requires the agility and drive to constantly rethink, reinvigorate, react and reinvent.

Bill Gates

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

Paul Acito, CMO, 3M

Knowledge and tools that you will gain

- Understand core Agile values and principles, how to develop the Agile mindset and learn to use innovative frameworks to improve business operations and personal performance

- Gain knowledge to develop your personal and team's capabilities, competencies, dynamics and resilience to thrive in a VUCA environment and consistently deliver high-quality Customer Value

- Gain practical and proven Agile skills that you can implement in your organisation including Lean, Kanban, Scrum, Customer Story Mapping and Design Thinking techniques such as Customer Journey Mapping and Customer Empathy

For more information, program customisation or a detailed discussion, contact:
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ABOUT THE TRAINING

Course availability

In-house training
This training can be designed and customised for business teams looking to develop organisational and personal agility. Enjoy cost savings when you book a private training for your team.

Public Run
To be scheduled. Contact us for updates.

Who should attend

Business leaders who are looking to develop the Agile mindset and operational agility within their organisation or teams.

Business managers and professionals who are looking for more transparent, productive, innovative and healthier ways of working. The course is suitable for Sales, HR, Finance, IT, Marketing and all other business functions dealing with complexity and constant change.

Course format

This 2-day interactive 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 practices in industries will be provided to reinforce Agile learning.

About Elisan Partners

Elisan Partners is a business and marketing agility consultancy. We work with leaders to help transform their people by developing the Agile and digital mindset. We help teams truly understand Customer-centricity and contribute more to their business organisations by discovering better, healthier and more transparent ways of working.

Elisan Partners is an IC Agile Member Organisation. IC Agile is the largest accreditation and certification body for Agile education. Participants at our Agile Marketing training workshops receive Certified Professional in Agile Marketing (ICP-MKG) certification upon completion.
TOPICS & ACTIVITIES

AGENDA DAY 1

WHY BE AGILE: HISTORICAL CONTEXT AND TODAY’S NEEDS
- Understand the history of current business 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 case studies and generate ideas on developing organisational and personal agility for your team and organisation

A RETURN TO CUSTOMER-CENTRICITY
- Understand the foundations of the Agile personality and how Lean thinking, complexity reduction, value prioritisation and experimentation can develop the Growth mindset
- Understand the importance of prioritising Customer Value delivery over internal processes or KPIs
- Understand the importance of measuring Customer Outcomes over non-essential business or internal metrics
- Practise 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 principles and how to implement experimentation, validated learning and work iteration in business or organisational activities
- Understand and practise the relevant Agile frameworks for implementation in operational work including Kanban, Scrum and Scrumban

DEVELOPING & IMPLEMENTING BUSINESS & PERSONAL AGILITY
- Learn and practice designing and implementing agile business practices within your organisation or team
- Understand sustainable Change Management techniques to develop Personal and Business Agility plans

In-house Training Customisation
Where possible, training program and case studies are customised based on company profile, participants' profile, team roles and function lines.
Current projects or work activities can be used as real-time cases to practise and implement business agility.
ABOUT THE TRAINING FACILITATOR

Isman Tanuri

As a speaker, trainer and coach, Isman has worked with global and regional organisations including Daimler, CardinalHealth, Cigna, Dialog Axiata, General Electric, PepsiCo and Telkomsel to facilitate strategy, innovation and team development workshops and training. To date, he has delivered learning experiences in Hong Kong, Indonesia, Singapore, Sri Lanka and Thailand. He also lectured and trained students and professionals in educational and training institutions including Singapore Polytechnic, Marketing Institute of Singapore, Equinet Academy and Lithan Academy. Isman regularly speaks at public events on organisational and business agility topics.

Isman is the first, and currently only, ICAgile Authorised Instructor in Asia Pacific accredited to deliver an Agile Marketing Certified Professional (ICP-MKG) training course. In addition, he is a Certified ScrumMaster (Scrum Alliance) and an Agile Certified Coach (ICAgile).

Isman has a track record of delivering successful corporate strategy and programs and understands the challenges and performance pressures faced by employees in modern organisations. He was Head of Marketing, APAC at MediaMath, Marketing Director, APAC at Tapad (a Telenor Company) and held a global marketing operations position at eFinancialCareers, in a role that combined marketing automation, digital analytics and demand generation practices.

A Strathclyde MBA, he also earned a BA (First Class Honours) Marketing Management degree from Northumbria University. He holds the WSQ Advanced Certificate in Training and Assessment (ACTA) and LEGO® SERIOUS PLAY® Certified Facilitator credentials to facilitate his work in empowering leaders and teams to find better ways of working and to reimagine play for the workplace.

Want to know more about this Business Agility training program?

Send your message to isman@elisanpartners.com or call +65 9687 2858 for a confidential conversation.

Connect with Isman on LinkedIn