



# Agile Marketing Implementation Roadmap

Created by Femi Olajiga - Agile Marketing Coach and Team Effectiveness Trainer

# Corporate Training and Coaching Services

Are you a marketing leader or team manager facing challenges with your marketing processes? Are you a leader who needs help implementing Agile marketing? We offer Agile marketing training and coaching services to help you become Agile in marketing.

The Agile marketing implementation roadmap consist of 6 stages as highlighted below. Achieving the benefits of Agile in marketing requires more than just the initial training workshop. The leaders within marketing teams must embrace ongoing coaching in order to successfully apply Agile marketing in the long term, but it all starts with identifying existing problems within their current processes, people and strategy. The Agile marketing roadmap is based on proven team coaching and marketing strategy models.

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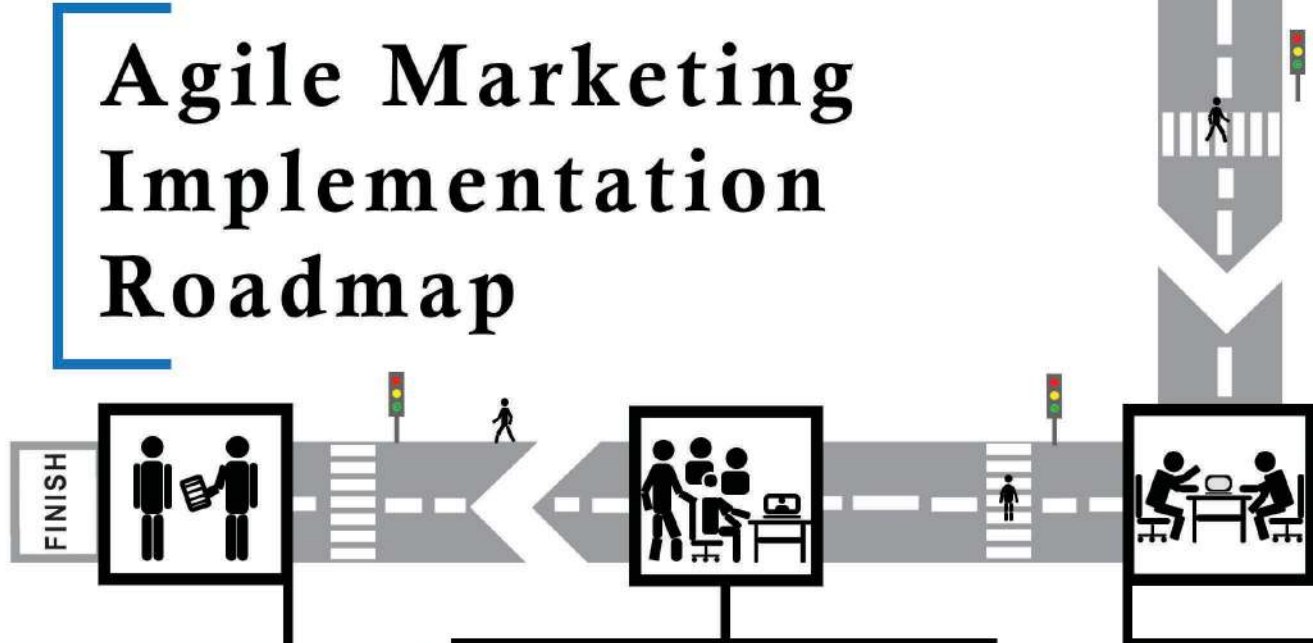
**1** Discovery session: 1 Day

**2** Train Leadership Team: 2-5 Days

**3** Train Teams: 2-5 Days



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**6** Handover to the Internal Coach

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## LISTED BELOW ARE THE STEPS A MARKETING LEADER CAN TAKE TO IMPLEMENT AGILE MARKETING IN A SUSTAINABLE WAY:

### Discovery session - 1 Day

Your discovery session is your opportunity to learn about the Agile Coaching Model and how it can help you and your team adopt Agile in order to improve team collaboration. This is not a training or coaching session but it will help you answer whatever questions you might have about implementing Agile within your marketing function.

The discovery session is also an opportunity for the coach to learn a little about you, your team and what you want to achieve through Agile marketing. The conversation during the discovery session helps both parties confirm if there is a good fit on both sides. During the session the coach will explain the details of how the roadmap will support you in making informed decisions about Agile marketing adoption.

Agile marketing is not a change initiative, but a way of improving your existing way of working. Therefore, we will work with you to draw up a list of problems facing your marketing team culture, processes and strategy. In order to achieve true agility, it is important to start the process with a discovery session.

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# Train Leadership Team - 2-5 Days

There is increasing demand on leaders to get the best out of their teams with Agile ways of working. Current reality we live in makes team leaders feel pressured about being able to create high-performing teams. Ready for a new way to lead your marketing team? Agile leadership offers you a new way to get the best out of all the individuals in your team and the team as a whole. During the 2-5 days training, we will help you develop as a leader and you will acquire new skills and an understanding of how to respond to the dynamics and changes in your team.

Agile marketing leadership training is suitable for CMOs, experienced leaders and new managers. All the content of the course is focused on adding Agile to your existing leadership skills. By the end of the course, you will have discovered new principles and techniques for leading your team in an Agile way. Agile does not mean you will completely overhaul your existing way of working, it focuses on tweaking your current ways of working to increase output and outcomes. As part of the training you will master the following:

- Essential interpersonal skills which will help you develop your ability to engage with and motivate your team.
- Creating and executing marketing strategies requires a well design facilitation process. You will learn how to develop the skill required to organise your team activities in an Agile way.

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- As part of the training, we will help you develop basic coaching and mentoring skills which you need to create high-performing teams.

## Train Teams - 2-5 Days

Our Agile marketing team training programme will help your team discover how to increase its task completion rate. We have designed an Agile marketing model to help you create a culture of collaboration. This is based on our practical experience at B2B and B2C companies in the UK and globally. The Agile ways of working have been proven to increase team productivity. Below is a brief overview of the content of the team training workshop:

- Introduction to Agile principles, concepts and frameworks
- How to develop an Agile Marketing Mindset
- Deep dive into Agile marketing planning
- Agile Marketing Model
- Agile Customer Experience Strategy.

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## Ongoing Leadership Coaching - 3-6 Months

Teams are complex... The kinds of challenges leaders face to get the best out of individuals in their teams are equally complex. Many of the problems that arise in teams are like riddles and require a different kind of leadership approach to the standard top-down delegation. Agile leadership requires being able to sense and respond to the changing team dynamics. Marketing teams need leaders that pay attention to creating intelligent teams. As a leader you have to accept complexity and understand how Agile can help you improve your team effectiveness.

## Ongoing Team Coaching - 3-6 Months

Our comprehensive Agile marketing team coaching will be fully adapted to your existing team context. You will learn how to plan and implement your own marketing strategies in an Agile way. This will help individuals on your team(s) execute their tasks more efficiently and more effectively using Agile processes. The goal of coaching is to help your team:

- Navigate the challenges and complexity caused by internal silos within your organisation.
- Become more effective in self-collaboration through outcome-focused processes.

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# Handover to Internal Coach

All through our engagement with you we will develop internal Agile marketing champions within your team. These individuals will be responsible for maintaining your internal Agile marketing practice once our formal coaching engagement is completed. We will also include in this transition the Agile marketing training materials which will help you train any new employees who join you further on down the line.

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