

# Agile Marketing with SAFe®

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## ***Contextualizing SAFe for Marketing Teams***

The Agile Marketing with SAFe course teaches teams how to apply Lean, Agile, and SAFe practices and principles.

In this two-day course, held in two remotely delivered, 4-hour sessions, a student will use a combination of hands-on activities, introspection, and guided exercises to help teams build collective muscle-memory and alignment. The course culminates with an activity that allows attendees to apply SAFe in their own real-world environments.

## Who will benefit?

Attendees typically include:

- Marketing teams with some knowledge of Agile and/or SAFe
- Ideally 8 – 25 participants (internal to a single company)

## What You'll Learn

At the end of the Agile Marketing with SAFe course, you should be able to:

- Explain how marketing teams benefit from adopting Agile and SAFe
- Describe how to create an Agile marketing team
- Organize a marketing team around value
- Use techniques for integrating marketing into an Agile Release Train
- Adopt a hypothesis-driven approach in marketing
- Break down initiatives into smaller, testable parts

## Topics Covered

### **Be Agile**

- Module 1: Agile Marketing for Business Agility
- Module 2: Building Agile Marketing Teams

### **Join the Value Stream**

- Module 3: Supporting Operations
- Module 4: Supporting Development

### **Specialize the Principles and Practices**

- Module 5: Applying Validated Learning
- Module 6: Learning Incrementally

## Activity

Attendees will choose from one of three activities in which to apply their learning after class:

- Applying a hypothesis-driven approach to their work
- Creating a plan on how to organize cross-functionally
- Implementing at least two Agile practices into their work

## Interactive Format

- One-third presentation and two-thirds activities and read-outs

## Exam Details

- There is no certification or exam associated with the course.
- A certificate of completion will be issued.

## Learn More

- Visit [scaledagile.com/marketing](http://scaledagile.com/marketing) to download the white paper and get started.