



Strategic Agile Management for Business Certificate

Online
English



IT ALL STARTS HERE

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ESCP 2023 Rankings & Accreditations

FT FINANCIAL
TIMES

European Business Schools

#4
in Europe

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in Spain

Worldwide

#2
Master in Finance

#3
Executive MBA

ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.



5 European Higher Ed
accreditations



Professor José Cobo
Strategic and Agile Management for Business
Associate Dean for Digital Innovation
ESCP Business School

His job as professor and business consultant began creating additional organizational capacity in companies, to react rapidly and successfully to emerging challenges and opportunities. He is working implementing solutions, practices and strategies that allow businesses to react more swiftly to unexpected developments, in companies such as Atos, DXC, Airbus, Axa, Generali, Telefonica, L'oreal or Pfizer, among others.

“Business agility is the capacity to effectively and quickly adjust the strategy when conditions change.”

Nowadays, business agility is crucial for a number of reasons:

It enables a business to take advantage of new opportunities and trends that may not be immediately obvious to others and enables organisations to respond to client needs faster and more effectively than ever before.

Organizations that are focused on agility are better able to adapt their resources and assets to new developments.

Agility enables firms to overcome these challenges and develop methods to navigate uncertainty and disruption.

Business agility is the capacity to effectively and quickly adjust the strategy when conditions change. Additionally, it enables businesses to benefit from opportunities and trends that are still developing and may not be immediately obvious to others. Organizations may be able to deploy existing assets more efficiently rather than invest much in new infrastructure or resources.



ESCP Business School is an Authorized
Training Partner by the Project
Management Institute (PMI)



Why is ESCP Business School the right choice for you?

ESCP Business School is an **Authorized Training Partner by the the Project Management Institute (PMI)**



Certificate issued by ESCP Business School.



Access to a **simulator of questions** to practice your acquired knowledge.



Possibility of achieving the global certification **Advanced Certificate in Agile Project Management for Business** by complementing this training with the Strategic Project Management Certificate, issued by ESCP Business School.



The only programme that gives you **mastery of the Agile Management mindset**.



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At a Glance

- ✓ **PROFILE:**
Executive Education
- ✓ **LANGUAGE:**
English
- ✓ **FORMAT:**
100% online + live sessions
Latest Digital Technology
- ✓ **STRUCTURE:**
6 modules with practical learning content,
real challenges and gamified activities
- ✓ **MAXIMUM FLEXIBILITY:**
Up to 3 months to complete the Certificate
- ✓ **CUSTOMISATION:**
Available for companies depending on their
interests and needs
- ✓ **LENGTH:**
40 hours (estimate workload 3 hours/week)
- ✓ **FEES:**
€780

The only programme
that changes mindsets and
enables **effective results** through
the mastery of agile methods.

MASTER THE NEW MANAGEMENT MINDSET

Acquire the new agile mindset: Strategic, Organisational and Operational.

LEADING HIGH-PERFORMING TEAMS

Manage cross-functional teams, empower talents, improve adaptation to market and organisational changes.

MASTER THE AGILE METHODS

You will be able to apply it directly to your workplace, organisational context and business.



Programme structure

MODULE 1

AGILE MINDSET, VALUES AND PRINCIPLES. STRATEGIC, ORGANIZATIONAL AND OPERATIONAL AGILITY.



LEARNING CONTENT

- Advocate for agile principles and values to create a shared mindset.
- Ensure a common understanding of agile.
- Support change through educating and influencing through agility.
- Practice transparency in order to enhance trust.
- Create a safe environment for experimentation.
- Experiment with new techniques and processes.

MODULE 2

AGILE METHODS. KANBAN, SCRUM, EXTREME PROGRAMMING, LEAN PRODUCT DEVELOPMENT, FDD, DSDM, CRYSTAL.



LEARNING CONTENT

- Plan work incrementally.
- Share knowledge through collaboration.
- Re-prioritize periodically to maximize value.
- Prioritize non-functional requirements.
- Review and improve the overall process and product.

MODULE 3

VALUE-DRIVEN DELIVERY. AGILE PROJECT ACCOUNTING AND CONTRACTING. PRIORITIZING VALUE. DELIVERING INCREMENTALLY (MVP).



LEARNING CONTENT

- Gain consensus on just-in-time acceptance criteria.
- Tune process to organization, team, and project.
- Release minimal viable products.
- Working small batches, review often and prioritize work.
- Optimize environmental, operational, and business factors.
- Balance adding value and reducing risk.

MODULE 5

ADAPTIVE PLANNING. TOOLS FOR SIZING AND ESTIMATING. PRODUCT ROADMAP.



LEARNING CONTENT

- Use progressive elaboration and rolling wave planning to plan at multiple levels.
- Make planning transparent and involve key stakeholders.
- Adjust planning cadence based on project factors and results.
- Size items and adjust capacity for business demands.
- Start planning with high-level scope, schedule, and cost range estimates.

MODULE 4

LEADING HIGH-PERFORMING CROSS-FUNCTIONAL TEAMS. STAKEHOLDER ENGAGEMENT AND SHARED VISION.



LEARNING CONTENT

- Practice servant leadership.
- Engage empowered business stakeholders.
- Form working agreements for participation.
- Assess organizational changes to maintain stakeholder engagement.
- Establish a shared vision to align stakeholders.
- Maintain a shared understanding of success.
- Provide transparency for better decisions.

MODULE 6

AGILE TEAM PERFORMANCE, PROBLEM SOLVING AND CONTINUOUS IMPROVEMENT.



LEARNING CONTENT

- Help grow team interpersonal and technical skills.
- Empower and encourage emergent leadership.
- Encourage communication via co-location and collaboration tools.
- Align team by sharing project vision.
- Encourage team to measure velocity for capacity and forecasts.
- Use collaborative decision making and conflict resolution.



Learning Journey From challenge to solution

In each learning unit you will find:

1 OVERVIEW

DIFFERENCE BETWEEN "BEING AGILE" AND "DOING AGILE"

Remember that agile isn't just a matter of adopting practices designed to achieve these outcomes, we actually have to take the agile mindset to heart and use it to guide our approach. Applying agile values and principles to how we use agile methods changes not only our approach, but also the effectiveness of the practices. This is the difference between "being agile" and "doing agile".



2 INTERACTIVE READINGS

SERVANT LEADERSHIP

Agile promotes a **servant leadership** model that recognizes it is the team members, not the leader, coach, or Scrum Master, who get the technical work done and achieve the business value. The servant leadership approach redefines the leader's role in relation to the team. It focuses the leader on **providing** what the team members need, **removing impediments** to their progress and **performing** supporting tasks to **maximize their productivity**.

There are four primary duties a leader performs in this role of serving the team.

Click on the boxes with icons for more information.



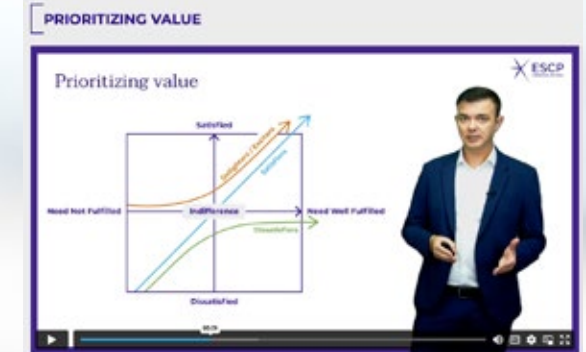
SCRUM TEAM ROLES

Scrum teams are made up of the development team, the product owner, and the Scrum Master. Each of these roles has specific responsibilities that they are responsible for on a Scrum project.

Click on the boxes with icons for more information.



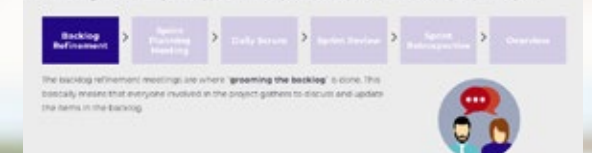
3 VIDEO LESSONS



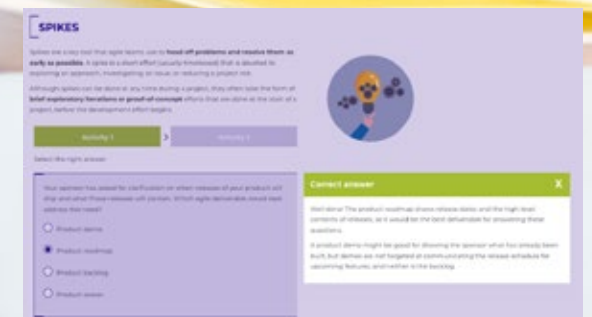
4 ACTIVITIES AND CHALLENGES: PRACTICE TOOLS AND TECHNIQUES

SCRUM ACTIVITIES (EVENTS, CEREMONIES)

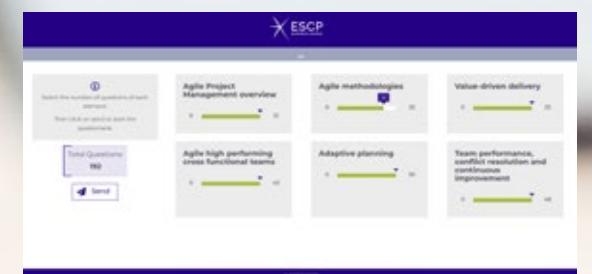
The Scrum methodology defines five "activities," which are actually meetings that are focused on a specific purpose. These include **product backlog refinement**, **sprint planning meetings**, **daily scrums**, **sprint reviews**, and **sprint retrospectives**. The last four of these meetings are the team's planned opportunities for inspection and adaptation. Two of the three pillars in each sprint.



5 QUESTIONNAIRES AND FEEDBACK: TEST YOUR KNOWLEDGE



6 SIMULATOR OF QUESTIONS TO PRACTICE YOUR ACQUIRED KNOWLEDGE



Admission Requirements

Admission criteria*:

- Bachelor / Master degree
- or
- 2 years of professional experience

**The academic director reserves the right to select the participants in the program.*

Documents to attach:

- Copies of diplomas
- Updated Curriculum Vitae

Fees

€780. Price includes:

3 months of unlimited access to our platform as an Authorized Training Partner of PMI

- Access to the latest updates of the international standard of Agile Management
- Access to a simulator of questions to practice your acquired knowledge
- Certificate issued by ESCP Business School

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