

**Kanban Marketing Practitioner**

**Course Number:** AGLM-102
**Duration:** 1 day

**Overview**

Kanban is an ideal framework for Agile marketing teams that support multiple clients. As a Kanban Marketing Practitioner, you would be an invaluable member of your team helping eliminate bottlenecks, make the workflow more efficient, improve collaboration, and deliver marketing campaigns on time.

In this Kanban Marketing Practitioner training course, attendees learn the core skills of Agile marketing and how to use Kanban to excel at continuous improvement and rapid delivery.

**Note:** This Kanban for Marketing training can accommodate up to a maximum of 25 participants.

**Prerequisites**

No prior experience is presumed.

**Materials**

All Kanban Marketing training attendees receive comprehensive courseware covering all topics in the course, including:

* A certificate of completion after attending all sessions and actively participating
* The ability to put "Kanban Marketing Practitioner" on your resume/profile
* Downloadable activities you can try at your office
* Copies of all slides presented
* Q&A session with the instructor immediately following the class
* A one-hour complimentary coaching call with your team to help you get started

**Software Needed on Each Student PC**

For in-person deliveries, attendees do not need computers for this course. We will provide full classroom setup instructions that will include seating in small groups, with supplies such as flipcharts, sticky notes, markers, and pens for the attendees and a projector and Internet connection for the instructor's laptop.

Online deliveries for this interactive training will use an online meeting platform (such as Zoom, WebEx, GoTo, or Teams) to have face-to-face contact online, including use of breakout rooms for group activities.

**Objectives**

* Understand the values, principles, and theory of agile marketing, and how it differs from traditional marketing
* Recognize the core Kanban principles and how to align their team to them
* Pursue actionable ideas for evolutionary change
* Know the core practices of Kanban (there is way more than a Kanban board involved)
* Visualize and improve marketing project workflow
* Limit work in progress to maximize throughput
* Create a prioritized marketing backlog to easily organize work
* Group work using item types to maximize flow
* Measure cycle time (time work takes from start to finish) to improve efficiencies
* Run an entire marketing campaign using Kanban (you will complete a simulation in class)

**Outline**

* What is Agile Marketing?
* Agile Marketing Criticality and Frameworks
* Kanban Principles and Core Practices
* Kanban Acts of Leadership
* Aligning on Goals
* Setting Work in Progress Limits
* Creating a Marketing Backlog
* Work Item Types and Workflow Management
* Measuring Cycle Time
* Creating Explicit Policies
* Continuous Improvement
* Kanban Simulation
* Conclusion