

Agile Marketing Navigator™ Program Guide

If you're ready to put agile marketing into practice in a clear, easy-to-follow method, we'll help you navigate the way.



Our Approach

We accelerate successful adoption & help achieve mastery of marketing agility. Our proven program was built on the only agile framework specific to marketing.

THE AGILE MARKETING NAVIGATOR PROGRAM

Our program gives you a clear & pragmatic way to navigate new ways of working, from accelerating adoption to mastery of marketing agility.



FIRST 90 DAYS

Leaders and teams will begin their agile journey with clarity and confidence through expert training, coaching and consulting.

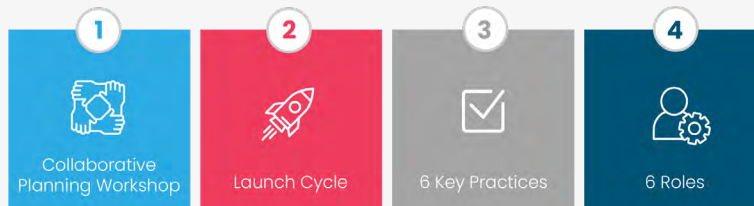
BEYOND 90 DAYS

Beyond initial implementation and pilot success, we'll help you elevate and scale your transformation on the path to mastery.



AGILE MARKETING NAVIGATOR FRAMEWORK

The foundation of our program is built from the the only framework by marketers for marketers, the Agile Marketing Navigator.



PROGRAM OVERVIEW

Agile Marketing Navigator

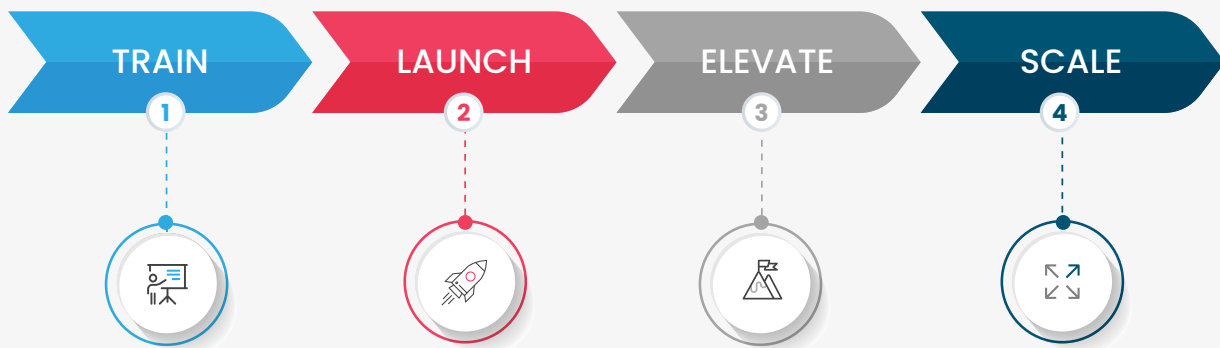
A proven way to navigate agile marketing with confidence and clarity.

ACCELERATOR PROGRAM

First 90 days

MASTERY PROGRAM

90 days and beyond



CONTINUOUS MEASUREMENT OF ADOPTION, PROGRESS AND MATURITY ALONG THE WAY.

1

Train

Training is the critical first step and foundation to aligning leadership and teams. Our expert trainers deliver an engaging and motivating experiential learning experience, shaped for your team dynamics.

2

Launch

Launching a team takes experience and know-how to navigate to success. Our expert coaches are there to help you begin with confidence and focus.

3

Elevate

Elevating agile teams means driving continuous learning and improvement. We are there to coach leaders and teams to heighten performance and outcomes, while having fun!

4

Scale

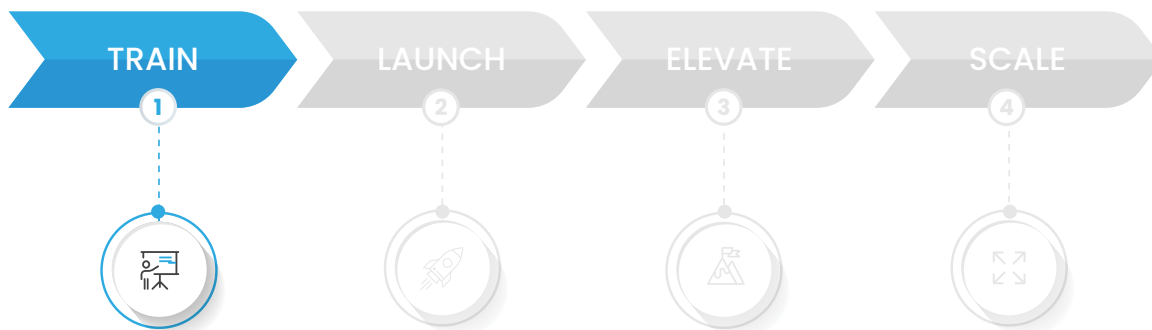
If you're a large marketing organization with several teams, you'll need expert help in transforming the culture, mindset and operations. Our expert transformation guides will help you every step of the way.

ACCELERATOR

Train Your Team



We begin by training your leaders and teams on the fundamentals of agile marketing so everyone has a shared understanding.



LEADING AGILE MARKETING WORKSHOP

Agile marketing isn't just for the team. Leaders need to learn how to work in a new way and embrace agility. During this workshop we'll deep dive into the roles of a Practice Lead and Stakeholder and how they can best support agile teams.

You'll learn:

- The importance of "being agile" in day-to-day work
- Applying agility across teams & roles
- Creating teams that work autonomously
- Effective leadership in agile marketing



AGILE MARKETING NAVIGATOR CERTIFICATION

During this course, your team, leaders and agency partners will experience hands-on learning using the Agile Marketing Navigator as the foundation. This course will give you the agile basics, as well as what you need to do to launch agile marketing at your company.

You'll learn:

- What is Agile Marketing?
- Agile Marketing Navigator Overview
- Conducting a Collaborative Planning Workshop
- The Launch Cycle in Agile Marketing
- Key Practices in Agile Marketing
- Roles in Agile Marketing

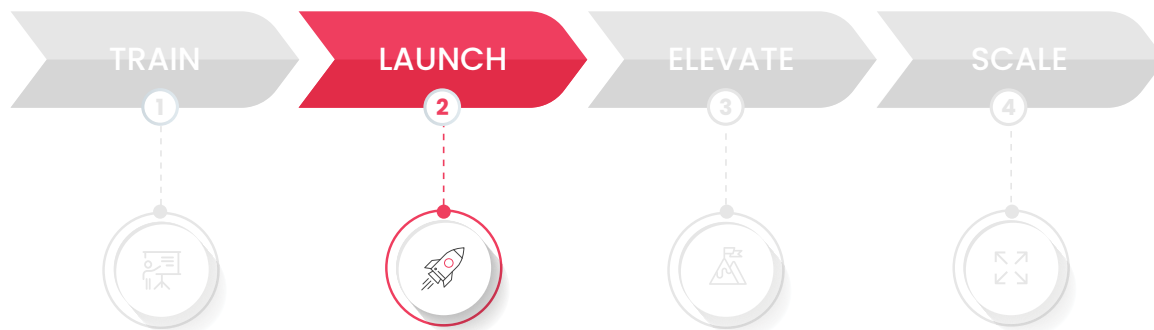
You'll end the workshop by simulating a marketing campaign using the Agile Marketing Navigator framework.

ACCELERATOR

Launch Your Team



The next step is to launch agile marketing at your company.



A PROGRAM THAT'S UNIQUE TO YOU

Every client has its own unique culture and challenges. Through interviews with leaders, we'll look for common themes and pinpoint areas to focus on with your Agile Marketing Navigator program.

SETTING UP TEAMS FOR SUCCESS

We'll consult with you to ensure you're setting up teams that have the right focus & skills to succeed with agile marketing.

MEASURING ADOPTION & PROGRESS WITH AGILITY

We focus on getting real results with agile marketing and measuring your success. We'll establish a baseline for agile adoption and progress and measure team progress at 45 and 90 days to accelerate your path to mastery with marketing agility.



Business Alignment
& Outcomes



Team Satisfaction
& Growth



Customer
Centricity & Value



Team
Performance

ACCELERATOR

Launch Your Team (cont.)



TEAM KICKOFF WORKSHOP

This facilitated workshop ensures the agile team has everything they need to start agile marketing. During this interactive session the team will discuss their fears and excitement about working differently, determine what success looks like for them, analyze team members' skill sets and build a team working agreement.

COLLABORATIVE PLANNING WORKSHOP

The Collaborative Planning Workshop brings alignment to what the team is trying to achieve and empowers marketers to focus on customer value and business outcomes over activity and outputs. During this facilitated session, you'll align business goals to a team Guidepoint, collaboratively brainstorm new work and determine what work is minimally viable, building up the team's backlog. Following the workshop, everyone will have a Blueprint aligning strategy and the team's work to deliver meaningful results.

TEAM COACHING

With our expert agile marketing team coach, they'll guide your teams through their first 90 days to ensure they know exactly how to succeed with new ways of working. Your dedicated coach will work with the team, leaders and stakeholders to:

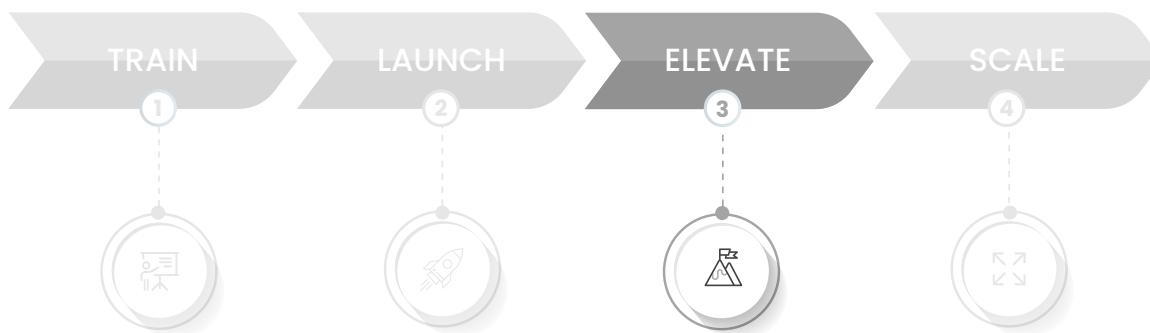
- Understand new roles with agile marketing.
- Establish a Guidepoint to align team objectives and outcomes.
- Build a prioritized backlog of work.
- Learn the meetings & practices in agile marketing.
- Connect mindset & values with practices.

MASTERY

Elevate Your Team



After the first 90 days, we Elevate your agile marketing practice by closing gaps, evolving team dynamics and improving performance and maturity of teams.



BUILDING HIGH-PERFORMING TEAMS

Our goal isn't just to practice agile marketing—it's to build high-performing teams. We'll give your teams the specific steps they need to grow to the next level with our customized Maturity Model.

CONTINUED CONSULTING, COACHING

We'll continue to be your dedicated partners as you mature in your practice and will provide consulting services and coaching that meets you where you are and stretches you to grow.

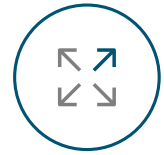
TARGETED AGILE MARKETING WORKSHOPS

We have several workshops around Agile Practices that will help get your teams to the next level. These stand-alone workshops will be facilitated by your team coach and include:

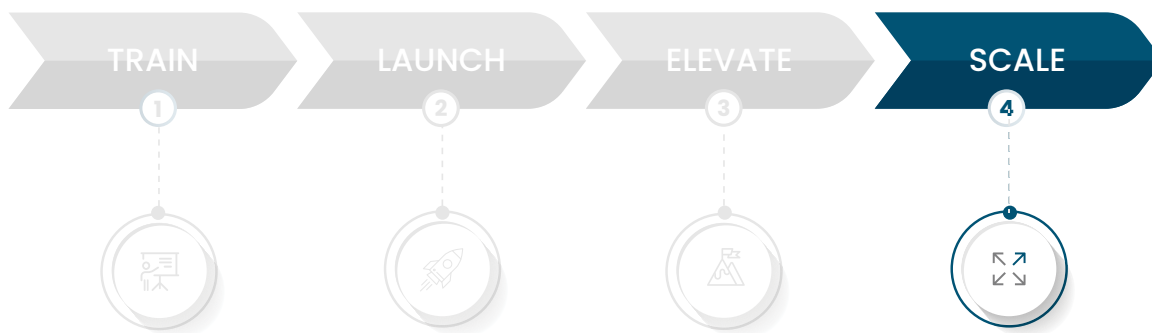
- Revitalizing Team Practices and Ceremonies.
- Advancing Capabilities to Estimate and Prioritize Work
- Enhancing Customer-Centric Value and Relevance
- Getting More Done By Accelerating Workflow
- Improving Team's Productivity, Velocity and Speed-to-Market
- Elevating Collaboration and Skill Sets
- Advancing Testing and Experimentation
- Driving New Levels of Data-Driven Decision Making

MASTERY

Scale Agile Marketing



When you're ready to bring Agile Marketing to multiple teams, we'll help you scale your practice through consulting, coaching and development of tailored resources to enable broader transformation across marketing.



ROLLOUT PLANNING

We'll guide you through the plan, timing and considerations for rolling out new teams.

CHANGE MANAGEMENT CONSULTING

We'll help you effectively nurture and navigate a changing culture.

SETTING A COMMUNICATION STRATEGY

We'll help you with strategic communications, key messages, timing and cadence.

ESTABLISH COMMUNITIES OF PRACTICE

We'll help you establish Communities of Practice that leaders can form to ensure excellence in their craft and growth opportunities for their staff.

LAUNCH AN AGILE WAYS OF WORKING TEAM

We'll help you set up a transformation team, empowered to drive change and help empower people at all levels.

PROVIDE TRANSFORMATION SUCCESS METRICS

We'll help establish meaningful metrics to measure your transformation success.

CREATE A PLAYBOOK

We'll work with you to develop a customized Agile Marketing Playbook specific to your company.

ABOUT

NavigateAgile Leadership

Michael and Stacey led an industry-driven effort to make it easier and more widely accepted to apply agile in marketing, which led to the Agile Marketing Navigator framework. With the success of the framework and the potential they saw to transform marketing, they merged their businesses to create NavigateAgile.



Michael Seaton
Partner

Michael develops smarter marketers for today's world of modern marketing through business agility. He has led marketing and agile transformation with brands including MetLife, CITIGroup, CHUBB, Oppenheimer Global Funds, Scotiabank, OLG and McCormick Foods.



Stacey Ackerman
Partner

Stacey is a well-known thought leader in the agile software and agile marketing communities. For a decade, she has successfully transformed traditionally-run companies into cultures and teams that embrace agility.

Who we work with



Client Success



We now have a clear method for prioritization that tightly aligns with stakeholder goals.

CMO,
Health Care Services



Campaign delivery into market has been reduced from approximately two months to two weeks.

VP,
Financial Services



We've realized significant efficiencies to do a lot more with less. What used to involve dozens of people now happens within smaller and more focused teams that help open additional capacity across the department.

CMO,
Insurance

NavigateAgile

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