

# ⚡ Bright

## The next strategic capability to increase your competitive advantage

**Develop new capabilities and increase your team's ability to respond to change and create marketing that delivers value to your customers and your business with accredited agile marketing training.**

### Equip your teams for the future of work

The Agility in Marketing certification is an industry-recognised credential made by marketers, for marketers to upskill teams and help them implement and activate agile marketing within their own organisations autonomously and deliver more responsive, customer-centric business outcomes.

Bright's agile marketing training programme helps marketing teams to master the fundamentals of agile marketing and enables them to put agile into action.

Our agile marketing practitioners empower teams to learn by doing, from principles to practice, providing hands-on experience of applying agile marketing principles to real work in real-time.

### Learning outcomes

- Improve collaboration between marketing teams and functions
- Align individuals and teams with your business OKRs
- Improve prioritisation and execution through adoption of agile methods and frameworks (SCRUM, Kanban etc)
- Increase innovation and experimentation to improve effectiveness of activity
- Apply different techniques to support your teams being more customer and audience centric
- Develop a pilot project to test and embed new ways of working within your business

“A great opportunity to work across silos with different team members, share ideas, lessons learnt and get to create the ideas we need to take back to our business. Also, amazing practical tools and assets we get to take back to our teams!”

**Victoria Hardiment**  
Marketing Director, Informa Markets



## How it works

The team at Bright conduct a pre-programme workshop to understand current ways of working, identify barriers to agile marketing adoption, and opportunities for improving ways of working.

Each programme is then tailored to the findings to match the business's maturity, team capability and industry environment.

Accompanying the programme is tailored training materials to support ongoing best practice in agile marketing for your organisation.

The core training is covered across 5 modules:

- Introduction to agile marketing: Understanding the principles and theory of agile marketing
- Agile marketing in action: The practical application of agile marketing
- Customer-focused approach: Driving customer centricity through agile
- Marketing experimentation: Driving continual improvement to your activity
- Embedding agile marketing in your teams

## Benefits



Practical, interactive training to understand the theory and apply in practice



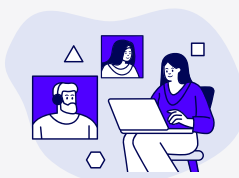
Access to experienced agile marketing practitioners to support your journey



Tools, frameworks and assets that your teams can apply immediately



New capabilities and qualifications for your team



Peer to peer learning and cross team collaboration



Rapid start to your agile marketing activation

## About ICAgile



ICAgile provides world-class learning programs to help organisations design learning experiences that cultivate an agile mindset.

ICAgile verifies the quality of every member organization's course design and delivery through Course Accreditation and Instructor Authorization.

## About Bright

Bright is a world-leading B2B agile marketing consultancy providing transformation training for tech and professional services firms.

Our team of expert B2B agile marketing practitioners inspire businesses to think and act differently; embrace curiosity and use data insights to continually test, learn and improve, with the customer at the heart of marketing activity.

For more information please visit our website.