

Hi

I've been thinking about how to make our marketing more effective, and I believe Agile marketing is the key. Agile is very powerful, but we need some guidance to make it work. With formal training, we could improve workflows and see dramatic improvements. Compared to traditional marketing, Agile frameworks make marketers faster, more productive, less stressed, and more focused on quality.

As I'm sure you know, effective leadership and support during a time of process change is a crucial factor that defines whether teams are successful with Agile practices or not.

I recently found that [AgileSherpas](#), the leader in the marketing agility movement, offers a comprehensive online training program on the subject. With this format, I can make headway on this crucial topic without

Credentials

- They were the 1st organization accredited to deliver an internationally recognized Certified Professional in Agile Marketing designation (ICP-MKG) via the International Consortium for Agile (ICAgile)
- They've trained over 5,000 marketers from SMBs to Fortune 500, including HSBC, Dell, Genentech, Prudential, Barilla, Rogers, and more
- All their instructors are certified ICAgile instructors who have gone through a rigorous review process
- Their partners and trainers speak at marketing and Agile events all over the world, including Content Marketing World, MarketingProfs B2B Forum, Scrum Gatherings, SXSW, and MarTech.

Curriculum

You can see [the training program's outline here](#), and download the complete set of learning objectives set up by [ICAgile on their site here](#).

The course takes place during eight 90-minute classes spread out over eight weeks. Each one is led by a live instructor. Classes are offered on a rolling basis based on instructor availability.

Cost

\$1,675 per attendee.

Our current marketing productivity could use the help that a course like this offers. Not only will it help us get more done in less time, but this training can also help us better engage customers and drive better marketing ROI.

Please let me know what you think; I'd love to attend.

Thank you,