



*Reacteev*

# **BUSINESS AGILITY WITH ARIE VAN BENNEKUM**

Training Program

# A Masterclass by Arie Van Bennekum

Agility has made its mark worldwide with its goal of delivering business value. However, achieving true business agility remains a complex challenge for many organizations. Integrating Agile at all levels to create a genuinely agile operation is a struggle for many.

Beyond frameworks and operational models, this unique and agnostic Masterclass, led by Arie van Bennekum, Agile Thought Leader, Strategist, and international speaker, delves into the underlying layer of business agility.

In an intensive one-day session, you will gain a deep understanding of business agility and learn how to introduce the most suitable frameworks and models. You will discover how to align strategic value with actual deliveries, manage an agile portfolio, innovate, and establish a robust agile structure.

This unique experience will enable you to master business agility and propel your organization to new heights. Join us to transform your approach and sustainably integrate agility into your business.

## **Duration**

1 day (9 hours)

## **Location**

5 rue du Mail, 75002, Paris

## **Date**

Thursday, November 21, 2024

## **Language**

English – Training and materials

## Price

- **Early Bird (VAT included)** : From September 9 to October 9 2024  
From 1 person to 2 people: 650€/participant
- **Standard (VAT included)** : From October 9 to November 21 2024  
From 1 person to 2 people: 750€/participant

For groups of 2 or more, we offer attractive group rates. Don't hesitate to contact Reacteev at [formation@reacteev.com](mailto:formation@reacteev.com) for more details.

## Learners' profiles

The Masterclass is designed for :

- Business Leaders
- All senior executives (C-level)
- Scrum Masters
- Product Owners
- Delivery Managers
- Heads of Centers of Excellence (CoE)

## Prerequisites

The masterclass is aimed at professionals in management, leadership, project management, or transformation roles who want to take their expertise to the next level and learn about Business Agility. We'll cover the basics of agility, but it's important to already be familiar with this area to move forward effectively.

## Accessibility

We are committed to promoting the inclusion of people with disabilities. If you are in such a situation, we are here to help ensure your training experience is adapted. Please consult us in advance so we can arrange an accessible venue or adapt the content and training materials to your needs. Feel free to contact us at: [formation@reacteev.com](mailto:formation@reacteev.com).

## Enrollment and Access

Access to our training can be initiated by:

- The employer
- The employee, with the employer's agreement
- Independently by the employee
- Freelancers

Enrollments are done online at [reacteev.com](https://reacteev.com), where you will fill out a registration form. We will send you a training contract or agreement. For individuals, enrollments are confirmed on a first-come, first-served basis upon receipt of the signed contract and deposit payment. For companies, enrollments are confirmed upon receipt of the signed agreement. Registrations remain open until seven days before the training begins, subject to availability. If the course is full, we will offer you a place on the waiting list.

A minimum number of participants is required to conduct the training. In the rare event that we do not have enough participants, we will refund the tickets.

## Learning Objectives

By the end of this Masterclass, participants will be able to:

- Cultivate an Agile mindset and understand business agility in a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) environment. Integrate core values, principles, and concepts to empower teams and promote continuous learning to maximize customer value.
- Apply Agile concepts to define roles, responsibilities, and deliver value. Align teams around a clear and inspiring vision while establishing Agile Foundations to optimize collaboration.
- Establish solid Agile Foundations and integrate innovation to strengthen strategic agility. Adopt Lean systems thinking and design thinking to adapt to change, accelerate learning, and continuously reinvent business practices.
- Analyze the impact of leadership, marketing, and communication on business agility. Manage complexity, identify and address blind spots, and implement

effective frameworks to foster high-performing teams and build resilient, adaptive organizations.

# Training Content

The one-day program consists of four modules:

- Exploring the "Why" of Agile and the Essence of Rituals and Collaboration
- Defining Roles and Responsibilities within Different Organizational Entities
- Discussing the Importance of Portfolio Management, Innovation, and the Link between Strategic Value and Deliveries
- Implementing Business Agility: Roles, People, Leadership, Connections, and Integrating the Agile Ecosystem with Partners

## Teaching Methods and Techniques

During the day assessment of the learning is done by group work, plenary presentation, group discussion and an optional exam.

# Training Provider

## Teaching Methods and Techniques

Trainer : Arie Van Bennekum

Arie is a pragmatist who integrates structure, discipline, and common sense. From his early days in healthcare and the military to becoming one of the authors of the Agile Manifesto, Arie has grown into an expert in agile transformations and business agility. He works as a thought leader and transformation lead, helping organizations and their leadership teams overcome challenges in agile environments and achieve necessary business value. Globally active as a public speaker at conferences, Arie delivers masterclasses, leadership programs, and leads international transformations with an international team. He has also taught Agile, project management, business value, and

agile transformations at the Universities of Rotterdam, Amsterdam, and Utrecht. Arie works for EarlyFriday as an Agile thought leader and partner.

## **Training Program**

### **Part 1: The WHY of Agile and the Essence of Rituals and Collaboration**

**08:30 - 10:30**

- Opening, introduction, and goal setting
- Background on the Agile manifesto and the Agile umbrella
- Value delivery in Agile
- Project setup and Foundations
- Estimations, priorities, and Agile constraints

**Break (10:30 - 11:00)**

### **Part 2: Roles & Responsibilities Across Business Entities**

**11:00 - 13:00**

- Overview of roles and responsibilities using the Snowman model
- The value of rituals and their facilitation
- Agile applications beyond IT
- Collaboration agreements and finalizing Foundations

**Lunch Time (13:00 - 14:00)**

### **Part 3: The Importance of Portfolio Management**

**14:00 - 15:30**

- The role of leadership in portfolio management
- Connecting strategy to delivery

- Innovation and Agile in group and individual development

### **Break (15:30 - 16:00)**

## **Part 4: Implementing Business Agility**

### **16:00 - 17:30**

- Setting up for business agility: roles, leadership, and connections
- Integrating the Agile ecosystem with partners
- Team success factors and visual management
- Wrap-up and optional exam

## **Training Ressources and Equipment**

- Physical reception of trainees at Reacteev's Paris premises
- Whiteboards, post-its, markers
- Theoretical presentations
- Case studies
- Projection of training materials

## **Follow-up system for evaluating training results**

Arie will assess the achievement of learning objectives throughout the day using a pedagogical tracking sheet and practical tests. At the end of the masterclass, a certificate of attendance will be provided. Additionally, an optional online test can be taken afterward to evaluate and certify the basic concepts covered during the day.