

Agile For Creative & Digital Teams Training Course

Successfully deliver digital projects using Agile methodologies

Course Dates

Please note: This course is currently only available [in-house](#)

As digital projects become more complex, user-centric and multi-faceted, managing them successfully has become increasingly challenging.

And it's for this very reason that digital teams are choosing to run projects using Agile principles and methodologies, in order to increase success. In fact, the Standish Group reported that Agile trained teams increased project success by 23%.

This one-day immersive Agile training course will teach attendees Agile principles, ceremonies and techniques, that will help them successfully manage and deliver projects within Agile environments, resulting in better managed projects, more effective internal processes, reduced risk, and ultimately happier end-users.

Course Programme

Introducing Agile Principles

- Differences between Agile and other digital development approaches
- A review of the Agile manifesto
- Key Agile principles and terminology
- Exercise: delivering incrementally
- The various flavours of Agile: from Scrum to Kanban and more

Agile On Digital Projects

- Components of a typical web project – information architecture, design, user research and coding
- Collaboration and feedback as key elements of delivery
- User-centricity and working with user stories
- Iterative development with sitemaps and wireframes
- Testing – when and how
- What does “done” mean?
- Using the different team skillsets when running Agile projects
- Common challenges faced when applying Agile to digital projects
- Advantages of an Agile approach to digital projects
- When to use Agile (and when not to)

Running Agile Projects With Scrum

- The Scrum lifecycle
- Roles – Product Owner vs ScrumMaster

- Developing User stories
- Ceremonies – standups, sprints, retrospectives, showcases
- Estimation – T-shirt sizing and story points
- Artefacts – User stories, product backlog, sprint backlog,
- Tracking progress – planning board and burn-down charts
- Hands on running a sprint

Governance of Agile Projects

- The PM is dead – long live the PM
- What management wants (and needs) to know
- Project Manager vs ScrumMaster vs Product Owner: ownership and governance
- Managing and communicating scope, plan, progress, costs, risks

Benefits

Following this Agile training course, you will be able to:

- ✓ Identify when an Agile approach to digital projects is beneficial
- ✓ Understand the key terminology, principles and ceremonies within Agile environments
- ✓ Understand how to successfully deliver projects from start to finish using an Agile framework
- ✓ Weigh up the differences between popular Agile methodologies including Scrum, Kanban and others
- ✓ Learn how to get the right balance of stakeholder involvement
- ✓ Improve collaboration across the disciplines within the project team
- ✓ Use Agile tools to plan, forecast and manage projects

All attendees receive an attendance certificate, a digital copy of course material and four weeks post course support online.

Audience

Emarketeers' Agile project management course is suitable for project managers, producers, designers, UX professionals, developers, or anyone working in creative or digital teams, who want a better grasp of the framework, principles and practices of Agile.

What people say

This is a great introduction to Agile for time poor, requirement heavy business analysts! A day well worth spending – will save you weeks in the long run!!

Penny Bishop, Digital Business Analyst
Barclays



Enjoyable and interactive. The trainer was very knowledgeable and used very good examples to demonstrate subjects and to answer questions.

Bola Adeoluwa, Business Analyst
Barclays



The course provided an excellent introduction to Agile; now the whole team can see the benefits and we are all excited about starting to implement what we have learned!

Venetia Casely, Senior Product Manager
RealNetworks



This is a great course for those seeking a solid overview of Agile and how it can impact your web projects. I would definitely recommend to colleagues.

Claire Ball, Online Networking Officer
IOSH



Great intro into Agile thinking and methodology from an established and experienced course leader!

Ed Howe, Production Director
JJ Marketing



Great course, well worth taking training for a complex subject like Agile project management.

Renate Chaplin, Digital Media Officer
Guide Dogs



This was a fantastic primer for applying Agile principles to my situation. I'm actually able to improve efficiency in my workplace right away!

Greg Franklin, Technical Services Manager
Pixl8 Interactive



The course gave me a great introduction to how I might deploy Agile Web Project Management within our organisation. The presenter was knowledgeable and helpful so we were able to gain a good insight into any practical issues and opportunities.

Andrew Maisey, Head of Professional Services
Unified Solutions



Interesting insight into Agile Project Management. A great course that gave me a real insight into a less traditional project management style. To fit it all into one day was a big ask, but training felt relaxed and pace was right due to trainers competence. Thoroughly enjoyed the day.

Michael Frost, Web Manager
City of London Police





Perfectly pitched (SCRUM-centric) seminar on Agile techniques.

Sol Baish, Project Manager