Agile 2023
ORLANDO
JULY 24-28

PRESENTED BY Agile Alliance
JOIN US TODAY!

#AGILE2023
Putting Agile Marketing to the Test

Elisia Choi
Share The Story of Your Shoes

How did you decide to purchase these shoes?

What do you like about them?

What three words would you use to describe these shoes?
4 Ps of Marketing
SURVIVE

CHANGE

THRIVE THROUGH

CHANGE
How our hand sanitiser business adapted to meet global demand

Published: 12 June 2020

From two factories in January to 61 in May: scaling up production through the pandemic.
Business agility is a set of organizational capabilities, behaviors, and ways of working that affords your business the freedom, flexibility, and resilience to achieve its purpose. *No matter what the future brings.*
Agility in Leadership

Expert in Agility in Leadership

Agile Team Coaching

ICP-ATF
Agile Team Facilitation

ICP-ACC
Agile Coaching

ICE-AC
Expert in Agile Coaching

Product Management

ICP-APO
Agile Product Ownership

ICP-PDM
Product Management

Agile HR

ICP-AHR
Agility in HR

ICP-ORG
Adaptive Org Design

Agile Marketing

ICP-MKG
Agility in Marketing

Agile in Leadership

ICP-LEA
Leading with Agility

ICP-PDV
People Development

ICE-AL
Expert in Agility in Leadership
BUSINESS AGILITY

LEADING CHANGE

ORGANIZATIONAL ENABLEMENT

VALUE DELIVERY
4 Ps of Agile Marketing
4 Ps of Agile Marketing
Marketing to SERVE
Ampy Aswin
Vice President of Supply Chain for Skin Cleansing and Skin Care

“We had a very clear purpose…That galvanized everyone into action.”
Can girls like Priyanka count on you?

*You can help young girls like Priyanka.* Your donation not only funds the immediate needs of young victims—such as food, shelter, and medical support—but also funds programs that invest in their future. Priyanka was supported with education, life skills, trauma-informed counseling, and hope.
4 Ps of Agile Marketing
LETS DO THIS!
\[4000 + 10 = 4100\]
# Find A Class

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<thead>
<tr>
<th>Class</th>
<th>Schedule</th>
<th>Location</th>
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<tbody>
<tr>
<td>Agility in Marketing</td>
<td>All Start Times</td>
<td>All Regions</td>
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<tr>
<td>In-Person &amp; Remote</td>
<td>All Countries</td>
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<td>(JUTC-07:50) Los Angeles, San Diego, S.</td>
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<th>Date &amp; Time</th>
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<th>Class</th>
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4 Ps of Agile Marketing
ARTICLE

Agile Team Coaching vs. Enterprise Agile Coaching: A Practical Guide

JULY 29, 2022 | ICAGILE TEAM
4 Ps of Marketing

PRODUCT
PRICE
PLACE
PROMOTION

4 Ps of Agile Marketing

PEOPLE
PURPOSE
PILOT
PIVOT
Create and Reinforce a Culture of Learning
Lead with Humility
Understand Uncertainty
Join Agile Alliance today!

Become an Agile Alliance member and help support our non-profit mission, while gaining access to valuable benefits like online events, in-person conference discounts, and event session videos.