



Agile ORLANDO 2023

JULY 24-28

PRESENTED BY



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#AGILE2023

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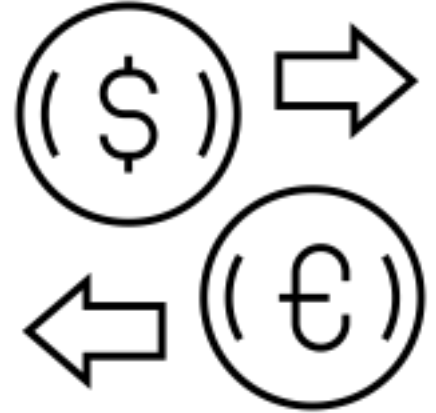
Putting Agile Marketing to the Test

Elisia Choi

UCDAVIS
UNIVERSITY OF CALIFORNIA

UCSB







IC Agile®





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?

They pay me to think about the Fours

10:00

0:00 / 0:35



amc

4 Ps of Marketing





THRISERWROUGH 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.





Agile Team Coaching



Agile Team
Facilitation



Agile
Coaching



Expert in Agile
Coaching

Product Management



Agile Product
Ownership



Product
Management

Agile HR



Agility in HR



Adaptive Org
Design

Agile Marketing



Agility in
Marketing

Agility in Leadership



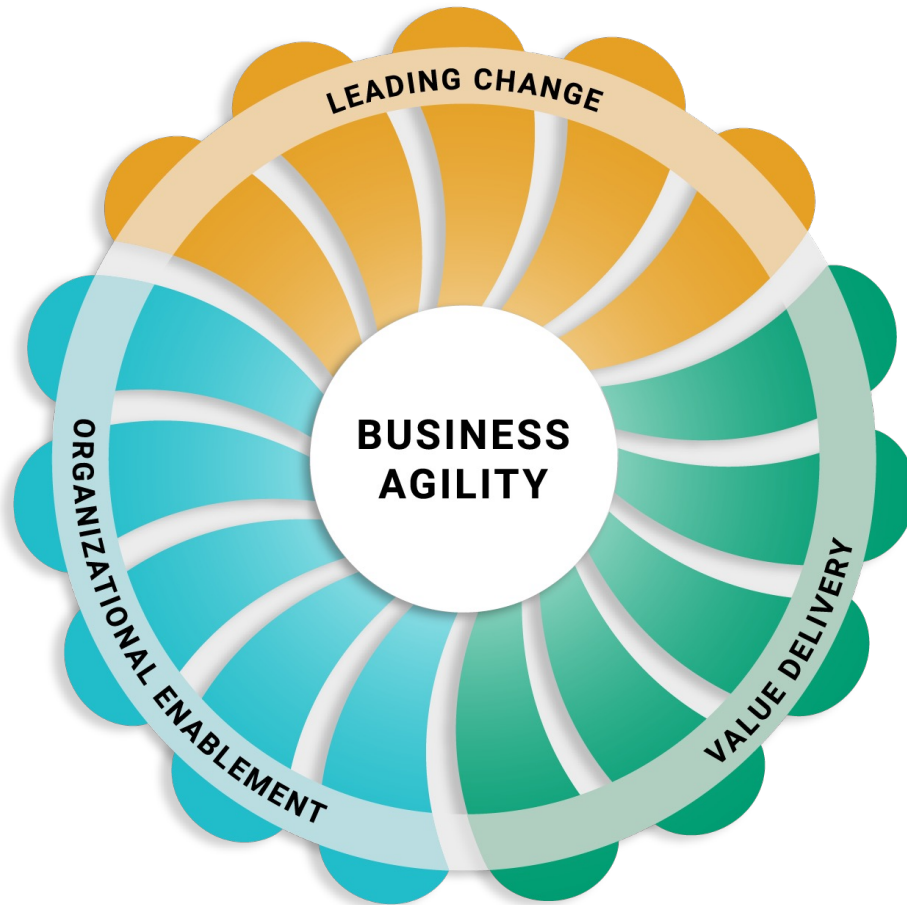
Leading with
Agility



People
Development



Expert in
Agility in
Leadership



4 Ps of Agile Marketing





4 Ps of Agile Marketing











Marketing to ~~SELL~~ 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.”

EXIT



The image features the Credly logo, which consists of a solid orange circle with the word "Credly" written in a white, cursive script font in the center. The background is white with dark blue decorative borders at the top and bottom.

Credly

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





LET'S DO THIS!

3

7

2

6

9

7

5

3

$$\begin{array}{r} 4090 \\ + 10 \\ \hline \end{array}$$

$$4100$$





IC Agile International Consortium for Agile

Certifications ▾ For Organizations ▾ Resources ▾ About ▾ [Find A Class](#) [Sign In](#)

Find A Class

Class: Agilty in Marketing × Schedule: (UTC-07:00) Los Angeles, San Diego, S... Location: All Regions

Delivery Method: In Person & Remote × All Start Times All Countries

[Search](#)

Guaranteed To Run	Date & Time	Certification	Class	Delivery Method	Location	Training Provider
	October 21, 2022 06:00 PM (PDT)	ICP-MKG	Agilty in Marketing (ICP-MKG)	Remote	China	Agilizing Limited
	October 27, 2022 07:00 AM (PDT)	ICP-MKG	Agile Marketing Certificate (ICP-MKG) - en ESPAÑOL	Remote	Spain	SeedingEnergy S.L.
	November 02, 2022 12:30 AM (PDT)	ICP-MKG	ICP-MKG Agile Marketing	Remote	Switzerland	Agile Marketing Italia
	November 04, 2022 06:00 PM (PDT)	ICP-MKG	Agilty in Marketing (ICP-MKG)	Remote	China	Agilizing Limited
	November 08, 2022	ICP-MKG	Agile Marketing	Remote	Spain	SeedingEnergy



4 Ps of Agile Marketing

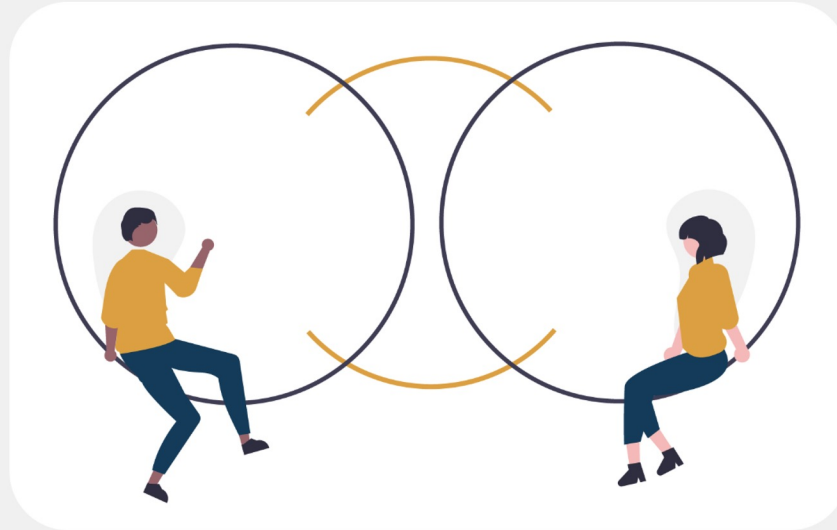




ARTICLE

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

JULY 29, 2022 | ICAGILE TEAM





*"it's [redacted]
[redacted] good"*



KFC

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







Agile ORLANDO 2023

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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.



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