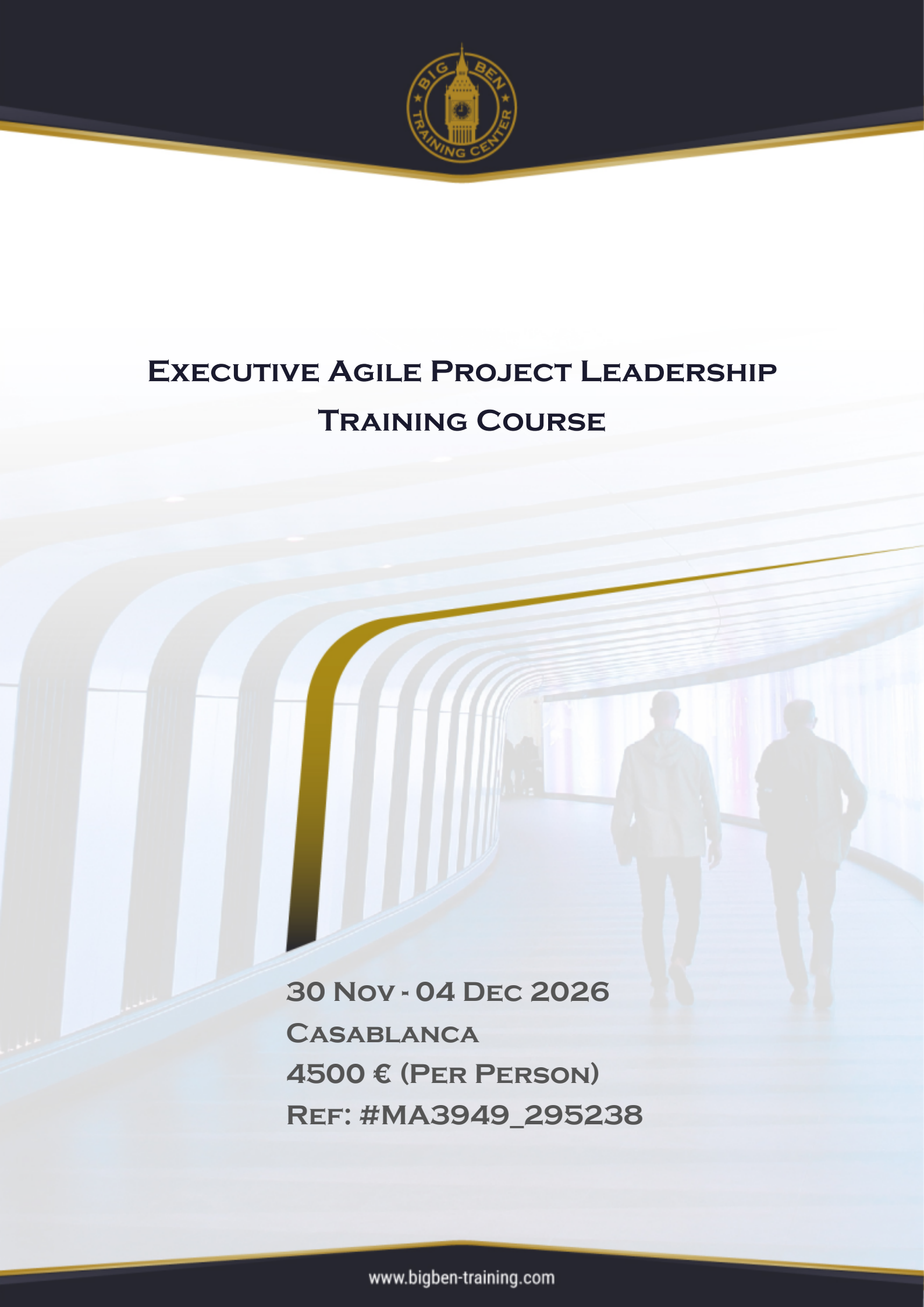
Executive Agile Project Leadership Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MA3949_295238

Course Introduction / Overview:

In today's volatile, uncertain, complex, and ambiguous (VUCA) business environment, traditional project management approaches are no longer sufficient for maintaining a competitive edge. The Executive Agile Project Leadership Training Course is meticulously designed for senior leaders who are pivotal in driving organizational change and success. This course transcends basic Agile mechanics, focusing instead on the strategic imperative of business agility and the executive's role in fostering a resilient, adaptive enterprise. We delve into the core principles articulated by Agile pioneers like Jim Highsmith in his influential work, "Agile Project Management: Creating Innovative Products," shifting the focus from rigid plans to value delivery and customer collaboration. Participants will explore how to champion an Agile mindset from the top down, creating a culture that embraces iterative progress and continuous improvement. BIG BEN Training Center provides a unique forum for executives to learn how to align Agile initiatives with overarching business objectives, ensuring that transformation efforts yield tangible returns on investment and sustainable growth. This program equips leaders with the strategic foresight to not just manage Agile projects, but to lead an Agile organization.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Chief Information Officers (CIOs) and Chief Technology Officers (CTOs).
- Vice Presidents and Directors.
- Heads of Departments and Business Unit Leaders.
- Senior Program and Portfolio Managers.
- Project Management Office (PMO) Directors.
- Senior Executives overseeing organizational transformation.
- Business and Product Owners in leadership roles.

Target Sectors and Industries:

- Information Technology and Software Development.
- Banking, Financial Services, and Insurance.
- Healthcare and Pharmaceuticals.
- Telecommunications and Media.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Project Management Office (PMO).
- Information Technology (IT) and Software Engineering.
- Product Development and Management.
- Strategy and Corporate Planning.
- Operations and Business Process Management.
- Human Resources and Organizational Development.
- Marketing and Sales.

Course Offerings:

By the end of this course, the participants will have able to:

- Cultivate a strategic Agile mindset to lead organizational change effectively.
- Champion a culture of business agility and continuous improvement across the enterprise.
- Align Agile portfolio management with strategic business goals and objectives.
- Evaluate and select appropriate scaling Agile frameworks for the organization.
- Implement Lean-Agile budgeting and governance models for enhanced financial flexibility.
- Measure the success and return on investment of Agile transformation initiatives.
- Master techniques for effective stakeholder engagement in an Agile environment.
- Lead and mentor teams by embodying the principles of servant leadership.
- Develop strategies for overcoming resistance to Agile adoption at all levels.
- Foster a sustainable, learning organization capable of adapting to future market shifts.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and directly applicable to the challenges faced by senior executives. We move beyond traditional lectures to create a dynamic learning environment centered on strategic dialogue and peer-to-peer collaboration. The course heavily utilizes executive-level case studies, allowing participants to analyze real-world Agile transformations, dissect their successes and failures, and apply these lessons to their own organizational context. Facilitated roundtable discussions and strategic simulation exercises form the core of the program, encouraging participants to debate complex topics like Agile governance, portfolio management, and cultural change. Our expert instructors act as facilitators, guiding discovery and providing personalized feedback. Emphasis is placed on developing practical, actionable plans that leaders can implement immediately upon returning to their organizations. This experiential approach ensures that learning is not just theoretical but is deeply embedded, fostering the strategic acumen required to lead a successful enterprise-wide Agile adoption.

Course Agenda (Course Units):

Unit One: The Strategic Imperative for Agile Leadership

- The executive's role in the age of digital disruption.
- Contrasting traditional management with the Lean-Agile mindset.
- Understanding business agility as a competitive advantage.
- The core values and principles of the Agile Manifesto from a leadership perspective.
- Identifying and communicating the "why" behind Agile transformation.
- Case studies of market leaders thriving through agility.
- Aligning Agile initiatives with corporate strategy and vision.

Unit Two: Cultivating an Agile Culture and Mindset

- Leading organizational change from the top down.
- The principles of servant leadership for empowering teams.
- Fostering psychological safety to encourage innovation and risk-taking.
- Breaking down organizational silos to improve collaboration.
- Strategies for overcoming systemic resistance to change.
- Developing a culture of continuous learning and improvement.
- The role of Human Resources in supporting an Agile transformation.

Unit Three: Enterprise Agile Frameworks and Governance

- An executive overview of scaling frameworks (SAFe, LeSS, etc.).
- Principles of Lean Portfolio Management (LPM).
- Shifting from project-based funding to Lean-Agile budgeting.
- Establishing Agile governance without stifling team autonomy.
- Managing risk and compliance in an adaptive environment.
- Techniques for effective value stream identification and mapping.
- Integrating Agile practices with existing corporate governance structures.

Unit Four: Measuring What Matters: Value-Driven Metrics

- Moving beyond traditional metrics like scope, time, and cost.
- Key performance indicators (KPIs) for business agility.
- Utilizing flow metrics (cycle time, lead time, throughput) for strategic insights.
- Measuring customer satisfaction and business outcomes.
- Calculating the return on investment (ROI) of Agile initiatives.
- Creating dashboards and reporting mechanisms for executive stakeholders.
- Using data to drive strategic decisions and continuous improvement.

Unit Five: Sustaining Agility and Leading into the Future

- Building a resilient and sustainable Agile organization.
- The role of the Agile Center of Excellence (ACoE).
- Techniques for continuous strategic and operational improvement.
- Executive coaching and mentoring for Agile leaders.
- Exploring the future of work and emerging Agile trends.
- Integrating DevOps culture and principles at a strategic level.
- Developing a personal action plan for leading the Agile journey.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an organization balance the need for Agile autonomy in teams with the executive requirement for strategic alignment and predictable forecasting?

What unique qualities does this course offer compared to other courses?

This course is fundamentally different from standard Agile certifications, which often focus on the tactical execution of methodologies like Scrum for team members. Our program is exclusively crafted for the strategic perspective of senior executives. We dispense with granular, team-level mechanics and concentrate on the critical leadership competencies required to steer an entire organization towards business agility. The curriculum emphasizes strategic alignment, cultural transformation, and value-driven metrics, addressing the specific challenges leaders face when sponsoring and governing an enterprise-wide Agile shift. Rather than just teaching what Agile is, we explore how to lead with an Agile mindset. The pedagogical approach leverages peer-to-peer executive roundtables and high-level strategic simulations over basic exercises. This creates a unique forum for leaders to grapple with complex issues like Lean-Agile budgeting, portfolio management, and measuring the true business impact of their transformation efforts. The focus is on building strategic acumen and providing actionable frameworks for leading change, not just managing projects.