

Course Information Guide

C-Suite Agile
Leader

Course and
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ambidextrous



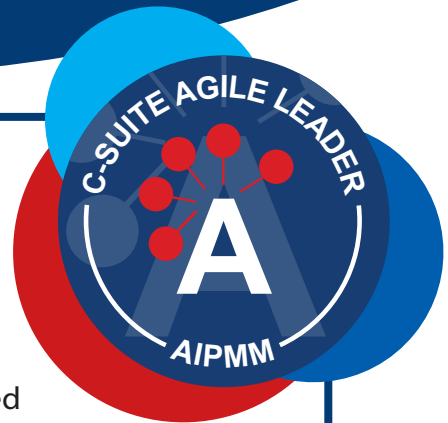
About AIPMM

Founded in 1998, the Association of International Product Marketing and Management (AIPMM) is the leading global organization dedicated to advancing product and brand management. We provide comprehensive training, industry-recognized certifications, and professional networking to empower individuals and organizations worldwide.

Our mission is to set the gold standard for product management excellence across industries. As the creators of the Product Marketing and Management Body of Knowledge® (ProdBOK®), we ensure professionals have the expertise needed to drive innovation and success.

AIPMM serves as a unifying global body, supporting product managers, brand managers, product marketing professionals, and business leaders throughout the entire product life cycle. Our certifications, including the C-Suite Agile Leader Certification, establish universal best practices, equipping professionals with proven structures and methodologies to build and sustain effective teams.

As the worldwide certifying authority, AIPMM remains committed to shaping the future of product and brand management through thought leadership, research, and cutting-edge education.



aipmm.com • support@aipmm.com

Ambidextrous is...



Allisyn James

An independent consultant and practitioner with over 25 years' commercial experience, Allisyn is an experienced C-suite commercial director, specialising in agile leadership.

She brings a wealth of industry experience having held senior commercial positions in both client and agency side across multiple categories and in multiple geographies, e.g. Safeway, GSK, Cadbury

Schweppes, Accenture, Gate One, working in both private and public sector, B2B and B2C

Allisyn has completed agile leadership projects as a consultant with companies such as EY, Standard Chartered Bank, GSK, Gilead Sciences, Thai Union & Tesco as well as running open courses with many government bodies in Europe, the Middle East, Africa and Asia Pacific.

An accredited Agile leadership coach, scrum master and Belbin collaboration coach, a certified innovation leader and holding an MBA, Allisyn believes that in today's business environment understanding the principles of agility, personal style preference, having high EQ, sharpened critical thinking skills, and soaring with your strengths sets everyone up for success.



Tobias Mayer

Discovering Extreme Programming (XP) in 1998 set Tobias Mayer on a journey of discovery into all things Agile. He has been practising Scrum since 2003, and in 2005 was among the first twenty-five people, worldwide, certified to teach Scrum by Ken Schwaber, its co-founder.

Tobias has worked for many multinationals including Yahoo, Intel and McGraw Hill in senior commercial and operational positions.

Skilled as a developer, tester and engineering manager, Tobias also has a background in publishing, theatre arts, facilitation and community service work, and currently studies theology and psychotherapy. He skilfully blends this unusual mix of experiences when teaching and coaching teams and individuals in the art of Agile, creating a lively and engaging experience

Tobias is the author of the highly acclaimed book, The People's Scrum, is co-presenter of The 800lb Agile Gorilla, and has written extensively on leadership, citizenship and corporate transformation. He also speaks regularly at Agile conferences and has been interviewed for various Agile podcasts and videocasts.

Why Should I Consider a Certification?

Earning a certification means joining an elite group of professionals who are recognized for their expertise, strategic thinking, and leadership in the industry. Here's why a certification helps you stand out.

A Globally Trusted Authority

For over two decades, AIPMM has been the leading certifying body in product marketing and management, setting the benchmark for professional excellence worldwide. AIPMM is respected by top organizations across industries, ensuring that credential holders are recognized as highly skilled and knowledgeable professionals.

Internationally Recognized Certifying Body

AIPMM is an internationally recognized certifying body for many certifications that are tailored towards product management professionals. These programs ensure a standardized level of expertise across different markets, industries, and business environments, giving professionals a competitive edge in the global job market.

Built on Industry Standards & Compliance

AIPMM's professional certification programs adhere to ANSI/ISO/IEC 17024:2012 — the recognized international standard for bodies certifying individuals. This compliance enhances the integrity, confidence, and professional mobility of certified individuals.



Certifications are more than just a credential—it's an investment in your career. Whether you're looking to enhance your skills, elevate your professional credibility, or advance to a leadership role, a certification provides the training, recognition, and community you need to thrive in today's fast-moving global marketplace.

C-Suite Agile Leader

A New Approach to 21st Century Leadership

Welcome to the world of Agile. After more than thirty years of real world experience it is now well established that a more flexible, adaptable, networked and collaborative approach to implementation, operations and high-level decision-making serves companies far better than the traditional, top-down, commanding approach. The mindset and practices of this new way of approaching work is collectively known as Agile. Modern leadership is all about agility and agile leadership is replacing all other types of leadership.

This program offers C-suite leaders and directors the opportunity to fully embrace this new way of working, and become a more effective, more successful, more adaptable leader, to guide and shape their organisations for an ever changing future—to be a leader fit for the 21st century.

Why This Course Matters

There are many “Agile Leadership” programs on offer, most are just 2-3 day classes and target (or tend to attract) operational or functional leaders, managers and coaches. This programme is different because it comes from a business perspective, not a technical one, and reflects what it really takes to prepare for success using an agile culture, mindset and organisation design, rather than simply implementing a process in one function or one part of the business—a process that too often fails due to lack of a firm foundation.

Taught by two veterans of the field, this programme is the first of its kind, aimed very specifically at C-suite leaders and directors—those actually running organisations and cross functional departments. We will only accept senior leaders onto this program.



The Benefit of...

Better Leadership

Staying contemporary with latest best practice servant leadership, more time to lead and removes the need to micromanage.

Better Customer/Consumer Centricity

Due to connective nature of teams and org design, strategy connection is more visible and progress visible at any time via Obeya rooms.

Better Employee Engagement

Due to empowerment, motivation and clear accountability, easily retains the right talent by maximising and growing specific contribution, encouraging critical thinking and rewarding risk, drives pride, relieves stress.

Better Organisation

Provides a robust organisational design and quickly shows poor performers, removes layers of unnecessary 'spreadsheet managers', promotes T-shaped employees, improves ability to recruit using intrinsic motivators rather than extrinsic motivators.

Better Time/Costs

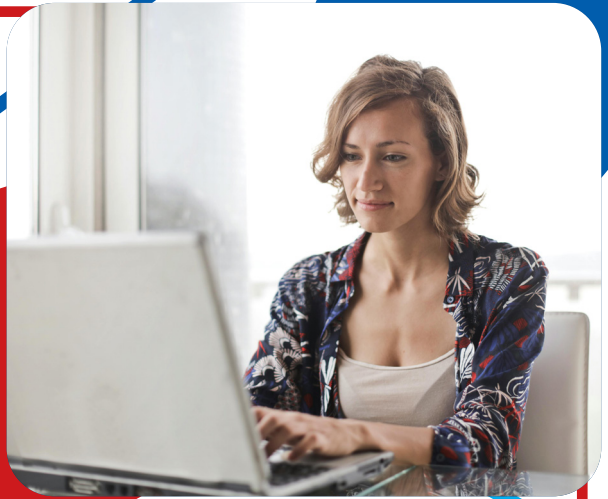
Constant empirical learning with no need to relearn, learnings applied in real time, stops silo working, empowers faster decision making, shows clearer measurement in real time and significantly reducing meeting cadence. Encourages deletion of unviable activities fast, results in faster project working (Velocity), encourages use of enabling tech, embeds trust and collaboration

C-Suite Agile Leader Course Outline

Agile Organizations

This overview takes stock of five key aspects that shape successful transformation: strategy, structure, process, people, and technology.

Strategy serves as the organization's guiding North Star, ensuring alignment across all levels. Structure is built around a network of empowered teams, while process emphasizes rapid decision-making and continuous learning. A dynamic people model supports and drives ongoing change, and next-generation technology acts as the enabler of innovation and agility. Individually, each area offers opportunities for targeted improvement, with a particular focus on cultivating servant leadership to empower and elevate teams.



Agile Leadership

This module explores the definition and best practices of Agile leadership, using the Dilts Pyramid Model of Learning and Change as a framework. Learners examine each level—from Purpose (ambition and vision) and Identity (role and mission), to Values and Beliefs (permission and motivation), Capabilities (strategy and energy), Behavior (reaction and proaction), and Environment (constraints and options). Participants will gain deeper insights into their leadership approach and develop a personalized action plan to apply their learning in real-world contexts.

Business Benefits of Agile Leadership

Here we guide participants through the Agile Leadership Journey, exploring the progression from Expert to Achiever to Catalyst and how to leverage each stage for greater impact. It highlights the benefits of agile leadership in driving growth, saving time, and reducing costs. Participants will also delve into Agile organizational design, examining structures like organisms, chapters, squads, and tribes that support flexibility and innovation.

C-Suite Agile Leader Course Outline

A Mind-Set Shift in Risk and a Plan for Communicating Change

You will focus on creating a mindset shift around risk and developing a clear plan for communicating change. It explores the principles of inverting, empowering, and accepting risk, along with using the Agile Compass to segment and manage risk effectively. You will learn strategies for improving comfort with ambiguity and communicating change with clarity and confidence. The session also touches on the science of staff motivation, helping leaders inspire and engage teams during transformation. Key insights are added to the personal action plan, supported by an overnight thinking brief and research prompts to encourage deeper reflection.



Introduction to Scrum Methodology

This module breaks down the seven key aspects of effective Agile practice, starting with clear definitions and the core process, then moving into setting up sprints, establishing essential behaviors and values, and defining key roles. It also covers the seven critical meetings that structure Agile workflows and explores how to successfully scale Agile across cross-functional teams. Learning is reinforced through case studies, reflective exercises, and peer conversations, with insights integrated into a personalized action plan for immediate application.

A New Way to Look at Measurement

We will introduce OKRs (Objectives and Key Results) as a powerful framework for driving focus and alignment around outcomes—not just outputs. You will explore the use of lead and lag indicators, the importance of connecting goals to purpose, and how to incorporate change to create incremental leaps in performance. Tools like Obeya rooms and Kanban boards are examined through a team case study, offering practical insights into visual management and agile execution. The session concludes with an assignment briefing, development of the final action plan, and recommendations for further reading to support ongoing learning.