

# ICAgile Business Agility Foundations (ICP-BAF) 2 days

**A strategic, immersive programme equipping leaders and practitioners to build agile, purpose-driven organisations that thrive in times of change.**

In today's fast-moving and evolving environment, continuous adaptation and innovation are essential. This programme builds a strong strategic understanding of Business Agility and explores the conditions needed to consistently deliver value in times of change. You will leave energised and equipped to support meaningful organisational transformation.

ICAgile Business Agility Foundations (ICP-BAF) is a two-day immersive learning experience designed for anyone seeking to embed agility, innovation, and continuous improvement into their organisation.

The programme explores the core principles of Business Agility, including purpose-driven organisational design, adaptive thinking, and modern ways of working. Participants will examine the behaviours, mindsets, and operating models that enable organisations to respond effectively to change and uncertainty.

Delivered by world-class facilitators with extensive real-world experience, the programme blends strategic insight with practical application. It enables participants to reduce complexity, eliminate waste, and focus organisational effort on value creation.

## What You'll Learn

By the end of the programme, you will be able to:

- Understand and articulate the strategic drivers for Business Agility within the organisation
- Foster the mindset, behaviours, and culture required for Agile ways of working to thrive
- Clearly identify customers and define how value is created and delivered to them
- Apply experimental thinking to uncertainty, reframing change as an opportunity for learning and improvement
- Apply value stream maps and Kanban values, principles and practices
- Use lean thinking to eliminate waste and create space for innovation

## Delivery Format

- Delivered over two full days (virtual or face-to-face)
- Available as open public courses or bespoke in-company training
- Flexible formats for in-company training: consecutive full days or split half-day sessions

## Accreditation

- Accredited by ICAgile, one of the world's leading Agile bodies
- Successful completion awards the ICP-BAF (ICAgile Certified Professional – Business Agility Foundations) certification
- Globally recognised as an introduction to Business Agility at a leadership and organisational level
- No exam is required; certification is awarded based on active participation and successful completion of the learning outcomes
- ICP-BAF provides a foundational stepping stone toward further ICAgile certifications within the Business Agility and Agility in the Enterprise tracks

## Who Should Attend?

This programme is particularly valuable for:

- Leaders and managers involved in shaping or improving organisational performance
- Product, service, and delivery professionals focused on improving value and outcomes
- Change, transformation, and improvement practitioners working across teams or functions
- Project and programme professionals transitioning into agile or product-led ways of working
- Senior stakeholders seeking a practical understanding of Business Agility
- Anyone involved in designing, influencing, or evolving ways of working in complex environments

## Why Choose This Course?

Practitioners choose this programme for its strategic, leadership-focused view of Business Agility, delivered by ICAgile accredited trainers each with more than two decades of real-world experience and the "war stories" to bring the tools to life.

It is an ICAgile accredited course: successful completion grants the ICP-BAF certification, part of the ICAgile Business Agility Track. Recent delegates praised the trainers as engaging, credible and able to draw rich conversation from the group.

## Course Content

**Setting the Scene for Business Agility:** The programme opens by establishing why Business Agility matters. You explore a world defined by constant change, disruption and the need for continuous innovation, and consider why strategic tools that served organisations well in the past no longer apply. This sets the case for becoming agile and responsive.

**Mindset and Culture:** A core focus is the development of the mindset and culture required for Business Agility to succeed. Participants explore how purpose-driven organisations are created, and how to develop the new ways of thinking and behaviours that allow agile working to take root and spread across teams.

**Defining the Customer and Value:** This section focuses on developing a clear understanding of customers and the value they experience. Participants learn how to connect organisational activity to customer outcomes, ensuring prioritisation and decision-making are anchored in value delivery rather than output alone.

**Embracing Uncertainty and Experimentation:** Participants develop a practical approach to uncertainty, learning how to treat change as a source of learning rather than disruption. The module introduces experimental thinking as a core capability, enabling faster feedback, better decisions, and improved adaptability in complex environments.

**Frameworks, Tools and Techniques:** The programme concludes with practical tools and techniques that support Business Agility in action. Participants explore value stream mapping, Kanban systems, and lean thinking principles to improve flow, reduce waste, and create capacity for innovation and continuous improvement.

## Why Choose Catalyst?

Catalyst delivers results, not just services. We blend consulting, coaching, training, and AI-powered tools into a seamless support system that meets teams where they are, developing capability at every level.

With over 30 years of experience in performance improvement, Catalyst has developed deep expertise across a range of disciplines, with Agile practice at the heart of what we do. We are proud members of the Agile Business Consortium and are accredited by ICAgile, ensuring our Agile training meets rigorous, internationally recognised standards. Our courses are designed by experienced Agile practitioners, making complex concepts practical, accessible, and immediately applicable in real-world environments.

Catalyst combines deep expertise with engaging, interactive delivery helping participants confidently apply Agile thinking from day one. We are also accredited by the British Quality Foundation and the Lean Competency System (LCS), and recommended by the Chartered Quality Institute, reflecting our commitment to quality and continuous improvement across everything we deliver.