



# Training and Workshops Catalog

Helping your teams build the  
capabilities you need to adapt to  
future business challenges

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# WHY CHOOSE ADAPTIVITY TRAINERS AND FACILITATORS?

## CORPORATE OVERVIEW

Adaptivity is your trusted partner in navigating the complexities of today's business landscape. With our roots in Phoenix, Arizona, we extend our expert consulting services nationwide, helping organizations transform with impactful strategies and cutting-edge process improvements.



## EXCEPTIONAL EXPERTISE

Our trainers and facilitators are seasoned consultants and leaders with over 20 years of experience in practice areas like business agility, product management, lean, and transformation. We bring real-world insights and practical knowledge, ensuring that your team gains the skills needed to drive measurable results.



## PROVEN SUCCESS

Leaders across various industries turn to Adaptivity to create dynamic and successful environments.



## CLIENT TESTIMONIALS

*Adaptivity's workshop was 10x better and far more relevant to us than what [Large Consulting Firm] presented yesterday*  
– CIO, Financial Services

## OUR COMMITMENT

Our goal is to help you build the capabilities you need to adapt to future business challenges. We bring in more experiential learning, focused on your challenges. At Adaptivity, we are committed to:

- **Equipping** your team to lead and navigate change effectively.
- **Fostering** a culture of continuous learning and improvement.
- **Tailoring** our training and workshops to meet your specific needs and goals.

# Introduction to Agile

A primer in Agile values, principles, and practices.

## Course Description

This one-day **Introduction to Agile** course provides knowledge and understanding of fundamental agile values, principles, and practices. Participants will leave with an understanding of the benefits of agile, proven agile practices and frameworks, and insights on important considerations for embarking on an agile journey.

## Learning Objectives

Upon successful completion of this course, participants will be able to:

### Understand Agile Values & Principles

- **Give** examples of how Agile values and principles enable customer satisfaction and business success.
- **Appreciate** the importance of continuous improvement for achieving high levels of organizational agility.

### Identify Agile Frameworks & Practices

- **Recognize** common Agile frameworks and practices.
- **Engage** in conversations using correct Agile terminology.

### Compare Different Processes

- **Distinguish** between defined processes, such as traditional waterfall approaches, and empirical or adaptive processes commonly associated with Agile.
- **Describe** the differences between “big-bang” and incremental delivery approaches.

### Recognize Potential Challenges & Opportunities

- **Learn** about common challenges and expected pitfalls for incremental approaches, and typical remedies
- **Understand** how incremental Agile approaches reduce risk with small batches and frequent deliveries of features.

## Additional Info

### Duration

1 day (7 hours) onsite or remote

### Suggested Group Size

15–30 participants

### Prerequisites

N/A

### Available Certifications

N/A

### Who Should Take This Course

This course is primarily designed for individuals who are stakeholders of software and product development teams who need to understand the basics of agile concepts.

Their support and understanding of the values, principles, and practices will influence the success or failure of an Agile transformation.

# Agile Fundamentals

with optional ICAgile® Certification

Build a strong foundation of Agile understanding.

## Course Description

This two-day **Agile Fundamentals** course goes beyond a primer of Agile values, principles, and practices. Through experiential learning, participants get hands-on with the application of Agile practices and are prepared to start leveraging new skills on the job.

## Learning Objectives

Upon successful completion of this course, participants will be able to:

### Understand Agile Values & Principles

- **Discuss** how Agile values and principles relate to their roles, teams, and the organization, emphasizing the holistic impact of Agile.
- **Describe** Agile as a comprehensive approach beyond just a collection of processes, highlighting its philosophical underpinnings.

### Understand Agile Frameworks & Practices

- **List** popular Agile processes and frameworks, providing a broad overview of options available.
- **Summarize** the Scrum framework and its key ceremonies to illustrate a specific Agile methodology in practice..

### Understand Roles & Dynamics Within Agile

- **Give examples** of Agile roles, their interactions, and discuss what is necessary to forge a strong team dynamic.
- **Articulate** the purpose of “done” and create a Definition of Done, crucial for maintaining quality and clarity in deliverables.

### Practical Applications of Agile

- **Explain** why a shared understanding of Product Vision is crucial for project success and strategic alignment.
- **Develop** user stories that accurately describe “requirements” in the context of the user’s needs, emphasizing user-centered design.
- **Apply** multiple methods for estimating user stories to enhance prediction accuracy and planning reliability.

### Track Performance and Drive Improvement

- **Track and forecast** the progress of an Agile team using various methods, enhancing project transparency and predictability.
- **Employ** techniques focused on continuous improvement to cultivate a culture of ongoing development and learning.

## Additional Info

### Duration

2 days (14 hours)

### Suggested Group Size

15–30 participants

### Prerequisites

Experience with software development

### Available Certifications

The option is available to obtain an ICAgile Professional (ICP) certification for an additional fee and with full participation in the course.

### Who Should Take This Course

This course is primarily designed for those new to Agile who are preparing to use it for the first time or interacting with those who will.

# Agile Facilitator

with optional ICAgile® Certification

An immersion into professional facilitation for Agilists

## Course Description

This course explores professional facilitation skills and techniques directly within the Agile context. It's designed for experienced Agilists who are ready to dramatically increase their facilitation skills within Agile ceremonies, collaborative events, and other team "moments of truth."

## Learning Objectives

Upon successful completion of this course, participants will be able to:

### Understand Professional Facilitation Techniques

- **Demonstrate** a wide array of techniques practiced by professional facilitators.
- **Practice** the art of collaborative meeting design.
- **Give examples** of why smart preparation is important and how it reduces the meeting cost and increases meeting effectiveness
- **Identify and address dysfunctional behaviors** that prevent teams from achieving maximum success.
- **Using a Facilitation Framework** for:
  - Before Preparation
  - Opening
  - Handling dysfunction & DiSC
  - Doing the work with collaborative and complementary talent
  - Closing
  - After / Follow-ups
- **Create** and apply a customized facilitator self-development plan

### Practical Facilitation in the Agile Context

- **Apply techniques** for skillfully facilitating core Agile meetings and ceremonies.
  - Program / Team Chartering
  - Release and Iteration Planning
  - Backlog Refinement
  - Stand-ups
  - Iteration Reviews and Retrospectives
- **Design meetings** that leverage team interactions to achieve outcomes and alleviate the facilitator from doing the heavy lifting.
- **Show** how playfulness and a collaborative spirit are balanced with focus on creating deliverables.
- **Achieve faster and better decision making** through the application of techniques that bring teams to a consensus.
- **Summarize** facilitation techniques for Agile and discuss circumstances when each is appropriate.

## Additional Info

### Duration

2 days (14 hours)

### Suggested Group Size

12-24 participants

### Prerequisites

- At least 3 months of hands-on experience in an Agile team
- Strong understanding of Agile foundational values and principles
- CSM (Certified Scrum Master), PSM (Professional Scrum Master), or an ICAgile equivalent

### Available Certifications

The option is available to obtain an ICAgile Professional (ICP) certification for an additional fee and with full participation in the course.

### Who Should Take This Course

This course is best for experienced Agilists seeking to improve their skills and results, or anyone interested in bringing more rigor and structure to their facilitation of Agile ceremonies and other collaboration activities.

- Scrum Masters
- Product Owners
- Agile Project Managers
- Release Train Engineers
- Agile Team Members wanting to become Scrum Masters
- Leaders / Managers of Scrum Masters
- Stakeholders of Agile Teams

# Agile Product Ownership

with optional ICAgile® Certification

An exploration of product ownership techniques and strategies

## Course Description

Unlock the potential of Agile Product Ownership with this dynamic, hands-on course designed to help participants deliver real business value and achieve customer outcomes. It provides practical skills and tools essential for effective product ownership.

Participants will work through a product case study, simulating real-world scenarios to apply their new skills. From crafting product visions to designing releases, prioritizing features, writing user stories, and validating assumptions with experiments, each exercise offers practical value that can be immediately implemented.

## Learning Objectives

Upon successful completion of this course, participants will be able to:

### Define Agile Product Ownership

- **Explain** the responsibilities of Product Ownership in an agile organization
- **Describe** what constitutes value and factors impacting how it is defined

### Learn Skills & Behaviors for Agile Product Ownership

- **Improve** relationships with customers, stakeholders and teams
- **Approach** value-based decision-making and ensure collaboration
- **Apply** facilitation techniques that foster shared understanding

### Know Your Customers

- **Differentiate** between varying customer and stakeholder types
- **Understand** how to use a variety of customer analysis techniques
- **Identify** and incorporate insights from customer needs into product plans

### Align with Stakeholders

- **Understand** how to use a variety of stakeholder analysis techniques
- **Create** lightweight stakeholder communication and management plans

### Lead Product Planning and Development

- **Craft** a product vision and connect it to product delivery work
- **Leverage** product metrics and understand the impact of using them
- **Apply** prioritization techniques and know when to use one over the other
- **Create** product release plans and use them to communicate progress
- **Develop** a product backlog focused on delivering value to customers

### Launch and Land Products

- **Assess** value delivered and provide feedback
- **Apply** techniques for collecting customer feedback
- **Know** when to pivot, persevere, or stop work on a product

## Additional Info

### Duration

2.5 days (20 hours) onsite or  
5 half-days (20 hours) remote

### Suggested Group Size

6 -20 participants

### Prerequisites

Agile Fundamentals (recommended)

### Available Certifications

The option is available to obtain an ICAgile Product Ownership (ICP-APO) certification for an additional fee and with full participation in the course.

### Who Should Take This Course

This course is primarily designed for those in the role of Product Manager, Product Owner, or Product/Business Analyst, as well as stakeholders who work closely with Product leaders.

# Scrum Master Essentials

with options for certification

An exploration of Scrum Master accountabilities and techniques

## Course Description

Unlock the potential of Scrum Masters with this dynamic, course designed to help participants embody Scrum Master accountabilities for the pursuit of maximizing business value.

Participants will work through a series of collaborative activities that bring Scrum Master accountabilities to life and create awareness of what it takes to make Scrum successful. Hands-on exploration of the Scrum Framework and supportive practices for supporting incremental value delivery deepen the understanding of Scrum Master Essentials in pragmatic ways.

## Learning Objectives

Upon successful completion of this course, participants will be able to:

### Define the Scrum Framework, Principles & Values

- **Explain** what the Scrum Framework is (and is not)
- **Describe** the Scrum principles and the intent of the framework
- **Understand** how Scrum values are the foundation for creating success

### Use Scrum for Incremental Value Delivery

- **Identify** how Scrum can be used to maximize value delivery
- **Highlight** the importance of transparency & empiricism in Scrum for navigating complexity and changing requirements
- **Differentiate** between *Done* and *not done* and how it contributes to empiricism
- **Understand** how a Scrum team approaches iterative planning with a Product Backlog

### Know the Scrum Master Accountabilities

- **Describe** how Scrum Masters enable effective Scrum
- **Identify** how the Scrum Masters serves the Scrum Team, Product Owners and the organization
- **Build** the skills & techniques needed for Scrum Master accountabilities

### Engage Scrum Teams for Effectiveness

- **Understand** the basics of navigating conflict and team dynamics
- **Begin** enabling self-management within Scrum Teams
- **Unlock** the intent and purpose of Scrum events, artifacts, and commitments

### Create Transparency & Alignment

- **Help** the Scrum Team create feasible plans
- **Use** information radiators & metrics to manage stakeholder expectations

## Additional Info

### Duration

2.5 days (20 hours) onsite or  
5 half-days (20 hours) remote

### Suggested Group Size

6 -20 participants

### Prerequisites

Agile Fundamentals (recommended)

### Available Certifications

Consult with your Adaptivity representative to discuss the certification option best for your organization.

### Who Should Take This Course

This course is primarily designed for those who hold Scrum Master accountabilities, are change agents / leaders creating an environment where Scrum Teams thrive or are a Scrum practitioner who wants to deepen your practice.

# SAFe® Classes

with Scaled Agile® Certification

Immersion across the Scaled Agile Framework®

## Implementing SAFe®

- For Lean-Agile change agents implementing and applying the principles and practices of the Scaled Agile Framework.

## Leading SAFe®

- For leaders of change: to help them develop a Lean-Agile mindset and guide the application of the principles and practices of SAFe®.

## SAFe® for Teams

- For team members to gain experience as an Agile Team working in in an Agile Release Train (ART).

## SAFe® Release Train Engineer

- For a Release Train Engineer (RTE) to enhance their understanding and skills as a servant leader with oversight of an ART

## SAFe® Scrum Master

- For Scrum Masters to learn about their role in the SAFe® context, facilitating team activities and ART events.

## SAFe® Product Owner/Product Manager

- For Product Management professionals to combine Lean-Agile values and principles with economic prioritization of features.

## SAFe® for Architects

- For Architects to engage across the ART as a key role in the trio of leaders, working together to enable an ART to achieve continuous flow.

## Lean Portfolio Management

- For executives, project managers, and others to dynamically plan and adjust initiatives and budgets in the course of product delivery.

## Agile Product Management

- For Product leaders to apply Lean-Agile principles to product vision, strategy, and experimentation to discover exceptional concepts.

## Agile Software Engineering

- For leaders and teams to gain the knowledge and tools to build a test-first infrastructure, enabling product teams to deliver faster.

**Other advanced courses are also available...**

## Additional Info

### Duration

Varies from 2-4 days

### Suggested Group Size

5-25 participants

### Prerequisites

Check the individual course

### Available Certifications

Most courses provide certification

### Who Should Take These Courses

These are primarily designed for those in the practicing roles of change agent, leader of change initiatives, Product Manager, Product Owner, Architect, Release Train Engineer, Scrum Master, Agile Team Member, as well as others who work closely with SAFe® teams.

# Product Management

with optional ICAgile® Certification

The Art and Science of Building Products

## Class Overview

This course redefines what it means to create and manage a product. Whether you're building software, services, or experiences, you'll learn to think beyond deliverables and adopt a truly customer-centric, outcome-driven approach.

We'll explore the full product lifecycle, from discovery to retirement, and dive into strategic concepts like outcome-oriented roadmaps, cross-functional teams, and market-driven decision-making. You'll gain hands-on tools for identifying opportunities, crafting compelling visions, and experimenting with purpose.

Perfect for aspiring and experienced product professionals looking to elevate their impact—this course equips you to lead with clarity, navigate complexity, and deliver real business value.

## Learning Objectives

Leveraging a prepared case study, participants will, upon successful completion, be able to:

- **Define what a product truly is**—and explain why it goes far beyond just what gets built.
- **Differentiate products from projects** and understand the long-term mindset required for product success.
- **Navigate the full product lifecycle**, from conception to retirement, with strategies tailored to each stage.
- **Analyze market dynamics and customer needs** to shape relevant, competitive products.
- **Craft product strategies** that align with business goals, customer value, and real-world constraints.
- **Develop outcome-driven product roadmaps** and prioritize ideas based on impact and feasibility.
- **Apply design and discovery techniques** like design thinking, hypothesis testing, and iterative prototyping.
- **Collaborate effectively within cross-functional teams** and evolve team structure across the product lifecycle.
- **Make smarter decisions using data and feedback**, shortening feedback loops and boosting innovation.
- **Lead with a product mindset** to drive sustained value and adaptability in a rapidly changing world.

## Additional Info

### Duration

5 days for 4 hrs each day  
(20 hours total)

### Suggested Group Size

6-15 participants

### Pre-requisites

Participants are expected to have a basic understanding of product development and have completed the Agile Product Owner class.

### Available Certifications

The option is available to obtain an ICAgile Product Management certification for an additional fee and with full participation in the course.

### Who Should Attend This Workshop

This course is primarily designed for those in the role of Executive, Product Manager, Product Owner, Product/Business Analyst, Product Marketing, as well as stakeholders who work closely with Product leaders.

# Innovation Visioning

## WORKSHOP

Defining your organization's innovation strategy

## Workshop Overview

This two-part workshop leads an executive team to explore different models for cultivating innovation and determining which ones to apply within the unique culture and context of their organization to best realize the goals of their innovation programs.

Participants will learn new lightweight methods and supporting tools for analyzing the organization's business environments, identifying gaps and strategic opportunities for innovation, and finally using the generated insights to draft a bold and inspiring innovation thesis the organization can focus on and rally around.

If your organization is seeking to launch or renew its innovation capabilities, this workshop is what you need to help your program get off to the right start.

## Learning Objectives

This is a highly interactive and collaborative workshop led by expert facilitators with deep innovation experience at large organizations. This workshop facilitates the co-creation of a vision for innovation tailored for your organization by:

- **Exploring** different models for effective innovation programs
- **Analyzing** internal and external business environments
- **Identifying** gaps and strategic opportunities for innovation
- **Formulating** the organizations innovation strategy
- **Creating** guidance for innovation portfolio investments
- **Crafting** a bold and inspiring innovation thesis

## Tailored Experience

### Workshop Customization

This workshop is highly customizable to address specific client needs. Prior to the workshop, we will work closely with you to gather relevant data and understand your unique challenges. This ensures that the workshop content is tailored to provide the most value and relevance.

### Pre-Workshop Consultation

A pre-workshop consultation will be conducted to discuss your specific issues, gather necessary data, and align workshop goals with your expectations.

## Additional Info

### Duration

2 half days (8 hours total)

### Suggested Group Size

4-12 participants

### Pre-requisites

Participants are expected to have a basic understanding of product development.

### Who Should Attend This Workshop

This workshop is designed for a cross-functional team of executives and leaders looking to fuel continuous innovation at their organization (e.g. CEO, CPO, CTO, CMO, CFO, COO, EVPs, SVPs, VPs).

# Innovation Portfolio

## WORKSHOP

Define and balance your innovation investments

## Workshop Overview

In this workshop, looking through an innovation lens, leaders will evaluate their existing portfolio of products and services. Analyzing current offerings, identifying gaps, and uncovering new opportunities, participants will learn to apply investment concepts to targets for innovation, and plan to achieve both short- and long-term strategic goals through a balanced portfolio.

The workshop builds on the Innovation Vision and Thesis to align the overall strategy with their innovation programs to encompass core, adjacent, and transformational types of innovations. The goal is to build the muscle to enable a frequent rebalancing of the product portfolio, ensuring the company is systematically and concurrently searching for new advantages, sustaining core products, and phasing out declining businesses.

## Learning Objectives

This is a highly interactive and collaborative workshop led by expert facilitators with deep innovation experience at large organizations. This workshop facilitates a collaborative approach to balancing your Innovation Portfolio by guiding participants to:

- **Analyze** the innovation portfolio's current state, identify gaps, and opportunities
- **Set** investment targets for their innovation portfolio, and make plans to achieve them
- **Align** their innovation portfolio to enterprise strategy
- **Balance** their innovation portfolio to meet short and long-term growth goals
- **Apply** a strategic learning loop to continuously optimize the portfolio over time
- **Craft** a plan for the next rebalancing of the portfolio

## Tailored Experience

### Workshop Customization

This workshop is highly customizable to address specific client needs. Prior to the workshop, we will work closely with them to gather relevant data and understand their unique challenges. This ensures that the workshop content is tailored to provide the most value and relevance.

### Pre-Workshop Consultation

A pre-workshop consultation will be conducted to discuss their specific issues, gather necessary data, and align workshop goals with client expectations.

## Additional Info

### Duration

2 half days (8 hours total)

### Suggested Group Size

4-12 participants

### Pre-requisites

Adaptivity's Innovation Visioning Workshop (recommended) or have a prepared Innovation Thesis as input to the workshop.

### Who Should Attend This Workshop

This workshop is designed for a cross-functional team of executives and leaders looking to fuel continuous innovation at their organization (e.g. CEO, CPO, CTO, CMO, CFO, COO, EVPs, SVPs, VPs).

# Innovation Management

## WORKSHOP

Diversify and balance your innovation investments

## Workshop Overview

This workshop leads product managers and directors to create their own custom innovation framework for managing the product journey from “generating ideas” and “testing ideas” through “finding success” and “scaling” them too. They will create their own governance and operating models for managing different types of innovation across the product portfolio. Additionally, they learn to apply a data-driven incremental investment model to inform decisions about when to pivot, persevere, or kill an idea.

During the workshop, participants will create materials to populate an innovation playbook to provide a common language for the business so that everyone in the organization then knows what stage of life each product, service, or business model is in, and which innovation practices are appropriate to apply at each stage.

## Learning Objectives

This is a highly interactive and collaborative workshop led by expert facilitators with deep innovation experience at large organizations. This workshop facilitates the co-creation of an innovation framework by guiding participants to:

- **Define** innovation lifecycle stages and success criteria
- **Choose** and **align** Innovation Practices to each stage
- **Apply** an incremental investment model for decision support
- **Identify** necessary roles to support the new framework
- **Map** existing innovation initiatives to the new framework
- **Charter** an “innovation enablement team” and seed their backlog

## Tailored Experience

### Workshop Customization

This workshop is highly customizable to address specific client needs. Prior to the workshop, we will work closely with them to gather relevant data and understand their unique challenges. This ensures that the workshop content is tailored to provide the most value and relevance.

### Pre-Workshop Consultation

A pre-workshop consultation will be conducted to discuss their specific issues, gather necessary data, and align workshop goals with client expectations.

## Additional Info

### Duration

3 days (21 hours total)

### Suggested Group Size

4-12 participants

### Pre-requisites

Adaptivity’s Innovation Practices Workshop (recommended) or have comparable knowledge and experience with a broad range of innovation practices

### Who Should Attend This Workshop

This workshop is designed for a cross-functional management team working to launch an innovation program or improve their operating model for innovation – VPs, Directors, Managers from Product, Marketing, Design, Development/Engineering, and Operations.

# Innovation Practices

## WORKSHOP

Build a new operating model for continuous innovation

## Workshop Overview

Our 2-Day Innovation Practices Workshop equips you with essential tools, methods, and principles to generate breakthrough ideas, validate markets cost-effectively, and quickly transform them into sustainable businesses.

This workshop integrates Design Thinking, Lean Startup, Customer Development, Business Model Innovation, and Agile practices into a comprehensive approach for enterprise innovation. Participants will learn a repeatable framework for cultivating innovations and converting them into enduring businesses.

Participants will gain skills to design, run, and extract actionable insights from experiments. Through hands-on learning, participants will ideate and design a notional product, solidifying their knowledge through practical, hands-on exercises.

## Learning Objectives

Successful innovation relies on knowing the right innovation practices to use, how, and when to use them. Leveraging a prepared case study, participants will, upon successful completion, be able to:

- **Innovate** within an enterprise environment
- **Apply** practices from Design Thinking, Lean Startup, Customer Development, Business Model Innovation, and Agile
- **Know** which types of experiments to run, when to run them, and at what stage of development
- **Design** effective experiments and extract actionable insights
- **Achieve** problem-solution fit, product-market fit, and scale through data driven experimentation
- **Leverage** new tools for tracking, managing, and prioritizing experiments

## Tailored Experience

### Workshop Customization

This workshop is highly customizable to address specific client needs. Prior to the workshop, we will work closely with them to gather relevant data and understand their unique challenges. This ensures that the workshop content is tailored to provide the most value and relevance.

### Pre-Workshop Consultation

A pre-workshop consultation will be conducted to discuss their specific issues, gather necessary data, and align workshop goals with client expectations.

## Additional Info

### Duration

2 days (14 hours total)

### Suggested Group Size

8-20 participants

### Pre-requisites

Participants are expected to have a basic understanding of product development.

### Who Should Attend This Workshop

This course is best for innovation practitioners who need to bring viable new products and services to life for their enterprise, and the leaders and managers who run and support innovation programs (e.g. Product Managers, Product Owners, Business Analysts, Project or Program Managers, ScrumMasters, Developers, Designers, Marketers, Innovation Programs Leaders, aspiring or experienced "Intrapreneuers").