

# Course : Agile methods: developing products and services in project mode

*Practical course - 2d - 14h00 - Ref. PMA*

*Price : 1370 € E.T.*

How can Agility be integrated into a company's organization and projects? Far from being reserved for IT projects, Agility opens up new approaches, values and tools for business projects, enabling them to develop their products and services creatively and pragmatically.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Integrate agile methods and tools into business project development
- ✓ Target, prioritize and add value to products and services using agile tools
- ✓ Follow the product or service from idea to completion
- ✓ Introducing agile culture to develop team potential

## Intended audience

Business project managers, product managers, managers, contractors.

## Prerequisites

No special knowledge required.

## Practical details

### Group discussion

Case study based on a simple product or service to contextualize and understand each stage.

## Course schedule

### PARTICIPANTS

Business project managers, product managers, managers, contractors.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## 1 Inviting agile culture into company projects

- Adapt the company's culture to changes in its competitive environment.
- How do you meet [[time to market]] requirements?
- Understanding the different agile "movements": Scrum, Kanban, XP, Lean, Lean startup, Design Thinking.
- Understand the benefits of agile culture in a constantly changing world.
- Involve teams in the agile approach.

### Role-playing

Serious Game workshop: pace and organization of agile teams.

## 2 Making products and services a team dynamic with Scrum

- Understanding roles and responsibilities in Scrum.
- Integrate agile tools and rituals: "events" and "ceremonies" in Scrum.
- Structure the expression of needs in agile mode.
- Stimulate continuous improvement.
- Ensure consistent feedback.

### Role-playing

Serious Game workshops: prioritization, risk management and team dynamics on an agile project. Expressing needs in agile: oral or written? when? why?

## 3 Bringing your business and products to life with Kanban

- Manage your value creation flow with the Kanban tool.
- Optimize your value creation flow with the Kanban tool.
- Finish what you start by defining your work perimeter.
- The benefits of visual management.

## 4 From idea to product: an agile path

- Stimulate creativity and generate ideas: brainstorming, Lean Canvas ...
- Create "Personas": think "user" to target your products and services.
- Building a strategic approach: identifying critical paths.
- Organize your tactical approach: visualize and organize activities.
- Estimate and plan: planning poker, wall planning, release plan.
- Use storytelling.

### Hands-on work

Workshops : "Lean Canvas ", "Personas", "Impact Mapping", "User Story Mapping", "Backlog and User Stories", "Estimation and projection".

## 5 Taking control of your products

- Leading agile change in your organization.
- Adapt your positioning and posture.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 21 May, 8 Oct., 3 Dec.

### PARIS LA DÉFENSE

2026 : 21 May, 8 Oct., 3 Dec.