



# The Agile Brand Development Training Course

12 – 16 September 2027  
Nairobi

## The Agile Brand Development Training Course

**Ref:** 1003\_88446 **Date:** 12 – 16 September 2027 **Location:** Nairobi **Fees:** 4500 Euro

### Overview

Brands used to be refreshed every few years through a single agency project. This Agile Brand Development course shows marketing teams how to build and evolve a brand in short, testable iterations instead. Participants organise brand work into a backlog, run two-day brand sprints, prototype positioning statements and visual directions, test them with real customers through quick surveys and A/B tests, and hold sprint reviews with stakeholders before scaling what works. Teams of four work as a brand squad on a fictional product launch, with each day following a mini sprint rhythm of planning, build, customer test and review. This course is delivered by Agile Leaders Training Center.

### Who Should Attend

- Brand and product marketing managers responsible for positioning and identity
- Marketing team leads adopting agile or Scrum
- Creative directors and in-house design leads who own visual identity
- Growth and digital marketing specialists who run experiments
- Start-up founders building a first brand

### Departments and Industries

Suited to teams that need their brand to keep pace with fast-moving products and channels.

- Brand, marketing and product marketing departments
- Creative and design studios, growth and digital teams, and customer insight units
- Consumer technology, apps and financial technology
- Direct-to-consumer retail and food and beverage
- Media and entertainment

### Learning Objectives

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

- Apply Scrum roles and events, and the Kanban practices of visualising work, limiting work in progress and managing flow, to brand work.
- Build brand hypotheses and user stories for positioning, naming and identity.
- Use a brand sprint to produce a positioning statement, archetype and tone of voice.
- Build quick prototypes of logos, taglines and landing pages and test them with customers.
- Evaluate A/B test, survey and social listening results to decide what to keep.
- Use a living brand guideline and sprint-level brand health metrics release by release.



## Course Agenda

### Day 1: Agile Foundations for Brand Teams

- Why waterfall rebrands fail and what iterative branding changes
- Scrum roles, events and artefacts, and Kanban practices visualise work, limit WIP, manage flow for marketing
- Building the brand backlog
- Writing brand hypotheses and brand user stories
- Squad formation, sprint planning and the first sprint goal

### Day 2: Brand Sprint One: Purpose and Positioning

- Customer jobs, pains and gains as positioning input
- Drafting competing positioning statements
- Choosing a brand archetype and tone of voice
- Testing positioning options with quick customer interviews
- Sprint review and retrospective

### Day 3: Brand Sprint Two: Identity Prototypes

- Rapid naming and tagline exercises
- Moodboards and low-fidelity logo and colour directions
- Five-second tests of identity prototypes
- Preference testing and guerrilla customer interviews
- Sprint review and retrospective

### Day 4: Brand Sprint Three: Launch Experiments

- Designing A/B tests for landing pages, ads and email subject lines
- Reading survey results alongside test data
- Social listening and sentiment as feedback loops
- Deciding to scale, pivot or drop based on test evidence
- Sprint review and retrospective

### Day 5: Scaling and Governing an Agile Brand

- Living brand guidelines and versioned brand assets
- Brand health metrics per sprint and per quarter
- Governing brand decisions across squads and agencies
- Squad presentations of sprint outputs
- Setting up a brand backlog at work



## Practical Exercises

These suggested activities use the course's sprint templates on the fictional product launch or on the participant's own brand.

- Suggested activity: fill the brand backlog and sprint board templates with hypothesis and user story cards.
- Suggested activity: complete the positioning statement and archetype canvas and test it with a rapid customer test script.
- Suggested activity: plan an A/B test on the planning sheet and record results to decide what to keep.
- Suggested activity: start a living brand guideline file from the sprint outputs.

## FAQs

### Do I need prior agile experience?

No. Day 1 introduces Scrum and Kanban as they apply to brand work, and the rest of the week practises them in sprints.

### Is this course specific to one industry?

No. It is about how brand work is organised, not about a particular sector's messaging.

### Who plays the product owner and stakeholders?

Instructors act as product owner and stakeholders during sprint planning and sprint reviews, and give feedback at each retrospective.

## Conclusion

Participants practise agile ceremonies on real brand problems, test ideas with customers during the course itself, and leave with a positioning statement, identity prototypes, launch experiments and sprint templates their team can use to run agile brand development from the following Monday.