



Integrated Product-Delivery Leadership

Dual ICAgile Certification Program

Program Overview: The only ICAgile-certified training program teaching Product Management and Agile Delivery Management as integrated disciplines for leaders, coaches, and practitioners bridging product strategy and delivery execution.

Why This Matters for Your Organisation

The Hidden Cost of Product-Delivery Handoffs

25-50%

Development capacity lost to rework

50%

Information lost in every handoff

66%

Projects fail to meet objectives

When product strategy and delivery execution operate separately, organisations lose millions annually to miscommunication, rework, and misaligned priorities.

What Participants Learn

The Craft of Product Management

- Strategic product vision and roadmapping
- Customer-centric value definition
- Evidence-based prioritisation
- Outcome-driven product thinking
- Stakeholder alignment

Delivery Excellence That Amplifies Product

- Adaptive planning and forecasting
- System-level delivery optimisation
- Predictability through measurement
- Cross-functional team effectiveness
- Managing constraints creatively

The Integration Advantage

This program develops professionals who bridge both worlds. Participants translate product vision into executable delivery plans whilst ensuring delivery realities inform product strategy—resulting in faster delivery, better outcomes, and higher stakeholder confidence.

Framework Agnostic: Compatible with SAFe, Scrum, Kanban, and other scaling approaches.

Program Structure

Format (Example): Half-day kick-off (3.75 hours) + 5 weekly 2-hour sessions. Delivery options tailored to suit your needs.

Delivery: Remote, in-person, or blended

Approach: Real-world case study, decision-making exercises, and practical frameworks

Dual ICAgile Certification



ICAgile Certified
Product Management



ICAgile Certified Agile
Product & Delivery Mgmt

One program. Two certifications. Integrated capability.

Who Should Attend

- **Product managers and owners** who need to understand delivery realities
- **Delivery managers and Scrum Masters** who want to grasp product strategy
- **Agile coaches and consultants** working across both disciplines
- **Programme managers** coordinating between product and delivery
- **Transformation leaders** responsible for both product strategy and delivery execution

Investment: Starts at \$1,950 per person (excluding GST) for classes of 8-12 participants.



Get in Touch

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