

Tips for Agile Marketing with SAFe

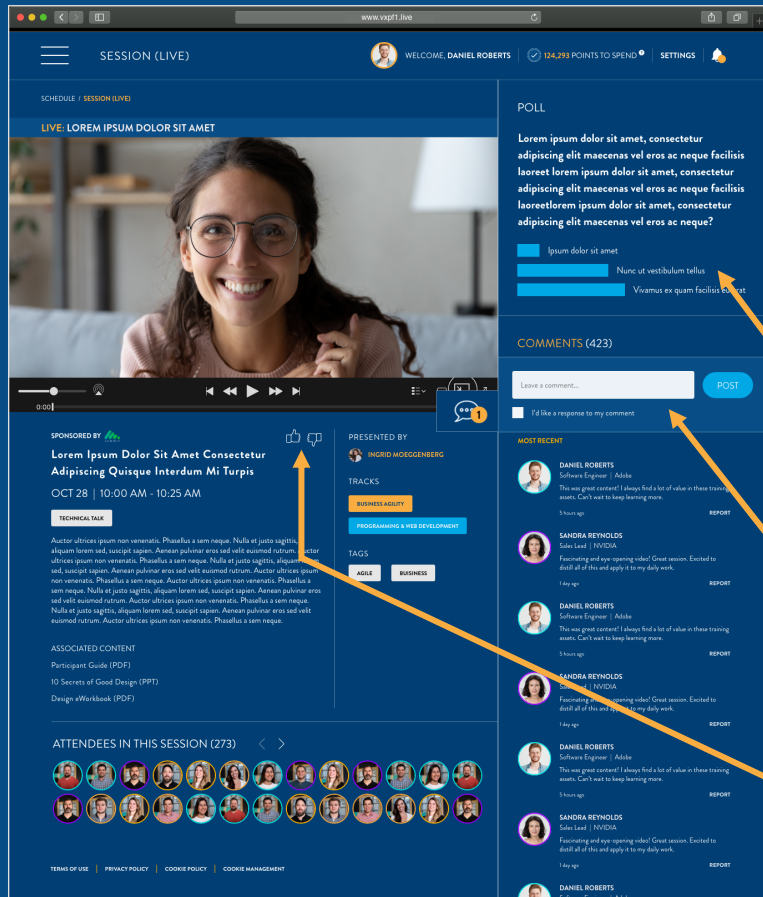
Launching SAFe in marketing



Melissa Reeve

VP, Marketing
Scaled Agile, Inc.





Participate in polling, post comments, and rate sessions

1

Polling

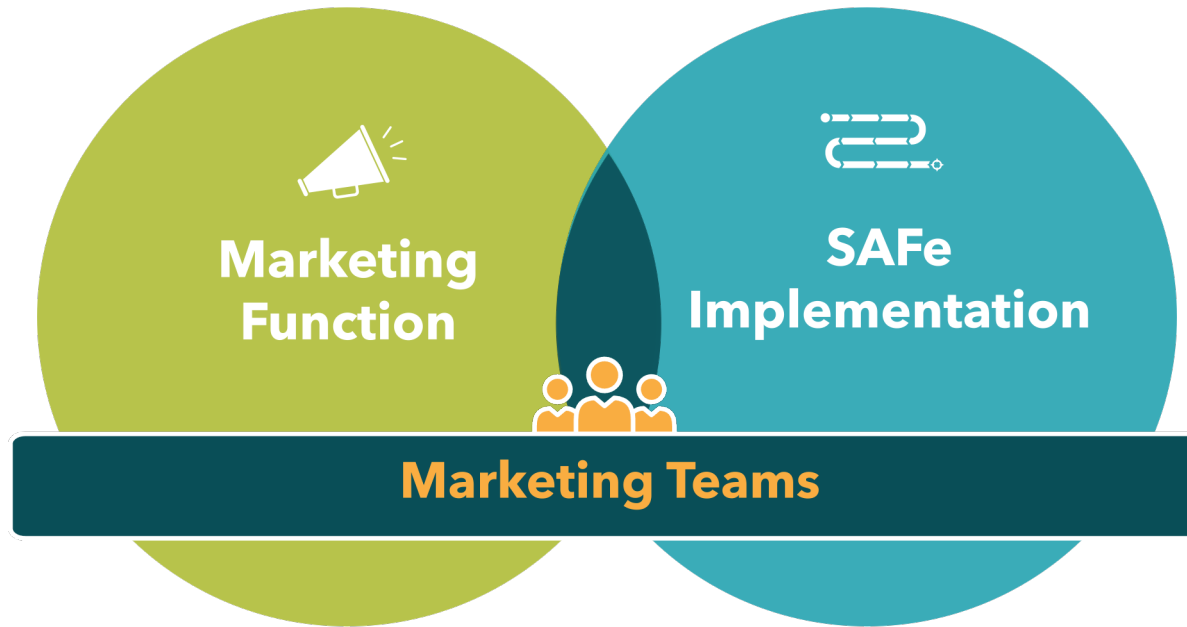
2

Comment

3

Thumbs up or down

Agile Marketing with SAFe



Getting Started

The image features a dark blue background with a white wavy line pattern that creates a grid-like effect. Two orange triangles are positioned on the page: one in the top right corner and another in the bottom center. The text "Getting Started" is centered in a white, sans-serif font.

Generate the pull



▶ Awareness Session

- One-hour session or lunch/learn
- Invite leadership
- Invite stakeholders

▶ Agile Marketing with SAFe

- One day course
- Invite leadership

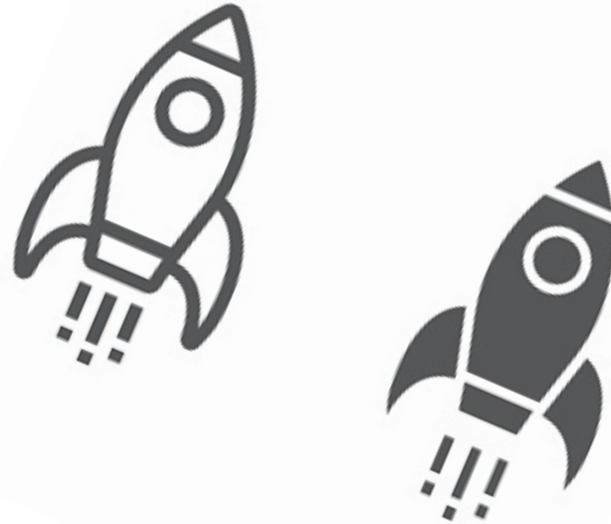
Pick a starting point

- ▶ Leaders leaning in
- ▶ A burning platform
- ▶ Willing team(s)
- ▶ Adjacent to SAFe implementation



Launch initial teams

- ▶ Be sure to baseline metrics
 - Productivity
 - Employee engagement
 - Flow
- ▶ Coaching for success
- ▶ Fill specialty roles from marketing



Training the leaders + teams



- ▶ Focuses on the mindset
- ▶ How marketing joins operational and development value streams
- ▶ Validated learning
- ▶ Adaptive and iterative campaigns

Training the leaders + teams

SAFe® for Teams

Establishing Team Agility for Agile Release Trains

SAFe® Course Attending this course gives students access to the SAFe® Practitioner exam and related preparation materials.

5.0.1



SCALED AGILE

© Scaled Agile, Inc.

Leading SAFe®

Thriving in the Digital Age with Business Agility

SAFe® Course - Attending this course gives students access to the SAFe® Agilist exam and related preparation materials.

5.0.1



SCALED AGILE

© Scaled Agile, Inc.

Participate in PI Planning

- ▶ Bring teams together in PI Planning
 - Aligned to development value streams
 - Aligned to operational value streams

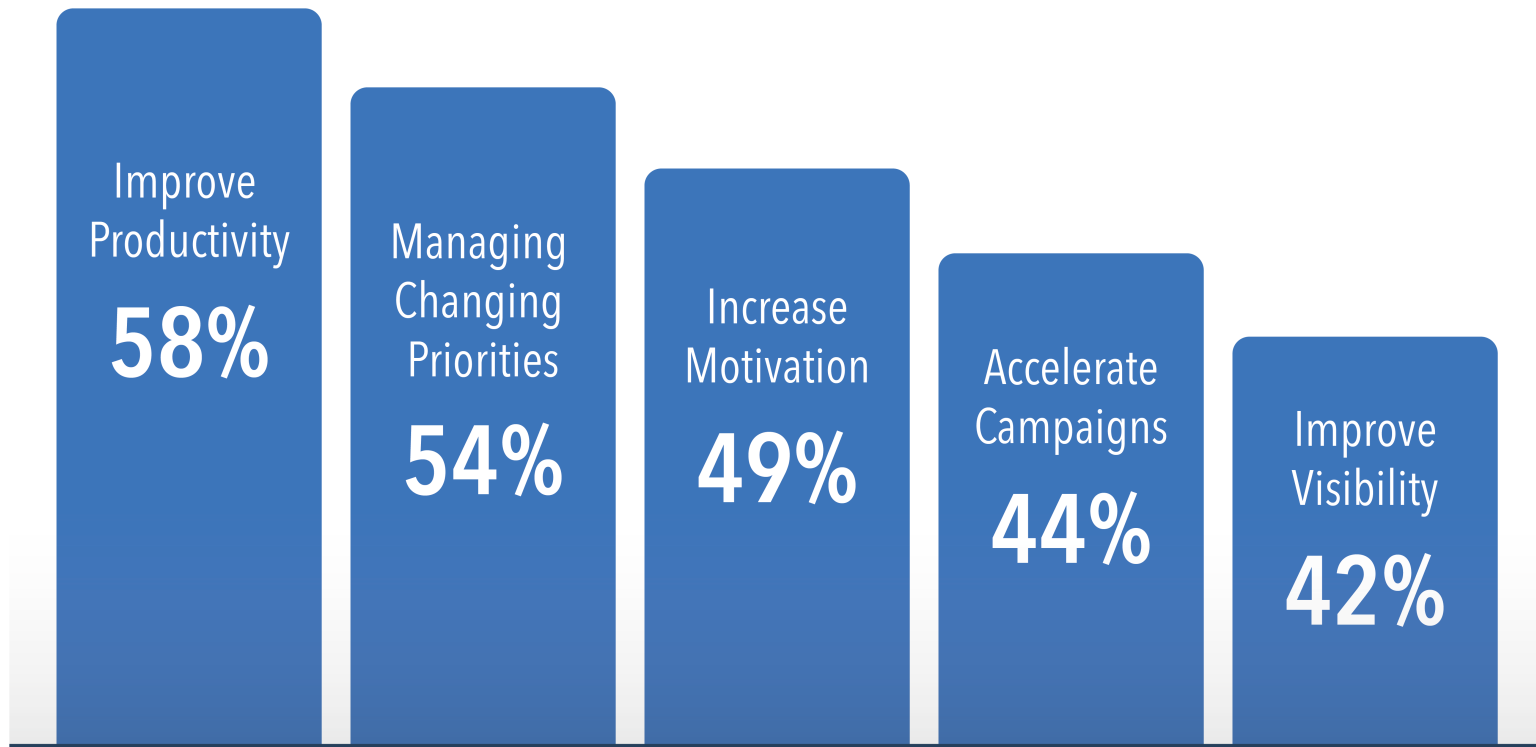


Share successes

- ▶ Share success to build more pull
- ▶ Reduce risk for executives
- ▶ Gain visibility for the transformation
- ▶ Build team morale



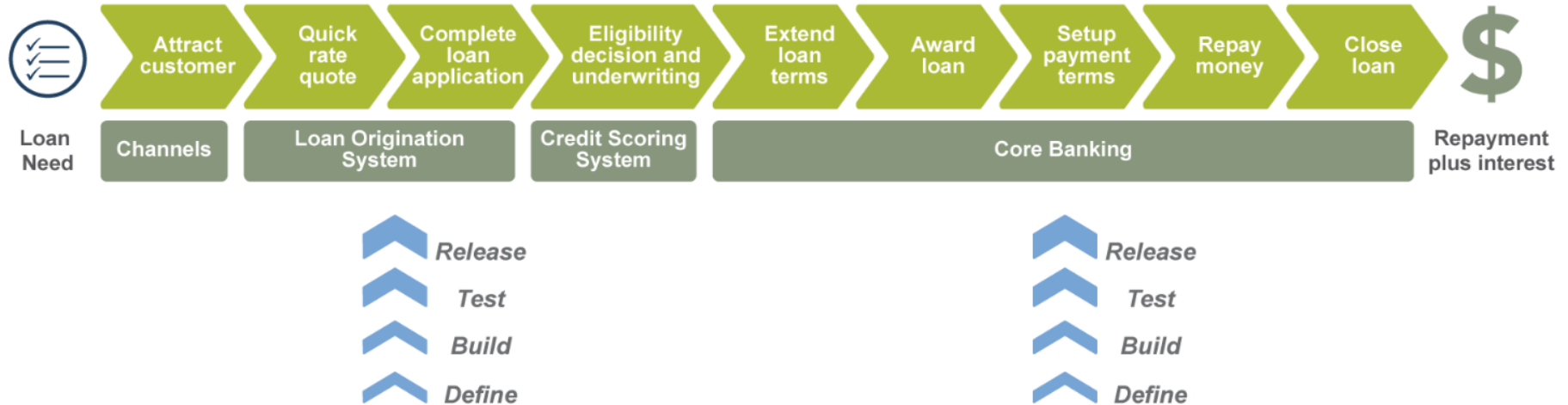
Benefits of Agile Marketing



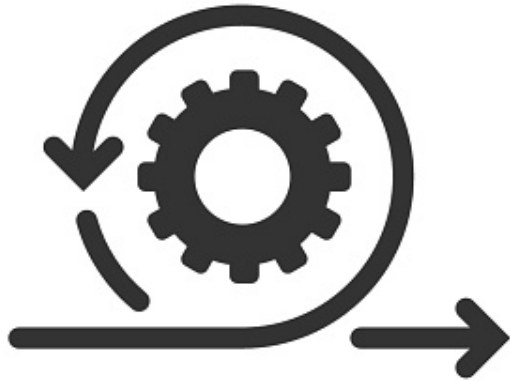
Source: 3rd Annual State of Agile Marketing Report

Grow the transformation

- ▶ Align to the Operational and/or Development Value Streams
- ▶ Scale to additional teams









Iterate, measure, and adapt



- ▶ Use I&A and retros to keep your transformation on track
- ▶ Measure to show value and progress
- ▶ Recognize that marketing is diverse; ground teams in the principles and let them adjust as needed

Getting started with Agile Marketing + SAFe

- ▶ Generate pull 
- ▶ Pick a starting point 
- ▶ Launch initial teams 
- ▶ Train the leaders + teams 
- ▶ Participate in PI Planning
- ▶ Share success 
- ▶ Grow the transformation
- ▶ Iterate, measure and adapt 

For more information

More Resources to Learn About SAFe and Marketing

- [SAFe Business Agility Podcast, Episode 18:](#)
Melissa Reeve and Dwayne Stroman discuss SAFe + Marketing
- [Marketing Agility Podcast:](#)
Melissa Reeve & Hannah Bink talk about Scaling Agile in Marketing:
- [2019 Global SAFe Summit: SAFe in Marketing:](#)
The Benefits of Lean and Agile in Marketing with SAFe
- [The Path to Business Agility:](#)
Enterprise Agile Marketing

scaledagile.com/marketing

melissa.reeve@scaledagile.com



Questions

Join me at the Meet the Speaker Session!



Please refer to the agenda for scheduled times

Thank you!