

Agility that delivers:

driving growth, value, and resilience



How agile training
leads to resilient,
customer-centered
organizations



Harness agility to accelerate growth

In today's fast-paced economy, organizations can't afford to rely on rigid systems that slow down innovation. Agility has become a business imperative. Companies that embrace agile practices, including the scrum framework, are better equipped to adapt quickly, delight customers, and create workplaces that engage and retain top talent.

This paper explores how professional training from Scrum Alliance® empowers organizations to:

- Accelerate time-to-market
- Improve collaboration and employee engagement
- Increase customer satisfaction
- Achieve sustainable growth in uncertain markets

Research shows that organizations with high agility achieve 60% higher revenue growth than their less agile peers.

(Business Agility Institute, 2023).



What is agile work management?

Agile is more than a process—it's a skill set and a mindset that helps organizations navigate complexity and change. At its core, agile values collaboration, adaptability, and continuous delivery of value.

Scrum, the most widely used agile framework, provides a lightweight structure that guides teams and leaders. It helps organizations break down complex initiatives into achievable outcomes delivered in short, focused iterations called sprints.

Modern framing:

Scrum isn't a step-by-step recipe. It's a framework that supports decision-making, empowers teams, and fosters resilience across the business.



Why agility matters

Traditional management approaches, such as waterfall, follow sequential phases that make it difficult to pivot when customer needs change. This rigidity often results in delays, rework, and missed opportunities.

By contrast, agile project and product management enable organizations to:

- Adapt rapidly to customer feedback and market shifts
- Deliver value faster with iterative cycles of work
- Boost ROI by minimizing wasted effort and focusing on priorities
- Build resilience by creating teams and leaders who thrive in uncertainty

87% of leaders say business agility directly improves their ability to manage change and uncertainty.

(Business Agility Institute, 2023).

How scrum works

Roles

- Scrum master – Coaches the team and removes impediments.
- Product owner – Aligns work with business goals and customer needs.
- Developers – Cross-functional professionals (in technical or non-technical teams) who self-organize to deliver value.

Events

- Sprint planning – Define the work for the sprint.
- Daily scrum – A quick alignment meeting for transparency and focus.
- Sprint review – Share progress and gather feedback.
- Sprint retrospective – Reflect and improve ways of working.

Artifacts

- Product backlog – Dynamic list of priorities aligned to strategy.
- Sprint backlog – Commitments for the current sprint.
- Increment – A usable outcome that provides value.

This simple framework creates a rhythm of delivery, learning, and adaptation that scales across teams and departments.

The “How”





Business outcomes of training your people in agile and scrum

When organizations train their people in agile and scrum, they unlock measurable results:

- **Faster Time-to-Market:** Shorter delivery cycles and rapid adaptation.
- **Higher Quality & Lower Costs:** Continuous feedback minimizes rework and waste.
- **Increased Employee Engagement:** Empowered teams are more motivated and collaborative.
- **Customer-Centric Innovation:** Regular feedback loops ensure products meet real needs.
- **Organizational Resilience:** Agile-trained leaders respond effectively to disruption.

Companies that scale agile across the enterprise report 30–50% improvements in operational performance, and financial performance improved by 20-30%.

(McKinsey, 2020).

“81% of organizations provide training and coaching to keep distributed teams aligned.”

Training and coaching aren’t just about coordination—they build alignment that enables teams to deliver value more consistently and confidently.

(17th Annual State of Agile)

Scrum Alliance training paths



Role and skill-based certifications

Scrum Alliance provides globally recognized certifications that equip individuals and organizations with proven agile capabilities:

- **Foundational:** Certified ScrumMaster® (CSM®), Certified Scrum Product Owner® (CSPO®), Certified Scrum Developer® (CSD®)
- **Advanced:** Advanced Certified ScrumMaster (A-CSM), Advanced Certified Scrum Product Owner (A-CSPO), Advanced Certified Scrum Developer (A-CSD)
- **Professional:** Certified Scrum Professional®-ScrumMaster (CSP®-SM), Certified Scrum Professional®-Product Owner (CSP-PO), Certified Scrum Professional-Developer (CSP-D)
- **Leadership and Coaching:** Certified Agile Leader® (CAL 1), Certified Agile Leader 2 (CAL 2)
- **Facilitation and Scaling:** Certified Agile Facilitator™ (CAF), Certified Agile Scaling Practitioner™ (CASP)



Microcredentials: Targeted learning for emerging needs

For organizations looking to quickly upskill employees in focused areas, microcredentials provide flexible, stackable options. Each offering directly supports an agile way of working in the following categories:

- **Agile and scrum essential:** Equip teams with the skills to collaborate, prioritize, and deliver in fast-changing environments.
- **Project management:** Strengthen planning and execution to ensure initiatives are completed faster, with fewer delays and less waste.
- **Product management:** Align product decisions with customer needs and business outcomes to maximize return on investment.
- **Leadership and coaching:** Develop leaders who can inspire, empower, and sustain high-performing teams.
- **Practical agile for every team:** Bring adaptive practices into every function—marketing, HR, operations, and more—for greater alignment and impact.
- **Data and metrics:** Use metrics and insights to improve decision-making, measure progress, and accelerate results.
- **AI and emerging practices:** Explore how new technologies and evolving practices can support innovation and smarter ways of working.

These pathways enable companies to address immediate business challenges while developing long-term organizational agility.



Why Scrum Alliance

- **Trusted global nonprofit:** Focused on people-centered agile transformation since 2001
- **Proven scale:** 1.8M+ practitioners certified worldwide
- **Expert educators:** 200+ Certified Scrum Trainers, rigorously vetted for quality and consistency
- **Mission-driven:** Dedicated to advancing its position of Agile for Anyone™ by equipping professionals and organizations with the education, skills, and community needed to succeed in today's ever-evolving workplaces.



"Many leaders pursue agility to work faster—but it's really about simplifying and moving fluidly from reaction to response."

(Agile Business Report, 2022)



Make agility your growth strategy

Agility is no longer just a competitive advantage—it's a requirement for success. By investing in your employees with Scrum Alliance certification and microcredential training, you'll equip your teams with the tools, practices, and mindsets to thrive in change, accelerate growth, and deliver lasting customer value.

Explore certifications and microcredentials at scrumalliance.org today.

Reach out to our [sales team](#) for bulk purchase options and enterprise solutions.

Sources

Business Agility Report Business Agility Report 2023, Business Agility Institute (6th Edition), pp. 6–24.

<https://api.businessagility.institute/storage/files/download-library/2023-11%20BAI-Business-Agility-Report-2023.pdf>

Mckinsey Report

<https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/enterprise-agility-buzz-or-business-impact>

Digital.ai's 17th Annual State of Agile report

<https://digital.ai/resource-center/analyst-reports/state-of-agile-report/>

Agile Business Report

<https://resources.scrumalliance.org/Article/3-insights-agile-leaders-business-report>

