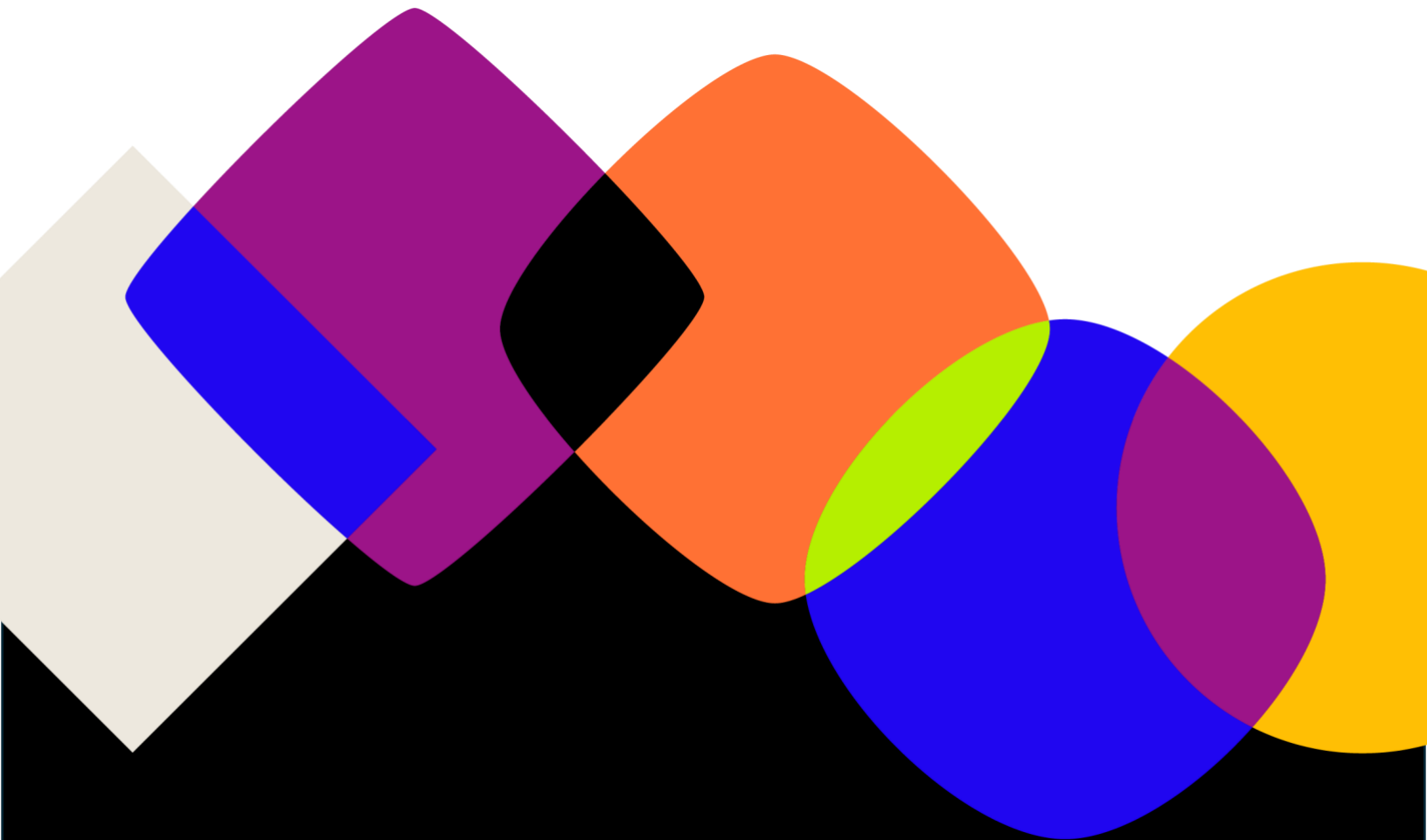


AgileBA[®] Launch Briefing Pack

*Everything Accredited Training Organizations (ATOs) need to launch
AgileBA v3 successfully.*



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Thank you for supporting the launch of AgileBA® v3.

This launch is about more than introducing a new version of AgileBA.

It's about giving you a ready-made marketing campaign to generate interest, start conversations and create new opportunities for AgileBA.

Every day, organizations invest millions in projects and transformation initiatives. Some succeed. Many don't. Often, the biggest failure isn't poor delivery, it's solving the wrong problem.

That's the conversation we're starting.

Over the next eight weeks, we'll challenge assumptions, provoke discussion and position AgileBA as the capability that helps organizations ask better questions before significant investment is made.

Alongside this, the AgilePM® + AgileBA campaign gives you a timely reason to reconnect with existing AgilePM customers, nurture those relationships and introduce AgileBA as the natural next step.

We've created the campaigns.

We've created the content.

We've created the assets.

All you need to do is follow this guide to generate awareness, strengthen customer relationships and build demand for AgileBA.

LAUNCH AT A GLANCE

Timing

End July – August 2026

7th September onwards
Weeks 1-8

Throughout the campaign

What Happens

Prepare for launch. Update your website, download your assets and schedule your content.

Launch the Future Headlines campaign. Start conversations.
Continue the Future Headlines campaign with weekly content packs.

Run the AgilePM + AgileBA campaign if you have an existing AgilePM customer base.

YOUR LAUNCH CHECKLIST

Tick each activity off as you complete it.

Pre-Launch Checklist

Download campaign assets from Huddle	☐
Prepare your team	☐
Update your website	☐
Schedule your content	☐

Campaign Activity Planner

Week	Future Headlines Campaign			AgilePM + AgileBA Campaign	
	Social Post	Social Video	Supporting Asset	Email	Social Post
1	☐	☐	☐	—	—
2	☐	☐	☐	☐	—
3	☐	☐	☐	—	—
4	☐	☐	☐	—	☐
5	☐	☐	☐	—	—
6	☐	☐	☐	☐	—
7	☐	☐	☐	—	—
8	☐	☐	☐	☐	—

BEFORE YOU LAUNCH

Before launching the campaign, make sure your organization is ready.

Complete the following activities before Week 1.

1. Prepare Your Team

Everyone involved in selling AgileBA should understand the product and the campaign before it begins.

Review the supplied enablement materials and ensure your team understands:

- Who AgileBA is for
- The value proposition
- The Future Headlines campaign
- The AgilePM + AgileBA campaign
- How to respond to enquiries

Enablement Assets

- ATO Guide
- This Launch Briefing Pack
- Recordings of the ATO briefing

2. Update Your Website

Your website is often the first place prospective customers will visit after seeing your campaign.

Before launching, update your AgileBA pages using the supplied content.

Assets Provided

- AgileBA Course overview and course description
- Frequently Asked Questions
- Badges

3. Download Your Campaign Assets

Everything you need to run the campaign is available in Huddle or on the Agile Business Consortium Website.

Download the campaign assets before Week 1 so you're ready to publish each week's content.

Huddle (login required): <https://ao.huddle.net/workspace/38136897/files/#/folder/61538041/list>

Agile Business Consortium Webpage (no login required): <https://www.agilebusiness.org/agileba-ato-campaign-hub/>

4. Schedule Your Content

To make the campaign easy to manage, we recommend scheduling your content in advance wherever possible. Each weekly campaign pack contains everything you need.

For every week, aim to publish:

- Two Social Media posts
- One supporting asset (deep dive, email, carousel, blog or customer story)

TWO CAMPAIGNS. ONE LAUNCH.

The AgileBA launch consists of two complementary campaigns.

Every ATO should run the **Future Headlines** campaign.

If you already have an AgilePM customer database, we also recommend running the **AgilePM + AgileBA** campaign alongside it.

These campaigns have different audiences but work together.

CAMPAIGN ONE: Future Headlines

Our flagship awareness campaign.

Future Headlines has been designed to stop people scrolling.

We're leading with the problems organizations are facing every day: AI projects being scrapped, digital transformations falling short, technology failures, products customers don't want, and organizations struggling to deliver lasting change. Once we've got their attention, we can introduce the conversation around AgileBA and why the capabilities it develops are becoming increasingly important.

Each week we'll publish a fictional future news headline highlighting the consequences of solving the wrong problem.

The objective isn't to sell AgileBA immediately.

The objective is to create curiosity, encourage discussion and position AgileBA as the capability that helps organizations make better decisions before significant investment is made.

Audience

AgileBA develops agile business analysis as a capability. **Initial target audiences include, but are not limited to:**

- Business Analysts
- Product Owners & Product Managers
- AgilePM Candidates & Project Managers
- Scrum Masters and Agile Coaches
- Senior Leaders and Transformation Directors
- Public Sector & Government
- Financial Services
- Enterprise Transformation

Call to Action

To encourage discussion and position AgileBA as the capability that helps organizations make better decisions.

CAMPAIGN TWO: AgilePM + AgileBA

A supporting campaign for existing customers.

If you already deliver AgilePM, use this campaign to introduce AgileBA as the natural next step in their professional development.

This campaign will also provide a timely reason to reconnect and reengage your AgilePM, Agile, Project Management audience.

AgilePM focuses on delivering effectively, while AgileBA focuses on ensuring the right things are delivered for the right reasons. Together, they combine delivery discipline with evidence-based decision-making, stakeholder alignment, and a focus on value and outcomes.

The AgilePM + AgileBA campaign helps partners re-engage existing AgilePM audiences by introducing AgileBA as a complementary capability that strengthens successful delivery.

Audience

- AgilePM customers
- AgilePM alumni
- Project Managers
- Program Managers
- PMO professionals
- Agile Professionals and Delivery Managers

Core Message

AgilePM helps you deliver.

AgileBA helps you deliver the right thing.

Together they create a complete value delivery capability.

Call to Action

You know how to deliver. Now learn how to ensure you are delivering the right thing.

FUTURE HEADLINES CAMPAIGN

Campaign Overview

Welcome to Future Headlines — the flagship campaign for the AgileBA v3 launch.

This isn't a traditional product campaign.

It's a scroll stopper and a conversation starter.

Each week, you'll publish a fictional future news headline designed to challenge assumptions and encourage organizations to think differently about transformation.

The headlines are bold. AgileBA is the solution.

How the Campaign Works

Every week you'll receive a campaign pack in Huddle.

Each pack contains everything you need.

Your Weekly Content Pack

- One Future Headlines Social Media graphic and an accompanying social media caption
- One Future Headlines Social Media Video and an accompanying social media caption
- One supporting asset (deep dive, email, blog, carousel or customer story)
- Campaign guidance

Every Week

Your role is simple.

- ✓ Publish two social posts.
- ✓ Publish the supporting asset.
- ✓ Spend 15 minutes responding to comments.

Don't overthink it.

Consistency is more important than volume.

WEEK 1

Headline

Hospital trust withdraws AI tool after patient safety concerns ignored

The Story Behind the Fictional Headline

The AI worked exactly as it was designed to.

The problem wasn't the technology—it was the assumptions behind it. Concerns about patient safety weren't challenged early enough, and the solution was implemented before the real problem had been fully understood.

AI can accelerate decisions. It can't validate whether they're the right ones.

How This Starts a Conversation

This headline challenges the assumption that better technology automatically leads to better outcomes.

It opens a discussion about the importance of asking the right questions before introducing new technology and positions AgileBA as the capability that helps organizations validate ideas before significant investment is made.

Downloads

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WEEK 2

Headline

Hundreds of jobs cut after £27m transformation fails to deliver benefits

The Story Behind the Fictional Headline

The transformation was delivered.

The milestones were met.

The budget was spent.

But the promised benefits never materialized.

Transformation success isn't measured by what gets delivered—it's measured by the value that's created and used.

How This Starts a Conversation

This headline encourages organizations to think beyond delivery metrics and consider whether they're solving the right problem in the first place.

It introduces AgileBA as the capability that helps teams focus on benefits, outcomes and organizational value—not just successful delivery.

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WEEK 3

Headline

Regulator investigates automation program linked to service failures

The Story Behind the Fictional Headline

Automation increased efficiency.

Unfortunately, it also accelerated poor decisions.

When assumptions aren't challenged before automation begins, organizations can scale problems just as quickly as they scale success.

How This Starts a Conversation

This headline highlights that automation doesn't remove risk—it amplifies the quality of existing decision-making.

It creates an opportunity to discuss why organizations need people who can question assumptions, understand stakeholder needs and validate solutions before they automate.

Downloads

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WEEK 4

Headline

Organization writes off £12m investment after customers refuse to use platform

The Story Behind the Fictional Headline

The platform launched successfully.

It worked as intended.

Customers simply didn't want it.

The project succeeded—but it solved the wrong problem.

How This Starts a Conversation

This headline shifts the conversation from successful delivery to successful outcomes.

It encourages organizations to think about customer value, stakeholder engagement and validating needs before investing in solutions.

Downloads

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Before Week 5

The first four weeks focused on the risks of solving the wrong problem.

From Week 5 onwards, the campaign shifts from highlighting failure to demonstrating what happens when organizations ask better questions, challenge assumptions and make better decisions before investing.

WEEK 5

Headline

Council saves £8m after early review prevents unnecessary transformation program

The Story Behind the Fictional Headline

Not every successful transformation starts with a project.

Sometimes success comes from stopping one.

By reviewing assumptions early and challenging the original proposal, the organization avoided unnecessary cost and redirected investment where it created greater value.

How This Starts a Conversation

This headline demonstrates that asking better questions isn't about slowing organizations down—it's about making better decisions based on evidence.

It introduces the positive impact of business analysis before significant investment is made.

Downloads

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WEEK 6

Headline

Simple question prevents multi-million-pound mistake

The Story Behind the Fictional Headline

Everything was ready.

The funding had been approved.

The team was prepared to begin.

Then someone asked one simple question.

That pause changed the direction of the initiative and prevented a costly mistake.

How This Starts a Conversation

This headline reinforces one of the campaign's central messages:

The most valuable question in transformation might simply be, “Have we involved the right people and asked the right questions?”

It positions questioning assumptions as a strength, not a delay.

Downloads

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WEEK 7

Headline

Board expands Agile Business Analysis capability after £5.4m program saving

The Story Behind the Fictional Headline

After avoiding a costly program, the organization recognized that better outcomes weren't the result of luck.

They were the result of people asking better questions, engaging the right stakeholders and challenging assumptions before decisions were made.

How This Starts a Conversation

This headline introduces Agile Business Analysis as an organizational capability rather than just a role.

It positions AgileBA as a way to develop the skills needed to make better decisions, create better outcomes and reduce transformation risk.

Downloads

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WEEK 8

AgileBA helps you deliver the right thing.

The Story Behind the Campaign

Over the last seven weeks, we've explored the consequences of solving the wrong problem.

We've seen that:

- AI can deliver faster.
- Transformations can stay on budget.
- Automation can increase efficiency.
- Technology can work flawlessly.
- Projects can solve nothing.
- Assumptions can be costly.
- Successful delivery can miss the mark.

It's measured by whether you deliver the right thing.

How This Starts a Conversation

This final campaign asset brings together everything we've explored over the last eight weeks.

Use the supplied looping animation or video to reinforce a simple but powerful message: delivery alone isn't enough.

AgileBA develops the capability to challenge assumptions, ask the right questions, engage the right stakeholders and create the right value before significant investment is made.

In a world where AI, automation and technology continue to accelerate change, organizations need people who can ensure they're solving the right problem—not just delivering the solution faster.

Downloads

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AGILEPM + AGILEBA CAMPAIGN

The AgilePM + AgileBA campaign is designed to help you reconnect with people who already know you.

If you have an existing AgilePM customer base, use this campaign alongside Future Headlines to introduce AgileBA as the next step in their learning journey.

Campaign Overview

Help AgilePM learners understand that successful delivery starts long before a project begins.

AgilePM develops the skills to deliver projects effectively and efficiently.

AgileBA develops the competencies to identify the right problem, engage stakeholders and maximize value.

Together they provide a stronger foundation for successful change.

Who Is This Campaign For?

Run this campaign if you have:

- Existing AgilePM customers
- AgilePM alumni
- Corporate AgilePM clients
- Project Managers
- Program Managers
- PMO professionals
- Delivery Managers
- Those that want to develop beyond project delivery

Key Message

AgilePM helps organizations deliver.

AgileBA helps organizations deliver the right thing.

Together they create a complete value delivery capability.

Recommended Campaign Activity

Run these activities alongside the Future Headlines campaign.

Week Activity

Week 2 Send Nurture Email 1

Week Activity

Week 4 Publish LinkedIn Post

Week 6 Send Nurture Email 2

Week 8 Send Nurture Email 3

Keep the campaign simple and focused.

Campaign Assets

Huddle (login required): <https://ao.huddle.net/workspace/38136897/files/#/folder/61538041/list>

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Email

- Nurture Email 1
- Nurture Email 2
- Nurture Email 3

Social Media

- Social Media Post 1
- Alternative Social Media Post 2

Sales Enablement

- Sales one-pager
- ATO Guide
- Frequently Asked Questions
- Objection handling guide
- GOV.UK comparison guide (where applicable)

Other Resources

- Testimonials
- Website/Email banner

SUCCESS MEASURES

The success of the campaigns isn't measured by how many posts you publish.

It's measured by the conversations you start and the opportunities you create.

Throughout the Campaigns

Monitor:

- Website visits
- Landing page traffic
- Email open rates
- Email click-through rates
- Social engagement
- Course enquiries
- Course bookings
- Customer conversations

Remember, engagement matters.

Respond to comments.

Ask questions.

Join the discussion.

The strongest campaigns don't just publish content, they create conversations and leads

Thank you and how to find additional support

Thank you for supporting the launch of AgileBA v3.

By working together, we can start better conversations, challenge assumptions and help organizations make better decisions before significant investment is made.

Now it's over to you.

Download your assets. Publish your content. Start the conversation.

If you need support during the campaign, we're here to help.

Marketing Support

For campaign assets, content or guidance, contact the Channel Marketing Team.

Commercial Support

For sales support or customer opportunities, contact your Business Development Manager.