Agile Business
Consortium

ACCREDITED PARTNER PROSPECTUS

Build your influence in *business agility*.

A credible platform for organisations that want to reach, learn from and contribute to the people leading change.



Part of agile's history. Focused on *its future*.



For more than 30 years, the Consortium has helped people and organisations turn agile principles into practical capability.

Founded as the DSDM Consortium, it is an independent, not-for-profit professional body and a co-signatory to the Agile Manifesto. Its work now spans recognised frameworks, professional learning, community, research and the realities of organisation-wide change.

1994

Founded as the DSDM Consortium

2001

Co-signatory to the Agile Manifesto

2016

Expanded its remit to business agility

Today

Connecting insight, practice and professional capability

ACCREDITATION CRITERIA

Reserved for the standards, assessment and continuing expectations that distinguish an Accredited Partner.



"Being part of the Accredited Partner network helps us build trust with organisations navigating agile delivery and digital transformation. We value the partnership because it reflects our practical, collaborative approach to delivering meaningful change with confidence."



Jon Bray
Director, Alirity

The people *delivering, leading and sponsoring* change.

87.3% of the Consortium audience is at Manager, Director or C-suite level.

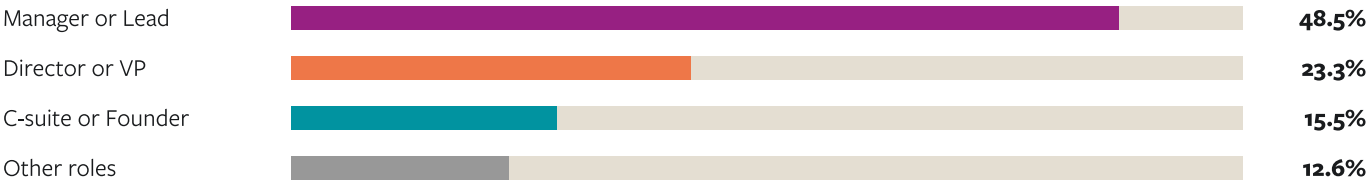


Figure 1. Audience by role level. Source: Agile Business Consortium database, 2026. Other roles combines Other, Individual Contributor and Senior Individual Contributor.

300,000+ certified professionals	**90,000** annual website visitors	**40,000** email subscribers
19,000 social followers	**158** countries represented	**30+** years of experience

Scale measures describe different, potentially overlapping audiences and should not be added together. Source: Agile Business Consortium database, 2026.

ORGANISATIONS ACROSS THE CONSORTIUM ECOSYSTEM

Jaguar Land Rover · vodafone UK Digital · KFC UK&I · ING · Rabobank · Maybank · TBC BANK · BCI bank · Attijariwafa bank · charles river LABORATORIES · Dubai Municipality · Dubai Electricity & Water Authority · SITA · AIRFRANCE KLM Martinair CARGO · Allianz Türkiye · Bumrungrad International HOSPITAL · Northumbria University NEWCASTLE · University of St Andrews · saba · evaro

"I consistently apply the principles... emphasizing collaboration, interpersonal engagement and iterative solution development. This approach has enabled me to adopt a more agile leadership style, contributing to the successful delivery of multiple healthcare initiatives, including impactful projects in the field of oncology."



Neli Garbuzanova
Deputy Head of Transformation, NHS England

Research that shows where partners *add value*.



Organisations are investing in technology, capability and external expertise — but the conditions for successful change remain uneven.

The Consortium's 2026 **Skills, Tools and Services** research identifies where organisations see momentum, where implementation stalls, and where credible partners can close the gap between ambition and execution.

70%

selected AI and automation as the standout trend affecting their work

44%

described their current tools as only moderately integrated

c.60%

reported teams only mostly satisfied — room to improve value and adoption

LEADING BARRIERS TO ADOPTION

1. **Lack of skills or training**
2. **Integration with existing systems**
3. **Lack of leadership support**

Ranked findings, not a percentage scale.

EXTERNAL SUPPORT VALUED

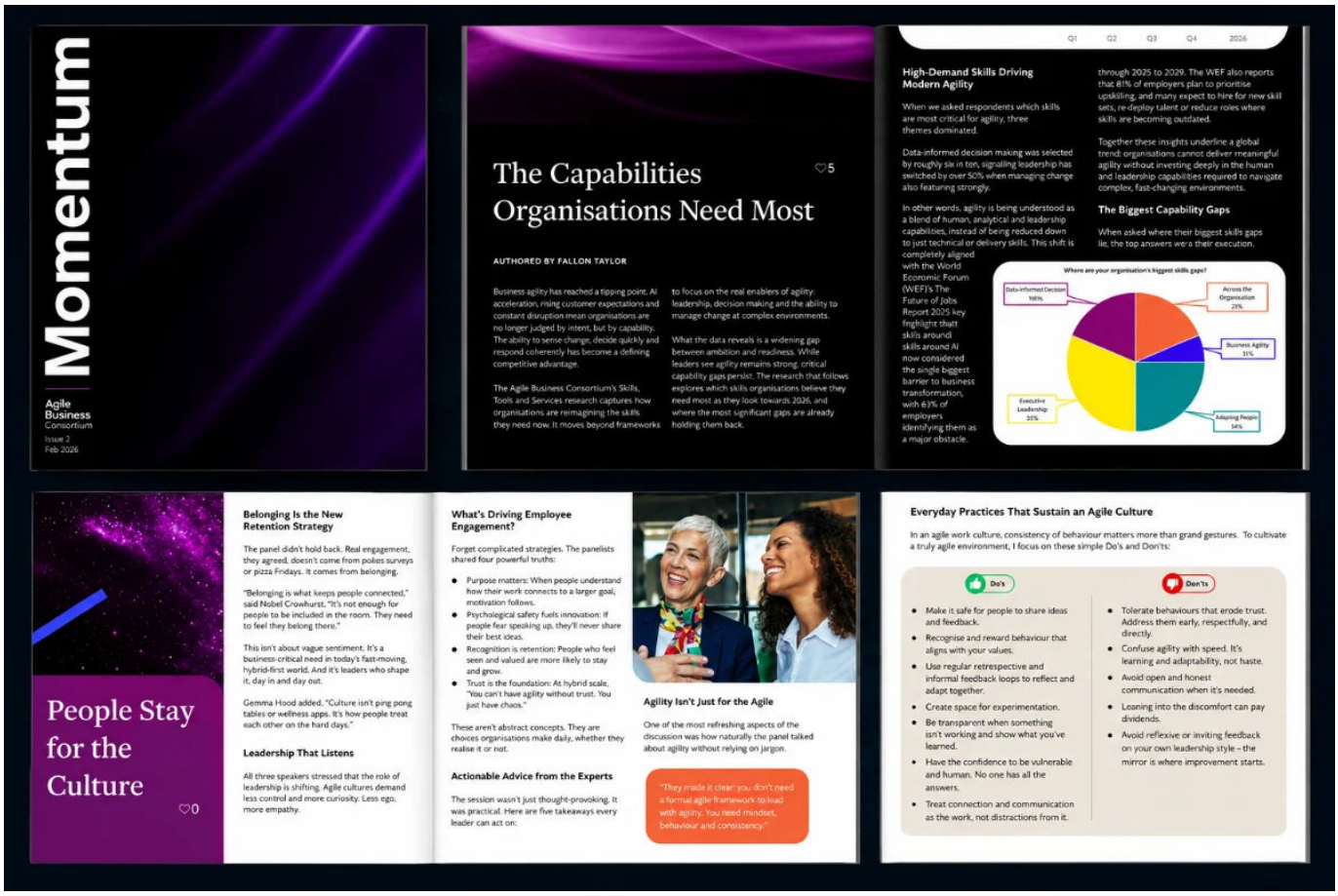


Relative visual ranking. Exact percentages were not published.

Figures 2–4. Source: Agile Business Consortium, Skills, Tools and Services Research Survey Report 2026 — an early, multi-region snapshot gathered through the Consortium's 2025 conference.

Evidence gives partners a credible starting point for insight, content and market activation.

Read the report



Ideas that travel *beyond a single event*.

Momentum brings together research, organisational experience and practical analysis for business agility professionals and change leaders.

QUARTERLY EDITORIAL

A recurring publication supported by member updates and live activity.

PARTNER CONTRIBUTION

Research interpretation, practical articles, interviews, case studies and expert commentary.

WIDER AMPLIFICATION

Email, website, social, video and event channels extend the life of strong content.

COMMERCIAL PRESENCE

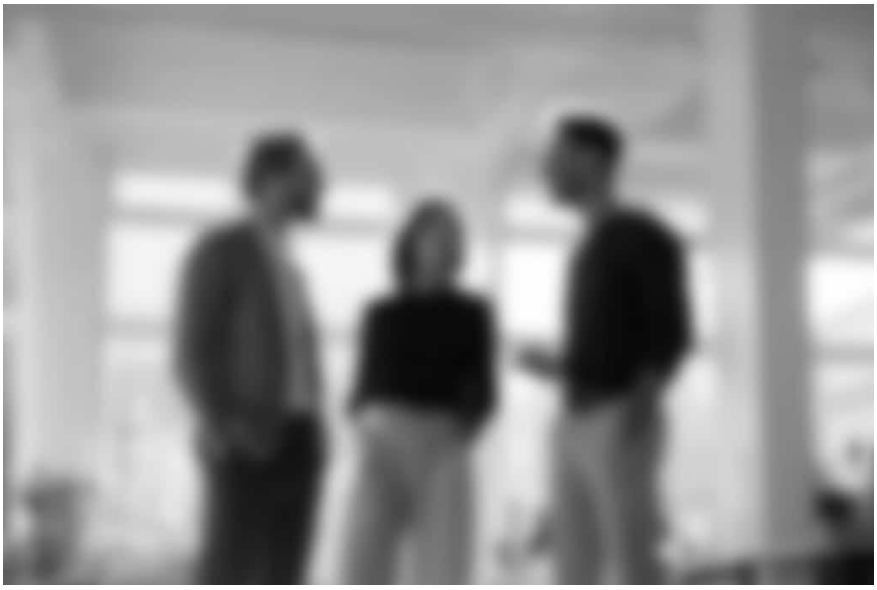
Advertising and advertorial sit within a professionally produced editorial environment.

One strong insight can become an editorial feature, a live discussion, a digital campaign and reusable content.

Explore Momentum

Develop your proposition with *the people who will use it*.

Move from broad assumptions to informed, practitioner-led engagement.





01 **Explore.** Understand needs, language and working practices through a small community discussion.

02 **Test.** Use a structured insight session to examine a proposition, feature or use case.

03 **Validate.** Identify relevance, adoption barriers and the conditions required for practical value.

04 **Activate.** Take the learning into a wider webinar, panel or masterclass.

05 **Amplify.** Extend the work through Momentum, research, email, video and social content.

Appropriate positioning: these are structured community insight sessions. Formal market research, statistical representation, confidentiality and data-use requirements would be scoped separately.

"The partnership has given us a credible platform to reach senior leaders and teams who are serious about making change stick. It has strengthened our visibility in the change, culture and leadership space while connecting us with organisations looking for practical support, not just theory."



Ket Patel
Founder, Change Agitators

CASE STUDY

ING's Digital Platform Tribe goes agile

How an agile operating model delivered customer value earlier, improved collaboration and strengthened employee engagement.

View case study

Agility Impact Awards *2026*.



Align your organisation with teams and leaders whose work demonstrates meaningful, measurable impact.

Now in their fourth year, the Awards recognise progress across six categories. Award stories continue through case studies, events, thought leadership and Momentum.

Agile Leadership

Agile Culture

Transformation Initiative

Project and Programme Delivery

Collaboration

Continuous Learning

JAGUAR LAND ROVER vodafone UK Digital KFC UK&I Rabobank Maybank SITA BCIbank

30 Sep 2026

AWARDS PARTNERSHIP DEADLINE

Explore the Awards

Annual Business Conference *2027*.

Be part of the agenda, not simply present at the event.



AUDIENCE EVIDENCE

Overall experience	8.7
Content value	8.7
Recommendation	9.0

Scores out of 10. Source: Agile Business Conference 2025 delegate data.

1,000+ registrants

+70 Net Promoter Score

Mar 2027 next conference

CONFERENCE WEBSITE – agilebusiness.org/agile-business-conference/

Conference partnerships confirm by **31 December 2026**. Early commitment allows time for agenda planning, content development and coordinated audience engagement.

CASE STUDY

AIRFRANCE / From organisational experience to reusable insight

Air France used Lean Agile Procurement to select a delivery partner within six weeks — first release two months after project start.

View case study

ACCREDITED PARTNERSHIP

Choose the level of activation that fits your objectives

Two routes, each designed to build credibility and sustained presence across the Consortium ecosystem.

Standard Accredited Partner

£2,200 + VAT, year one

£1,500 + VAT each year thereafter

For trusted presence, professional credibility and ongoing participation.

PRESENCE AND PROFILE

- 12-month website listing and referral link
- Accredited Partner logo
- Recorded introduction video on partner profile and YouTube

EDITORIAL REACH

- Newsletter acknowledgement
- Quarter-page advert in each quarterly Momentum issue
- Contribute to content and events on an agreed basis

MEMBER AND COMMUNITY VALUE

- Two membership licences
- 20% client membership discount
- Access to the Ambassadors' Lounge
- Promotion of relevant offers through partner touchpoints

Premium Accredited Partner

£5,000 + VAT annually

All Standard benefits included

For stronger visibility, live activation, insight and lead generation.

PREMIUM VISIBILITY

- Priority placement across partner touchpoints
- Full-page Momentum advertisement or advertorial
- At least one annual co-branded content collaboration

LIVE ACTIVATION

- One branded webinar with opted-in leads
- Option to run a Conference Deep Dive session
- Premium Annual Business Conference partner status
- One Agility Impact Award sponsorship

COMMERCIAL DEVELOPMENT

- Opted-in Conference attendee contacts where applicable
- Option to offer a gated resource
- Follow-up content with a relevant award recipient
- Coordinated promotion across email and social channels

Both routes begin with alignment.

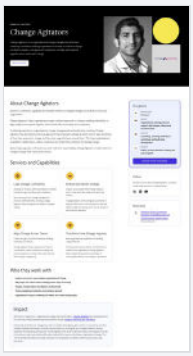
Objectives, audience fit, activation priorities and practical success measures are agreed before launch.

All benefits are subject to editorial fit, scheduling, participant consent, data protection requirements and the final partnership agreement. VAT is charged where applicable.

Turn expertise into *market influence*.

One connected process

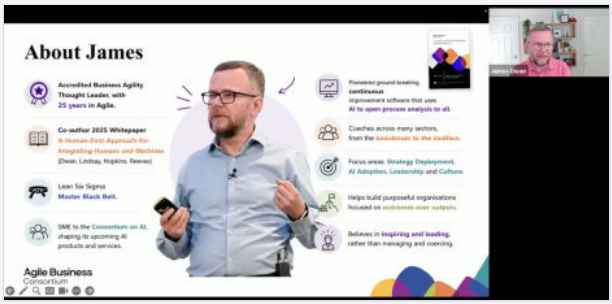
Position your organisation, demonstrate useful expertise, test propositions with professionals and build authority through content with a longer life.



01 Establish your position

A dedicated profile makes your expertise, services, sectors and resources visible to members and website visitors.

VALUE IN PRACTICE Clear market positioning, referral traffic and a persistent home for relevant content. **Explore the website**



02 Bring your expertise to the market

A co-branded webinar applies specialist knowledge to live challenges, promoted to a relevant professional audience.

VALUE IN PRACTICE Demonstrated expertise, audience interaction, reusable video and opted-in follow-up. **View webinars**



03 Test and refine your proposition

Discuss ideas, products and emerging propositions directly with engaged professionals before wider activation.

VALUE IN PRACTICE Informed feedback, clearer adoption barriers and stronger propositions. **Explore the community**



04 Build lasting authority

Momentum turns the strongest ideas into professionally presented analysis and carefully integrated partner content.

VALUE IN PRACTICE Editorial reach and reusable content across email, web and social channels. **Explore resources**

A platform for credible, sustained *market engagement*.

Institutional credibility

Association with an independent professional body rooted in 30+ years of agile practice.

Research and insight

Market evidence that shapes relevant propositions, commentary and conversations.

Community engagement

Explore needs, test ideas and learn directly from practitioners and change leaders.

Editorial reach

Extend expertise through Momentum, the website, email, video and social channels.

Recognition

Alignment with the Agility Impact Awards and organisations demonstrating outcomes.

Flagship activation

Contribute to the Annual Business Conference with content that outlives the event.

KEY PARTNERSHIP MILESTONES

Now

Align objectives

Agree audience, partner level and priority channels.

30 Sep 2026

Awards deadline

Confirm participation in Awards activity and storytelling.

31 Dec 2026

Conference deadline

Confirm partnership before the programme is finalised.

Mar 2027

Annual Conference

Live activation, followed by content and follow-up.

Start with a focused partnership conversation.

We'll identify where your organisation can add value, the audience you want to reach and the right mix of insight, content, community and flagship activity.

Arrange a conversation

info@agilebusiness.org

Learn from organisations doing the work

Coca-Cola Europacific Partners shares how an agile reset improved engagement, velocity, strategic focus and the removal of execution barriers.

View case study