



# **SELF-PACED LEARNING**

## **ONLINE TRAINING COURSES**



**David J Anderson**  
**SCHOOL OF MANAGEMENT**

PRAGMATIC, ACTIONABLE,  
EVIDENCE-BASED  
GUIDANCE



## ABOUT US:

Founded in 2008, the David J Anderson School of Management gives managers a fresh way of interpreting the world around them and equips them with the skills they need to lead with confidence and manage with competence. The principles of our management training enable greater organizational agility through managed evolutionary change, rather than defined or designed processes. Our passion lies in helping people produce better business results for their customers, their employees, and their owners.

## OUR PURPOSE

Our brand essence is to give managers **pragmatic, actionable, evidence-based guidance**.

Following our brand essence ensures managers leave knowing what they can implement on a practical level as early as next week. Our guidance is based on real evidence of results across different industries and company sizes.



**"THE NEW WAY TO  
PRAGMATIC, ACTIONABLE,  
EVIDENCE-BASED GUIDANCE"**

## **INTRODUCING SELF-PACED LEARNING**

Our self-paced learning courses allow you to gain guidance where needed with a new, more flexible online format. Study on your own schedule with 6 months access to the online learning portal and course materials. After completing the course, put your knowledge to the test with a final exam.

### **JOIN OUR SELF-PACED COURSES AND GAIN ACCESS TO:**

- Fully interactive self-paced learning
- Video lectures imparted by top experts
- An online forum with trainers and fellow learners
- David J Anderson School of Management Certified Training
- 6 months access to course material and the exam
- Final exam and digital copy of the book



## SELF-PACED COURSE: INTRODUCTION TO THE KANBAN METHOD

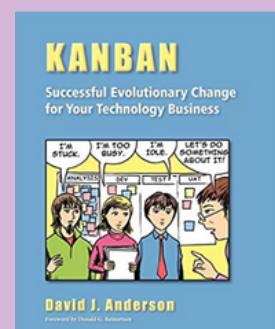
Gain an introduction to the Kanban Method through videos, quizzes, and games.

This course explores introductory topics such as:

- What is Kanban?
- What are the Kanban practices and principles?
- What metrics can you use and how do you use them?
- How can you better visualize work?
- How do you improve collaboratively and evolve experimentally?

## BOOK AND VIDEOS INCLUDED "KANBAN: SUCCESSFUL EVOLUTIONARY CHANGE FOR YOUR TECHNOLOGY BUSINESS"

The course utilizes video lectures by top Kanban expert Anna Radzikowska. The course includes 3 hours of video lectures. Participants also receive a free PDF copy of the book *"Kanban: Successful Evolutionary Change for Your Technology Business"* by David Anderson.



## PRICE: 350 EUROS



## THIS COURSE IS FOR:

### THOSE LOOKING TO GET STARTED AND ENJOY THE BENEFITS OF KANBAN

With Kanban, an advanced understanding of workflow is developed. By using the metrics, Kanban helps you to know things such as how long a particular work item will take to be completed. This allows for better and quicker decision-making on when to start work on a particular item and how to delight customers!

### WITH KANBAN, OTHER COMPANIES FOUND THAT:

- Lead time improved by 78 percent in approximately ninety days!
- Employees were 6% happier with their jobs, 8% happier with the stuff they were working on, and 12% happier with each other
- Kanban was "more effective" or "much more effective" than other methods/frameworks that they have used.
- With the "start where you are now" approach, there is no need to spend on large reorganizations, new tools, or reserve spaces for large planning meetings.
- By focusing on visualization and managing work, not people teams are able to have productive meetings in less time.
- Kanban can be scaled easily across an enterprise. It offers an easier solution to managing dependencies and shaping demand.

# COURSE SYLLABUS:

1. What is Kanban?
  - a. Welcome to the course
  - b. The inspiration behind the Kanban Method
2. Kanban Principles
  - a. Change management principles
  - b. Service delivery principles
3. The STATIK Method
  - a. System Thinking Approach to Introducing Kanban
  - b. 8 steps to introduce Kanban into your organization for each service
4. Visualization
  - a. The most powerful elements of visualization
  - b. Board and ticket design
  - c. The importance of visualization
5. Limiting WIP
  - a. The importance of limiting work in progress
  - b. Relieving overburdening
6. Managing Flow
  - a. What it means to “manage flow”
  - b. Commitment in Kanban
  - c. The need for “replenishment”
7. Explicit Policies
  - a. Basic rules to create perfect policies
  - b. Work item types
  - c. Classes of service
8. Feedback Loops
  - a. How to only introduce meetings when necessary
9. Evolutionary Change
  - a. How the Kanban Method is different from traditional approaches to change
  - b. Explanation of Daniel Kahneman’s work
  - c. Key ingredients of the Evolutionary Change Model



## SELF-PACED COURSE: STRATEGIC MARKETING AND CUSTOMER EXPERIENCE USING THE F4P FRAMEWORK

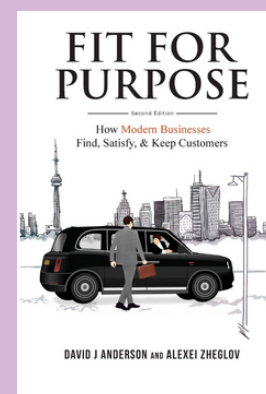
This course dives into the F4P Framework giving participants a complete overview. It introduces each component of the framework including:

- The three components of a product or service
- Metrics
- Knowing your customers and why they choose your products

The course gives guidance on how to know your customer through a human and narrative approach as well as through surveys and data and how to use the information to make changes that will delight customers.

## BOOK AND VIDEOS INCLUDED "FIT FOR PURPOSE: HOW MODERN BUSINESSES FIND, SATISFY, & KEEP CUSTOMERS"

The course utilizes video lectures by David Anderson. The course includes 9.5 hours of video lectures. Participants also receive a free PDF copy of the book *"Fit for Purpose: How Modern Business Find, Satisfy & Keep Customers"* by David Anderson and Alexei Zheglov.



**PRICE: 500 EUROS**



## THIS COURSE IS FOR:

**THOSE LOOKING TO FIND, SATISFY, AND KEEP CUSTOMERS IN A ROBUST MANNER**

The F4P Framework includes guidance on segmenting your market by customer purpose, determining the criteria customers use to make a selection amongst competitors, and a powerful call for action on metrics and KPIs.

## GET TO KNOW THE F4P FRAMEWORK

The F4P Framework combines both narrative- and data-based approaches to sensing customer segments, their criteria, and assessing fitness. Your company can use these to serve their customers better and to find the right customers to serve.

Understanding market segments defined by purpose and understanding customers' fitness criteria should be among your business' core strategic capabilities to ensure organizational alignment and the long-term survivability of the business.

Understanding fitness-for-purpose will enable you to find, satisfy, and keep customers in a manner that is more robust and more efficient than perhaps you have been achieving until now.

Understanding fitness-for-purpose is the first step toward long-term survival for your business in the complex markets of the 21st Century.

# COURSE SYLLABUS:

1. Introduction
  - a. Introduction to the Course
  - b. Book Outline
2. Creating Fit for Purpose Products
  - a. Introducing Fitness for Purpose
  - b. Three Components of a Product or Service
  - c. Fitness Criteria
3. Exploring Customer Fitness Criteria
  - a. 4 Types of Metrics
  - b. Common Fitness Criteria
  - c. Customer Purchasing Decisions
  - d. Market Segmentation
  - e. Classes of Service
4. Understanding Your Customers' Purpose
  - a. Knowing Your Customer
  - b. From Insights to Action
  - c. The A to Z Matrix
  - d. Evolutionary Design Thinking
5. Beyond the Fit for Purpose Framework
  - a. Blind Spots
  - b. Integrating Fitness for Purpose
    - i. Integrating with OKRs
    - ii. Catalog of Integrations
  - c. Possible Next Steps

We know that in the real world, there is no "silver bullet" when it comes to strategic marketing, that is why we included a course conclusion on possible blind spots that can be present using the framework and how to overcome them by integrating the F4P framework with existing methods.

# WANT TO LEARN MORE?

## GET IN TOUCH!

CONTACT US AT  
[INFO@DJAA.COM](mailto:INFO@DJAA.COM)

- FIND THE BEST COURSE FOR YOU
- GET INFORMATION ABOUT GROUP PRICING
- REQUEST A COURSE DEMO!

## FOR THE LATEST NEWS AND MATERIAL, VISIT OUR WEBPAGE:

[DJAA.COM](http://DJAA.COM)

