



David J Anderson

SCHOOL OF MANAGEMENT

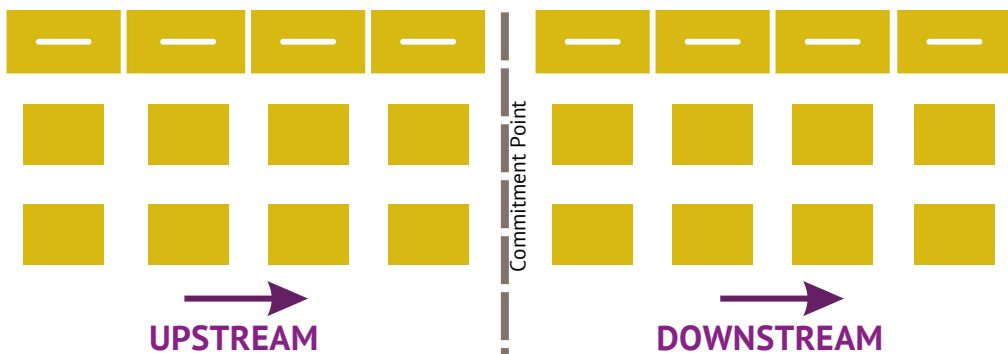
Who are we and what do we teach?

Established in 2008, the David J Anderson School of Management is at the forefront of redefining management. We empower leaders to **navigate change and manage with confidence** through a focus on managed evolutionary change, customer fulfillment, and the Kanban Method. With a global network of over 400 licensed coaches, trainers, and consultants, we're setting standards and reshaping the future of management, helping professionals drive greater organizational agility, resilience, and leadership in the 21st Century. Our guidance is based on **The Kanban Method** and **The Fit for Purpose Framework**. We make sure all of our guidance is actionable, pragmatic, and evidence-based.

WHAT IS KANBAN?

Kanban is a method that allows you to **manage knowledge work**. It uses principles and practices that guide you in **managing and improving work** with the help of Kanban boards that allow you to **visualize your work and its flow** and Kanban Systems that control the work in progress to **ensure work flows smoothly**.

THE KANBAN METHOD INVOLVES BOTH THE UPSTREAM AND THE DOWNSTREAM



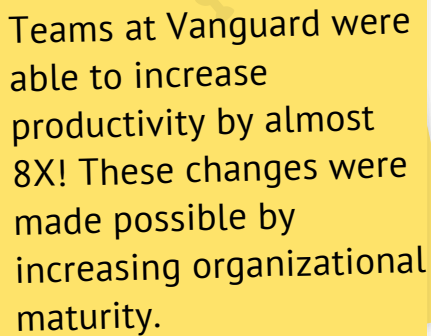
The upstream process refers to the work requested by stakeholders. This is the process where you refine and reflect on the work to be done.

The downstream process refers to the delivery team and the work to be released.



WHAT WE TEACH CONTINUED:

ORGANIZATIONAL MATURITY



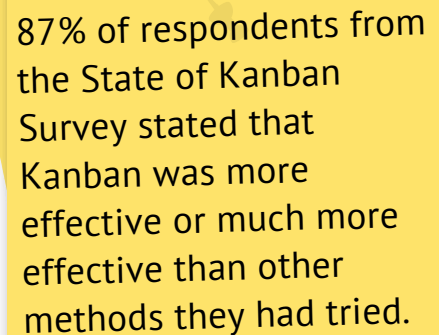
Teams at Vanguard were able to increase productivity by almost 8X! These changes were made possible by increasing organizational maturity.

Organizational maturity is measured by analyzing the **culture, practices, and outcomes** observed in an organization. Higher-maturity organizations are more capable of **consistent, agile processes**. The Kanban Maturity Model makes it easy for organizations to assess their current state and make a plan to reach higher maturity and therefore **resilience**.

START WHERE YOU ARE NOW

One of the core principles of the Kanban method is **evolutionary change**. This focuses on taking small steps that can easily be rolled back to reach larger objectives. This helps prevent implementation failure and helps overcome resistance to change.

Kanban can help you **improve your current way of working**, including using Scrum, through the introduction of proven Kanban practices, principles, and application of evolutionary change management.



87% of respondents from the State of Kanban Survey stated that Kanban was more effective or much more effective than other methods they had tried.

THE FIT FOR PURPOSE FRAMEWORK

The Fit for Purpose Framework allows you to understand customers' purposes, segment your market according to purpose, and manage the portfolio of products and services to create happy customers.

HOW IT WORKS:

- Users create a **customer-centric focus** by understanding and prioritizing "fitness-for-purpose" to meet diverse customer needs effectively.
- **Better surveying and narrative** help to collect more actionable data from your customers
- Focusing on **key data** instead of a sea of metrics allows you to focus on what is truly important to your customer
- Understanding the components of a product allows you to **make and measure improvements**
- By focusing on why a customer chose you, you can **address critical operational gaps** to enhance customer satisfaction.
- Create a **balanced strategy** by shifting focus from competitive analysis to fulfilling customer purpose



HOW CAN WE HELP YOUR ORGANIZATION?

Certified Kanban Training

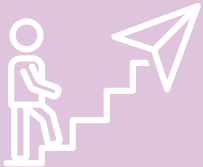
Self-Paced Learning

Workshops

CERTIFIED KANBAN TRAINING

We work with **Kanban University** to develop and deliver certified Kanban training to help you find solutions to successfully manage your knowledge work.

Whether you're seeking to **optimize workflows**, **better understand customer needs**, or **enhance your leadership skills**, we've got you covered. Our expert-led courses empower you to drive change, overcome challenges, and lead your organization to new heights.



GETTING STARTED

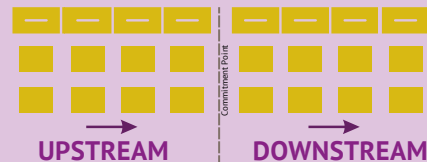
Courses that cover the basics:

- Team Kanban Practitioner
- Scrum Better With Kanban
- Kanban System Design

TAKING IT PAST THE TEAM LEVEL

Courses that teach how to scale and improve the evolutionary way:

- Enterprise Scale Kanban
- Kanban Maturity Model
- Kanban Coaching



Courses for advanced upstream practices:

- Kanban for Design and Innovation
- Discovering Customer Value

Courses for advanced downstream practices:

- Kanban Systems Improvement
- Maximizing Value Delivery

THE LEADERSHIP SKILLS NEEDED

Courses that teach you how to lead a successful change initiative:



- Kanban Leadership Professional courses
- The Change Leadership Masterclass

CERTIFIED KANBAN TRAINING

Join a Public Listing

- Enjoy group discounts
- Learn from other participants
- Gain outside ideas and insights

Courses are available on-site, online, and at our training facilities. Your group can join in one of two ways, by joining a public class or booking a private session.

Book a Private Class

- Tailor contents to your needs
- Flexibility with language and schedule
- Be paired with a trainer for your objectives

MORE ABOUT OUR CATALOG:

Team Kanban Practitioner

8 Hours

Aim:

- Understand Kanban
- Relieve overburdening and increase communication and collaboration

Scrum Better With Kanban

8 Hours

Aim:

- Remove variability that is slowing down your work
- Improve Scrum with evolutionary change

Kanban System Design

16 Hours

Aim:

- Create a unique Kanban system for your team
- Be confident in your ability to introduce and manage Kanban

Kanban for Design and Innovation

16 Hours

Aim:

- Confident decision making in what to invest in, what can wait, and what to discard

Kanban Systems Improvement

16 Hours

Aim:

- Remove sources of delay, variability, and bottlenecks
- Begin expanding across teams

Discovering Customer Value

16 Hours

Aim:

- Define a clear, customer-centric product strategy
- Analyze customer experience

Maximizing Value Delivery

16 Hours

Aim:

- Schedule work at the optimal time
- Manage dependencies with confidence

Kanban Maturity Model

24 Hours

Aim:

- Understand the cultural values, practices, and outcomes that define organization maturity
- Make a plan for improvement

Kanban Coaching

16 Hours

Aim:

- Improve trust, transparency, collaboration, empathy, and quality
- Motivate and implement change

Enterprise Scale Kanban

16 Hours

Aim:

- Scale Kanban across an entire organization
- Take an organization to ML4

Kanban Leadership Professional

32 Hours

Aim:

- Drive evolutionary change, build trust, and build resilience by increasing leadership maturity

Change Leadership Masterclass

40 Hours

Aim:

- Successfully coach change initiatives for improved service delivery



SELF-PACED LEARNING

Provide more flexible training for your group with self-paced learning courses. Students study on their own schedule with 6 months of access to the online learning portal and course materials. After completing the course, put knowledge to the test with a final exam.

A More Affordable Way to Learn

Our self-paced courses let you meet your learning objectives while respecting your budget. Contact our team to find out more about group pricing and language options.

Our Self-Paced Learning Includes:

- Video lectures imparted by top experts
- An online forum with trainers and fellow learners
- David J Anderson School of Management certification
- 6 months of access to course material and the exam
- Final exam and a digital copy of the book

SELF-PACED COURSES AVAILABLE



Strategic Marketing and Customer Experience Using the F4P Framework

Find, Satisfy, & Keep Customers

- 9.5 hours of video lectures
- Included copy of *“Fit for Purpose: How Modern Businesses Find, Satisfy, & Keep Customers”*
- Guidance on segmenting your market by customer purpose, determining customer criteria, and a powerful call for action on metrics and KPIs



Introduction to the Kanban Method

Easily Onboard Teams to Kanban

“Kanban: Successful Evolutionary Change for Your Technology Business”

- 3 hours of video lectures
- Included copy of the book
- Develop an advanced understanding of workflow



Actionable Metrics

Measure What's Important and Make it Actionable!

- 3 hours of video lectures
- Work with The Official Metrics Guide and student workbook
- Choose, analyze, and interpret data that truly matters

Systems Thinking Approach To Implementing Kanban

Every board and Kanban system is unique!

Learn to design your own system

The Systems Thinking Approach To Introducing Kanban (STATIK) is a repeatable and humane way to get started with Kanban. It has been applied numerous times in practice and results in a full Kanban system design. Schedule a STATIK workshop for your team to learn the 8 steps used to analyze your current way of working and introduce a fit-for-purpose approach to implement Kanban in your organization.

Do you face these challenges?

- Lack of visualization of intangible work, overburdening, poor communication, and customers that are frustrated with long lead times
- Not knowing how to get started with Kanban
- Copying and pasting an existing kanban system is not producing results

Learn to:

- Design boards and tickets that will bring visualization and collaboration to your organization
- Respect the policies you set to increase agility and delight customers
- Adjust your existing meetings to accommodate the Kanban cadences
- Understand your workflow and what information is needed at each point to make confident decisions
- Make changes that will improve your way of working and satisfy everyone involved

This workshop teaches the steps to model workflow and design a unique kanban system. Participants will go through each step, see how they look in action using a case study and leave with their own system design plan.

About the Workshop:



8 hours



Private Group Only



Available Online, On-site, or at our training centers

Strategic Organizational Transformation and Antifragility

In today's dynamic and ever-changing business landscape, organizations must **not only survive but thrive**. Join us for this workshop and explore key concepts and strategies necessary for organizations to **evolve from fragile to antifragile**.

Navigate the complexities of modern business environments and transform their organizations into antifragile entities. Participants will gain valuable skills and knowledge to **make informed strategic decisions, enhance adaptability, and ultimately achieve sustainable success**.

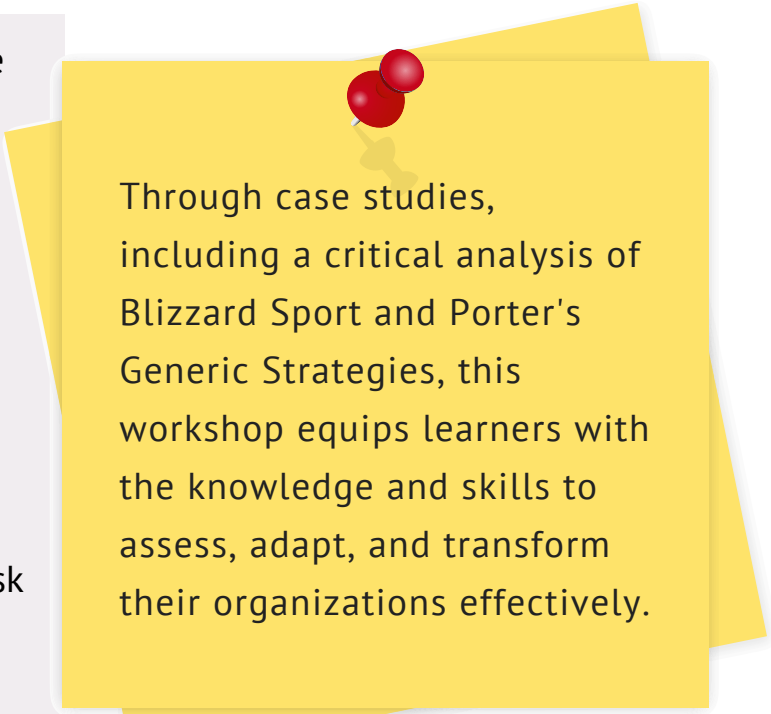
Develop Adaptability Skills: Learn to enhance an organization's adaptability, enabling it to thrive in a rapidly changing business environment.

Strengthen Organizational Identity: Gain the tools and knowledge needed to define, maintain, and align their organization's identity, fostering clarity and consistency.

Master Risk Management: Acquire practical risk management techniques to identify, assess, and effectively mitigate risks, reducing vulnerabilities.

Transform Fragility to Antifragility: Understand how to transition organizations from fragile to antifragile, enabling them to better withstand external shocks and disruptions.

Implement Effective Strategic Planning: Develop the skills to create and execute robust long-term strategies, ensuring organizations are well-positioned for success in competitive markets.



Through case studies, including a critical analysis of Blizzard Sport and Porter's Generic Strategies, this workshop equips learners with the knowledge and skills to assess, adapt, and transform their organizations effectively.

About the Workshop:



8 hours



Private Group Only



Available Online, On-site, or as a leadership retreat



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SCHOOL OF MANAGEMENT

Get your offer today!

Combine our training, self-paced learning, and workshops to meet your needs. Get pricing based on your country of residence and start your way to a more agile and resilient organization!

Contact Us:
INFO@DJAA.COM



Learn more at [DJAA.COM](https://www.djaa.com)