



# BUSINESS AGILITY PROFESSIONAL CERTIFICATION



BAPC™ Version 112022

**CertiProf**®

## Business Agility Professional Certification BAPC™

### Syllabus V112022

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## Introduction

Organizations have to keep up with the rapid changes in the market and maintain relevance to their customers since they have access to more information and their expectations are higher than ever before. Also, employees require more empowerment and involvement in their organizations. Only agile organizations that adapt to these changes and requirements from customers and their employees will thrive in this unpredictable market.

## Learning Objectives

- Understand the rapid changes in the market and be able to respond to those changes
- Be able to respond and adapt to any area of your business
- Understand that the customer is the center of the 12 interacting domains across four dimensions
- Understand the importance of developing those domains for business success in an unpredictable market

## Certification Exam

This program has an exam in which the candidate must qualify to obtain the Business Agility Professional Certification BAPC™.

- Format: Multiple choice
- Questions: 40
- Language: English
- Pass Score: 80%
- Duration: 60 minutes
- Open book: No
- Delivery: This examination is available online
- Supervised: This exam will be proctored

## Target Audience

- Business owners
- Managers
- Business Leaders
- Executives

## Content

### Introduction to Business Agility

The Business Agility Manifesto - Building for Change  
What is VUCA?  
Current Situation – Next Generation of Organizations  
Principles and Ways of Thinking – Business Agility  
Next Generation of Organizations – Business Agility  
Business Agility- Example Capabilities:  
Business Agility  
Business Agility Definitions - What do they have in common?  
Business Agility  
Domains of Business Agility  
Domains of Business Agility - Relationship  
Domains of Business Agility - Leadership  
Domains of Business Agility - Operations  
Domains of Business Agility - Individuals  
Domains of Business Agility  
Business Agility  
Some Benefits - Business Agility  
Challenges to Business Agility  
Recap

### The Customer

Introduction to the Domain  
Introduction to the Domain - Customer - Definition  
Introduction to the domain - Customer Delight  
Moving from Theory to Practice- Understand Your Customer  
Moving from Theory to Practice- Develop Customer Journeys  
Moving from Theory to Practice- Build Trust  
Measuring your Business Agility Maturity  
Practices, Methods, and Frameworks

### Relationships

Relationships: Workforce - Introduction to the Domain  
Relationships: Workforce - Psychological Safety  
Relationships: Workforce - Incentive Scheme  
Relationships: Workforce - Talent Attraction and Development  
Relationships: Workforce – Measuring your Business Agility Maturity  
Relationships: Workforce - Practices, Methods, and Frameworks  
Relationships: The Board of Directors - Introduction to the Domain  
Relationships: The Board of Directors - Agile Governance

Relationships: The Board of Directors - Represent the Customer  
Relationships: The Board of Directors - Ensure Transparency of Information  
Relationships: The Board of Directors - Measuring your Business Agility Maturity  
Relationships: The Board of Directors - Practices, Methods, and Frameworks  
Relationships: External Partners - Introduction to the Domain  
Relationships: External Partners  
Relationships: External Partner - Adopt Agile Procurement  
Relationships: External Partners - Develop Agile Contracts  
Relationships: External Partners - Onboard Partners  
Measuring your Business Agility Maturity  
Relationships: External Partners Practices, Methods, and Frameworks

## Leadership

Leadership  
Leadership: People Management - Introduction to the Domain  
Leadership: People Management - Developing an Agile Mindset  
Leadership: People Management - Build empathy  
Leadership: People Management - Delegate outcomes  
Leadership: People Management  
Leadership: People Management - Practices, Methods, and Frameworks  
Leadership: One team - Introduction to the Domain  
Leadership: One Team  
Leadership: One Team - Communicate the Greater Purpose  
Leadership: One team - Charter the Team  
Leadership: One team - Gain Buy-In  
Leadership: One team  
Leadership: One team - Practices, Methods, and Frameworks  
Leadership: Strategic Agility - Introduction to the Domain  
Leadership: Strategic Agility - Set a Clear Market Vision  
Leadership: Strategic Agility - Emergent Strategy  
Leadership: Strategic Agility - Market Creating Innovations  
Leadership: Strategic Agility  
Leadership: Strategic Agility - Practices, Methods, and Frameworks

## Individuals

Individuals  
Individuals: Growth Mindset - Introduction to the Domain  
Individuals: Growth Mindset - Introduction  
Individuals: Growth Mindset - Say "I don't know YET"  
Individuals: Growth Mindset - Celebrate Failure and Learning  
Individuals: Growth Mindset - Shorten Feedback Loops

Individuals: Growth Mindset  
Individuals: Growth Mindset - Practices, Methods, and Frameworks  
Individuals: Craft Excellence - Introduction to the Domain  
Individuals: Craft Excellence - Adopt Agile Techniques  
Individuals: Craft Excellence - Automate Repetitive Work  
Individuals: Craft Excellence - Measure Quality of Outcomes  
Individuals: Craft Excellence  
Individuals: Craft Excellence - Practices, Methods, and Frameworks  
Individuals: Ownership & Accountability - Introduction to the Domain  
Individuals: Ownership & Accountability - Give Authority  
Individuals: Ownership & Accountability - Align to Outcomes  
Individuals: Ownership & Accountability - Create Autonomy  
Individuals: Ownership & Accountability  
Individuals: Ownership & Accountability - Practices, Methods, and Frameworks

## Operations

Operations  
Operations: Introduction to the Domain  
Operations: Structural Agility - Introduction to the Domain  
Operations: Structural Agility  
Operations: Structural Agility - Create Value Delivery Teams  
Operations: Structural Agility - Maintain the Continuity of Ownership  
Operations: Structural Agility - Create Stable Teams  
Operations: Structural Agility  
Operations: Structural Agility - Practices, Methods, and Frameworks  
Operations: Process Agility - Introduction to the Domain  
Operations: Process Agility - Map the Value Streams  
Operations: Process Agility - Adopt Agile Methods  
Operations: Process agility - Move to Audit Governance  
Operations: Process Agility  
Operations: Process Agility - Practices, Methods, and Frameworks  
Operations: Enterprise Agility - Introduction to the Domain  
Operations: Enterprise Agility - Create a Value Stream Network  
Operations: Enterprise Agility - Create an Adaptive Portfolio  
Operations: Enterprise Agility - Fund Outcomes or Teams  
Operations: Enterprise Agility  
Operations: Enterprise Agility - Practices, Methods, and Frameworks

## The Journey

The Journey  
Bibliography