



## Maximizing Project Value - Achieving Project Value through Stakeholder Management

### ***EVENT DESCRIPTION:***

**What's more important than whether a project is on time or on budget? Whether it delivers value.**

What good is a project that's on time...on budget...and ends up providing your organization with no bottom-line results whatsoever? Whether it falls short of expectations, fails to ultimately be embraced by the people in the company meant to be using it, or simply lands with a thud in the marketplace, a project that doesn't truly deliver value is worthless at best. It's great to be on time and under budget, but to achieve positive results, project managers have to embrace an all-new philosophy of what it is they do for their organizations. Maximizing Project Value shows you how to put the emphasis on value when managing a project, from the project's initial inception, all the way through its completion, and even farther down the road to determine whether it's of continuous worth to the company. Maximizing Project Value provides key concepts and approaches for establishing the value of a project, identifying project value drivers and key performance metrics for tracking and reporting, and organizing a team for accountability, and much more.

This 1 day session is designed as an excerpt from the speaker's book "Maximizing Project Value" (published by the American Management Association). This session will provide a framework for implementing a stakeholder management process that links to project value and commits stakeholders to change. Included in this session, students will learn a step-by-step approach for: identifying and analyzing stakeholders, developing & aligning stakeholder communication plans, and techniques for implementing a change process that holds stakeholders accountable for results. Case studies, classroom exercises and real-life examples will also be used to emphasize key points. Students will earn a certificate of completion.

### ***TYPE OF EVENT:***

Usually when we learn new skills, we intend to apply them in situations with low emotional content. But knowledge about how people work together is most needed in highly charged situations. That's why the presenter uses a learning model that goes beyond presentation and discussion – it includes in the mix simulation, metaphorical problems, and group processing. He will make available to the participants the resources needed to make new, more constructive choices even in tense situations.

### ***WHO SHOULD ATTEND?***

Program Managers, Project Managers, Functional Managers, Project Sponsors, Team Members  
Prerequisite: Fundamental Project Management Training and Three Years of Project Experience  
Executives, leaders, managers and project managers, or anyone aspiring to one of these positions should attend. This individual does not have to be a PMP.

### ***LEARNING OBJECTIVES***

At the completion of this course the student will be able to better address:

- What is change management and why is it important?
- Achieving project value by managing change
- What is a project stakeholder and why are they important?
- Stakeholders typical response to change
  - Stakeholder management framework
  - Stakeholder identification
  - Stakeholder analysis
  - Managing stakeholders ongoing

Developing a communication strategy for project stakeholders  
Identifying methods of communication  
Aligning communication plans with stakeholders  
Monitoring the communication process  
Stakeholders accountability for results  
Linking stakeholders to key performance indicators (KPI's)  
Rewards and Incentives  
Skill competency and organizational alignment  
Overview of techniques for measuring and booking project value

We learn through exercises, simulations and post-workshop activities. The workshop explores these aspects of politics, and applies models of group behavior to show participants how they might:

- Distinguish the three domains of political interaction.
- Develop enhanced self-awareness and situation-awareness.
- Maintain a feeling of centeredness.
- Become more adept at seeing things from the viewpoints of others.
- Recognize political ploys in routine patterns.
- See opportunities that might now be going unnoticed.
- Become more skilled at choosing from among political options.

## ***EVENT LOGISTICS***

**DATE:** February 21, 2007

**TIME:** 7:30 am – 8:30 am – Breakfast  
8:30 am – 12:00 pm – Workshop  
12:00 pm – 1.30 pm – Lunch  
1:30 pm – 4:00 pm - Workshop

**LOCATION:** World Trade Center, 121 SW Salmon St., Portland 97204,  
Building 2, Mezzanine Rooms 2, 3, 4

***Parking:*** on your own [SmartPark on 3<sup>rd</sup> Ave. or WTC garage entrance on Taylor Street]. Or MAX stops 1-2 blocks from WTC.

**PRICE:** \$350/person – PMI Members  
\$399/person – Non-members

***Price includes:*** Breakfast, Lunch, Workshop Fee and Handouts and a copy of Mr. Berman's book "Maximizing Project Value"

**PDU's:** 6.5

**Program Number:** C031-2007-01

## **ABOUT OUR PRESENTER**

Our presenter for the day is Jeff Berman. For more than 20 years, Jeff Berman has developed a reputation for success by transforming organizations & managing global projects for Fortune 500 companies such as Gillette, Johnson & Johnson, FMC, CertainTeed, and Cytex. He specializes in helping companies deliver measurable value from project investments by combining expertise in business processes with technology implementations.

Mr. Berman is currently Vice President of PM tec, Inc., a leading Project Management Consulting firm focused on training and consulting for advanced project management systems and processes. Prior to PM tec, Mr. Berman was Vice President of ValueCurve Technologies; Project Solutions Practice Leader for PwC Consulting and IBM; and, was Vice President for DTI's U.S. Consulting practice.

Mr. Berman holds a M.B.A. and a B.S. in Industrial Engineering from Northeastern University. He is a sought after speaker and thought leader in Project Performance Management, Change & Stakeholder Management and Business Case Development. His keynote speaking events include: Project Management Institute Chapters (Phoenix, Boston, San Diego, Albuquerque, Los Alamos, and Los Angeles), Project World, American Production Inventory Control Society, New England Summit of Project Management, Mid Atlantic Project Summit as well as many Fortune 500 client conferences.

He is the author of *Maximizing Project Value* (published by American Management Association) and has authored several white papers, published articles and training books including: *3 Steps to Project Success*; *Portfolio Management Critical Success Factors*; *Project Management Boot Camp*; *Business Case Boot Camp*; and *Stakeholder Management Best Practices*.

- PM tec is a leading Project Management Solutions provider serving the Commercial, Construction, Engineering and Government Industries since 1991.
- They specialize in providing Project Management training and consulting for industry leading organizations. PM tec is a Registered Education Provider for the Project Management Institute (PMI) and has been awarded the Education Provider of the Year 2006 from the PMI Phoenix Chapter. PM tec is also the only Primavera Authorized Representative in Arizona & New Mexico.