

Business Performance Group

Achieving Business Strategy Through Effective Project Management

Overview

Many organizations face significant challenges as they deal with increasing demands for greater speed, product quality, and reduced cost – faster, better, cheaper. The causes for these demands include newly competitive markets, reduced barriers to international trade, rapid advances in information technology, and a dynamic world economy. In this environment, the key to success for global firms is to use available resources in more effective ways to implement the enterprise's strategy. It is vitally important that firms identify long-term objectives and the strategies that will lead the organization to success in a global market place. While identifying strategic paths is difficult, of even greater significance is how best to implement the resulting strategies. Many firms have successfully turned to the discipline of project management to deal with how best to implement strategy. The result has been improved revenues and profits. This course focuses on how project management can give firms a competitive edge, and how adopting and implementing a full project management structure can improve the effectiveness and efficiency of the whole organization. This course provides: (1) an overview of strategic planning, (2) the rationale for why project management has become the most successful technique for implementing strategy, and (3) demonstration of how the discipline of project management supports strategy achievement. It will acquaint participants with an understanding of project management, the role that project management plays in many global companies, and the benefits that project management can bring to an organization.

Special Features

This course uses both hands-on tutorial and lecture. Participants learn how to integrate strategy and project management from practical examples and proven processes.

Topic Highlights

Participants gain an understanding of the techniques, practice and new directions for project management; and the participants gain practical experience with approaches to achieving successful project performance. Topics covered include:

- Overview of Strategic Planning
- Strategic Planning / Project Planning Interface
- Action Planning Using Templates and Design by Reference Techniques
- Business Plan Integration
- Periodic Performance Assessment

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Audience

Managers and mid-level professionals who are faced with increasing pressures to improve organizational performance should take this course. This course is also intended for individuals who are program directors or above and who have responsibility for implementation of corporate strategy through the management of internal or external projects. Course participants should have project management experience and understand project management processes and techniques.

Participants should take the following courses prior to this course: Essentials of Project Management, Project Management Professional (e.g., Preparation for the PMP® Certification Examination) and Project Estimating, Measures and Control.

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