

## PMP 0508 Business Planning and Strategy Development (2 Days)

### 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 disciplines of project, program, and portfolio management to deal with how best to implement strategy. The result has been improved revenues and profits.

This course focuses on how firms can gain a competitive edge by adopting and implementing a full project, program, and portfolio management structure that will improve the effectiveness and efficiency of the whole organization. This course provides: (1) an overview of strategic planning, (2) the rationale for why program management has become the most successful technique for implementing strategy, (3) demonstration of how the discipline of project management supports strategy achievement, and (4) how program management will greatly increase organizational effectiveness during the implementation phase.

### Special Features

This course uses both hands-on tutorial and lecture. Participants learn how to integrate strategy and project management, focusing on 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 / Program Planning Interface
- Aligning Project Objectives With Organizational Strategic Goals
- Business Plan Integration

- Program And Portfolio Management Techniques
- Effective Implementation Phase Techniques

## **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 and Project Estimating, Measures and Control.

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