

# Implementing Strategy Through Projects

How to lay a strategy for the future of your  
Organization.

**PROFESSOR**

Ronald H. Verheijden

**PLACE AND DATE**

**Barcelona** 17th and 18th  
of November, 2008  
**Language** English

**INSCRIPTION**

€ 1.500

## Who should attend?

Portfolio directors, directors of project management, CIOs, and others involved in setting the strategic direction of organizations. Individuals involved in executing the processes for developing the project portfolio will also benefit from this seminar.

# Programme Overview

This course will focus on the business case for portfolio management and the basis for an organization's desire to bridge the gap between its strategic objectives and the discipline of project management. Concepts and information obtained in this seminar will be useful in helping you lay a strategy for the future of your organization.

## Programme

### 1. Introduction

- Definition of a project
- State of the art in Project Management
- Project Management and General Management
- PM as value creation system
- Project lifecycle

### 2. Strategy and Project Management

- Organizational strategy and projects
- Project management as a strategic capability
- Portfolio, program and project management
- Organizational context: NPD, IT and Business Projects

### 3. Portfolio Management: Delivering Corporate Strategies

- Portfolio Management and multiple project management
- Governance of projects
- Model for Portfolio management
- Project evaluation and Project selection

### 4. Program Management: Delivering Business Strategies

- Program Organizational Context
- Delivering Value and Business Benefits
- Strategic decision Management through Programs
- Value and Benefits Management( EVM)
- Program Management Life-Cycle
- Program Manager's Leadership and Competencies
- Organizational Structures, Project Governance, Program Maturity

### 5. Project Management Office: Supporting structures

- Building a PMO
- Portfolio Management
- Measuring results and demonstrating PMO value
- Tools & Technology
- Charting an action plan

### 6. Project Management

- Project Management processes
- Project initiation and planning
- Project monitoring and control
- Project completion and review



**Ronald H. Verheijden**

Ronald Verheijden is a Project Management Professional (PMP) and PRINCE-2 certified. He has been delivering training over 15 years through PMI and other training organizations, and has successfully rolled out his own professional development training portfolio.

He had almost twenty years of experience in information & telecommunication technology, software development, integration and consulting on international projects prior to forming OPTIO Nederland B.V in 2000.

His personal interests in team building and productivity enhancements via improved soft skills, such as communication and interpersonal expertise led him to a professional training portfolio.

When working for AT&T he was requested to become project manager in Poland. After this project he implemented many projects for companies like AT&T, Lucent technologies, Datelnet, NCR, Origin, UPC and IKEA.

These projects contained different areas like installation of fibre optical networks between telecom switches, installation of: Telecom equipment, ATM's, Data Warehouses and Several network components, but also Software development, Y2K-compliance, development/implementation of project management methodologies, and Consultancy in a broad range of environments.

## 7. Project sponsorship

- Project Sponsor Definition, Role and Responsibility
- Leadership styles
- Fostering Interpersonal Communication
- The Alternative to making Long-term commitments
- Duties of the effective Project sponsor
- How much Contingency buffer is enough
- Power and Influence
- Politics in Project Management

## 8. Corporate and project risk

- Principles of Risk Management
- Risk Processes (PMBOK)
- Key Techniques for Identification: Qualitative and Quantitative Analysis
- Response Planning and Risk Monitoring and Control

## Benefits

This course will help you to develop and enhance the contributions you make to your organization by being able to:

- Better align projects to key business objectives
- Identify and apply key metrics for prioritizing projects;
- Recognize the need to balance projects in order to minimise risk
- Increase the value to your organization
- Learn to describe the value of PM in terms of the business enterprise and corporate Strategy
- Achieve the optimal project portfolio
- Apply the portfolio management methodology to your organization.

## Methodology

The concepts and techniques included in this course are compliance with the standards of the Project Management Institute (PMI): a Guide of the Principles of Project Management (PMBOK), the Standard for Program Management and the Standard for Project Portfolio Management.

This seminar will address practical processes and tools that are being used to help organizations align their projects to their strategic objectives. An in-depth case study is used as a group exercise to demonstrate the concepts, techniques and software that can be applied to organizations desiring to develop a project portfolio that is directly tied to their corporate objectives

