CVR / IT Consulting   **C**ommitment / **V**ision / **R**esults[SM]

Toll free: (800) 877-8129
Office: (919) 495-7371
Fax: (919) 556-0283
Email: info@cvr-it.com
Web site: www.cvr-it.com

A Business Value Approach to Project Management

Workshop Overview

The Challenge
It is a primary tenet of Project Management that every project will produce something of value for the project Sponsor. That positive outcome may be referred to as Business Value. While the Business Value of a project is always implicit, it is often not clearly defined at the start of a project and even less often measured after the project's completion. It should be clear that, in the absence of this definition and measurement, we are deprived of knowing the true value of a project to the organization that commissioned it. What may not be clear is that the definition and measurement of Business Value have deep implications for some of the most fundamental concepts in project management.

The Solution
This half day workshop guides participants through an in-depth discussion of what the implications of Business Value are for the definition of a project, our understanding of the goals and practice of project management, and the role of the project manager. Seen through the lens of Portfolio Management, our profession takes on a whole new dimension that is currently not fully appreciated. Participants leave with a new set of concepts and tools that can be applied to any project.

Who should attend

This workshop will be of value to project and program managers, PMO and portfolio management staff, anyone who requests that projects be done, and senior executives who want to ensure that projects deliver their promised Business Value.

Learning Objectives – Understand the following:

- Perspectives: definition of project
- Project versus product lifecycle
- Importance and timing of Business Value
- Every project is an investment – the PPM perspective
- Implications for our definition of project success
- A Business Value view of project management practice
    o Project versus Business Objectives – assigning accountability
    o Rethinking the role of Sponsor
    o Implications for the role of Project Manager
    o Transition – the missing project phase
    o Current project practices that cause trouble
    o Managing projects to optimize gain
- Business Value drives Best Practices - Five Steps you can take now

Workshop Information

- **Duration:** ½ day

- **Typical class size:** 6 to 40 attendees
- **Participants receive:**
  - PMP®-certified instruction
  - Student Guide
  - Certificate of Participation
  - 3 PDUs / Contact Hours in project management education
- **Course I.D. Number:** 7056

Learning Approach

- A highly experienced instructor will use interactive lecture format, hands-on exercises and group discussions to drive home the essential points of this material
- We will build on your prior experience in this topic, while providing you with a structure and vocabulary to use in future projects.
- If you have modest project management knowledge, you will find that the clarity of the material and direct presentation style of the instructor will make the subject matter easy to understand.
- You will receive a Student Guide which will help you follow the material, take notes and retain what you learned so that you can apply it on your job.

Why should I take this workshop?

- This course explains how to ensure that Business Value is fully considered throughout the life of a project and beyond. As a result, your organization is more likely to get what it wants from its projects.
- Attendees take home a whole new set of tools and techniques that can make them more effective in their work.

Cost and Availability

We can arrange onsite training to suit your requirements. See our website for the latest pricing information:

http://www.cvr-it.com

Licensing

This workshop is available under license to qualified Training Providers. We deliver a full set of courseware materials including instructor slides, instructor manual and student guide. Train the Trainer instruction is available to ensure that all providers adhere to the same high level of course delivery. For more information, contact us at

info@cvr-it.com