

A Stakeholder Centric Approach to developing an Effective Project Charter

PM Series

# Mastering Project Management: Creating Project Success

## Master Class

19 – 20 September 2005, Kuala Lumpur, Malaysia



Conducted by:

**Lynda Bourne,**

Director of Training,

**Mosaic Project Services Pty Ltd, Australia**

(Project Management Training and Consultancy)

Mosaic is a PMI endorsed Registered Education Provider

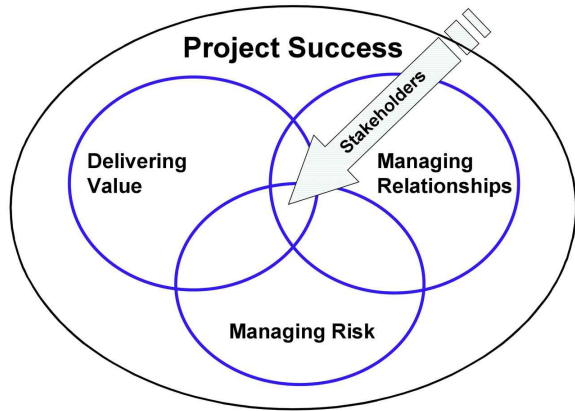
- Winner of PMI Australia, "Project Manager of the Year" of 2003

**This highly interactive master class will:**

- Define project success in the 21<sup>st</sup> Century
- Demonstrate new ways to identify a project's key stakeholders
- Identify the stakeholder's real needs and requirements
- Show you how to exceed stakeholders' expectation and deliver real value
- Work within the power structure of the organisation to create a network of support and influence
- Discover how project documentation such as Project Charter, GANTT charts, Earned Value graphs, Risk Management Plans, and Communication Plans should be used to achieve project success
- Discuss proven techniques to lead and motivate your team
- Understand the correlation between an organisation's risk tolerance and project success
- Develop vital skills to manage a project successfully
- Establish a culture of successful project management
- Walk through a case study and develop practical applications for effective PM

Organised by:

**DZ**■HAMPTON



Project success is only achieved when the project's stakeholders **know** the project is successful! In the 21<sup>st</sup> Century it is no longer enough to simply deliver a project on time and on budget. Successful project managers **exceed the expectations** of their stakeholders and **deliver real value** to their organisations.

**Mastering Project Management: Creating Project Success** will demonstrate ways to build on the traditional measures of **time, cost and quality**, to **manage stakeholder expectations**, balance **risks and opportunities** and **create value** to deliver satisfaction to the project's stakeholders. If developing accurate schedules, budgets and other project control documentation is the craft of project management, this course will enable the delegates to develop the **art of project management**, through learning how to use the project documentation to develop and maintain robust relationships for project success.

In this two interactive master class, delegates will walk through a **case study** tailored to reinforce the learning from each session, and will be encouraged to contribute from their own experience. The delegates will be guided by an experienced senior project manager, who has also held senior roles in large organisations and researched project success in IT, construction, and business change projects.

The proven and effective processes contained in the Project Management Institute's **PMBOK Guide® 3<sup>rd</sup> Edition** will be also used to uncover the real requirements of a project's stakeholders, define the correct scope and create the deliverables (on time and on budget) that deliver tangible benefits to the organisation.

## BENEFITS OF ATTENDING THIS MASTER CLASS

Delegates will learn:

- The vital skills to manage a project successfully
- How to use GANTT charts, Earned Value and other project documentation as a communication tool
- The critical importance of proactive stakeholder management
- The difference between delivering value and just being 'on schedule'
- A stakeholder centric approach to developing an effective project charter
- What a successful project plan should contain
- Proven techniques to lead and motivate your team
- The correlation between an organisation's risk tolerance and project success
- How to develop a culture of successful project management

## WHO SHOULD ATTEND?

Personnel, who wish to expand and enhance an already successful project management career, including:

- Portfolio managers
- Program managers
- Project managers
- Functional managers that support project managers
- Professionals with a desire to develop a successful project management career



## About the Course Leader

### Lynda Bourne BA(HONS), PMP

Director of Training,  
Mosaic Project Services Pty Ltd, Australia  
(Project Management Training and Consultancy)  
Mosaic is a PMI endorsed Registered Education Provider

Lynda Bourne is an award winning project manager, consultant and trainer with 20 years professional industry experience. She is Director of Training with Mosaic Project Services focussing on delivery of PMP accreditation and other project related training.

Lynda is the inaugural (2003) winner of PMI Australia's 'Project Manager of the Year' award and was part of the testing team working on PMI's OPM3 development project. She has been awarded PMI's Robert J Yoursak tuition scholarship for the 2004/2005 academic year, for completion of her doctoral dissertation for the award of Doctor of Project Management. A recognised international speaker on the topic of stakeholder management and the 'Stakeholder Circle' visualisation tool, she has presented at conferences and seminars in Europe, Russia, Asia, New Zealand and Australia to audiences of project managers in the IT, construction, defence and mining industries. She has been key speaker at meetings and workshops conducted by PMI as well as Project Management communities of practice within organisations in the finance and utilities sector.

As a certified member of the Australian Computer Society (ACS), she is a member of the Reference Group for the development of training materials for the Project Management module of the ACS certification program; and is the assessor for another module – Business, Legal and Ethics. She has participated in mentoring programs developed by the ACS for the benefit of profession.

Lynda has extensive experience as a Senior Project Manager specialising in delivery of IT and other business-related projects within the telecommunications sector. She has worked as a Senior IT Project Management Consultant with various Telcos in Australia and South East Asia including senior roles with Optus and Telstra. Other industry-related roles include strategic planning, Account Management within the IT industry, Business Process Re-engineering (BPR) and business development.

Lynda's career has combined practical project experience with business management roles and academic research to deliver successful projects that meet stakeholders' expectations. As the Project Director leading outsourced and virtual projects with team members from many organisations and many cultures, she successfully built and motivated high-performing teams. As Program Manager, IT Project Management Group she developed programs for mentoring and coaching project managers, and introduced an innovative program of apprenticeships to assist engineers and technical specialists make the transition to project management.

Lynda graduated from Deakin University, Geelong with Honours and later gained a Graduate Diploma in Computing. With completion of her DPM dissertation late 2005, she will have successfully integrated practical project professional experience with executive organisational acumen and academic success.

She has published papers on project relationship management, developing project managers, mentoring coaching and apprenticeship programs, and the Stakeholder Circle™ (a comprehensive methodology for identifying key stakeholders and maintaining their support). The papers have been published in international project management and business journals in the USA, Europe, India and Australia.

## Day One: Monday, 19 September 2005 – Defining Success

- 8.30am Registration
- 9.00am **SESSION 1 – WHAT IS PROJECT SUCCESS**
- Introductions and opening
  - Avoiding Project Failures – CHAOS and other reports
  - Defining success
- 10.20am Morning Coffee
- 10.45am **SESSION 2 – THE THREE PILLARS OF SUCCESS**
- Delivering Value
  - Balancing Risks and Opportunities
  - Managing relationships
  - Introduction of the Case Study
- 12.30pm Lunch
- 1.45pm **SESSION 3 – UNDERSTANDING ORGANISATIONS**
- Organisations structures and culture
  - The project organisation
  - Tapping the power structure
  - Application to the Case Study
- 3.30pm Afternoon Coffee
- 4.00pm **SESSION 4 – UNDERSTANDING STAKEHOLDERS**
- Who are stakeholders
  - Mapping stakeholders (the SHC)
  - 'Mutuality'
  - Application to Case Study
- 4.50pm End of Day One

## Day Two: Tuesday, 20 September 2005 – Achieving Success

- 9.00am **SESSION 5 – DELIVERING VALUE**
- Scope and Schedules
  - Budgets and Estimates
  - Earned Value and Effective Reports
  - Benefits realisation
  - Application to Case Study
- 10.20am Morning Coffee
- 10.45am **SESSION 6 – OPPORTUNITIES AND RISKS**
- Understanding uncertainty
  - Recognising and prioritising risks and opportunities
  - Utility theory
  - Contingencies and reserves
  - Application to Case Study
- 12.30pm Lunch
- 1.45pm **SESSION 7 – CREATIVE RELATIONSHIPS**
- Communications
  - Motivating and leading
  - Team development
  - Negotiation and Conflict resolution
  - Application to Case Study
- 3.30pm Afternoon Coffee
- 3.50pm **SESSION 8 – GENERATING SUCCESS**
- The characteristics of a successful project manager
  - The getting of wisdom
  - The culture of success
  - Lessons learned from the Case Study
  - Course wrap up
- 4.50pm End of Course



# Registration

## 4 EASY WAYS TO REGISTER

**Phone** : +(65) 6227 5873  
**Fax** : +(65) 6227 5875  
**Email** : sales@dzhampton.com  
**Mail** : DZ HAMPTON  
 158, Cecil Street, #07-03,  
 Dapenso Bldg, Singapore 069545

## REGISTRATION

YES! Please register me for the seminar on **MASTERING PROJECT MANAGEMENT: CREATING PROJECT SUCCESS, MALAYSIA - 19-20 SEP 2005**. (For more registrations, please make copies of the registration form and furnish with complete details)

### DELEGATES ENROLMENT FORM (First Delegate)

Salute : Mr./Mrs./Ms./Dr./Others (Please specify \_\_\_\_\_)  
 Name : \_\_\_\_\_  
 Job Title : \_\_\_\_\_  
 Email : \_\_\_\_\_ Tel: \_\_\_\_\_  
 Organisation : \_\_\_\_\_  
 Address : \_\_\_\_\_  
 \_\_\_\_\_  
 Postal Code : \_\_\_\_\_ Country: \_\_\_\_\_

### (Second Delegate)

Salute : Mr./Mrs./Ms./Dr./Others (Please specify \_\_\_\_\_)  
 Name : \_\_\_\_\_  
 Job Title : \_\_\_\_\_  
 Email : \_\_\_\_\_ Tel: \_\_\_\_\_

### Admin / Finance Liaison Manager

Name : \_\_\_\_\_  
 Tel : \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email : \_\_\_\_\_  
 Signature : \_\_\_\_\_

*I have read and accepted the booking conditions.*

I cannot attend this event but would like to be on your mailing list.

Your reference: MPM/50920/DZH/HJ

## FEES

Please **TICK (✓)** at the appropriate options:

Mastering Project Management: Creating Project Success 19-20 Sep, 2005	Early Bird (By 19 Aug, 2005)	Tick(✓)	Regular Rate	Tick(✓)
Delegate Fee	S\$1795.00		S\$1995.00	

\* Early Bird Rate is applicable for delegates who register and pay by 19 Aug 2005.

## Group Discount

Enjoy **ONE FREE DELEGATE Course Pass** for every **3 registered and paid delegates** from the same organization for the same course. All registrations must be made in one payment.

## MODE OF PAYMENT

Please indicate your preferred mode of payment:

### Cheque

All cheques must be made payable to *DZ HAMPTON* and mail to the seminar on **Mastering Project Management: Creating Project Success, at 158, Cecil Street, #07-03, Dapenso Bldg, Singapore 069545**. Please indicate the names and companies of delegate(s) at the back of the cheque.

### Telegraphic Transfer

For Telegraphic Transfer, please make payment in **Singapore Dollars** to:  
**Account no: 18009026907**  
**Account name: DZ Hampton**  
**RHB Bank Berhad**  
 90 Cecil Street #03-00 Singapore 069531  
 or contact **Nori on Tel: (65) 6227 5873**

Please indicate the name(s) of the delegate(s) and the invoice no. when remitting your payment. An additional bank charge of S\$20.00 must be included when paying via this mode of payment. A full registration fee must be received by the organizer.

### On-Site Registration & Payment

On-site registration and payment is allowed but subject to seat availability. Payment can be made either by **CASH or MONEY ORDER only**.

## BOOKING CONDITIONS

- Booking can be submitted at any stage prior to the event and subject to availability. Early booking is recommended to avoid disappointment.
- Booking via fax, email, phone and/or postage subject to booking conditions.
- Payment must be made in full prior to the course commencement.
- A reservation can only be confirmed when full payment is received.  
On receipt of full payment, you will be notified via fax or email on the registration time and details. If you do not receive any registration confirmation 1 week before the event, please contact the event organizer.
- Substitution can be made at anytime in writing with a minimum of one week's ample notice prior to the event for necessary admin arrangements.
- All cancellation must be done in writing
  - Cancellation made over 50 days prior to the event will not incur cancellation charges.
  - Cancellation notified between 50 and 30 days prior to the event an amount equivalent to 20% of the total booking fee will be charged.
  - Cancellation made less than 30 days prior to the event the full booking fee must be paid and no refund will be available. Delegate will receive a copy of the course material.
- All speakers are correct at the time of printing but subject to variation without notice.
- DZ HAMPTON will not be held liable for circumstances beyond their control, which lead to the cancellation or variation of the programme.
- This contract is made under the law of the Republic of Singapore.