

The University of Georgia

Project Management Certificate Program: Leadership, Planning, and Execution

“Designed for Professionals Serious about Project Management”

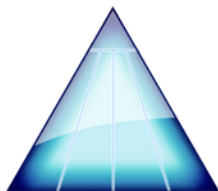
A partnership between

The University of Georgia
TERRY COLLEGE OF BUSINESS

Office of Executive Programs



and the project management experts at



Advanced Strategies, Inc.

Project Management Certificate Program

Program Overview

In today's environment of accelerating change, increased competition and permanent fiscal pressure, projects are the vehicle organizations use to transform how they do business. The ability to successfully initiate, plan and execute on projects has become mission-critical to both organizations and individuals. While project management has made significant inroads in the past decade, there are still vast areas for improvements in performance:

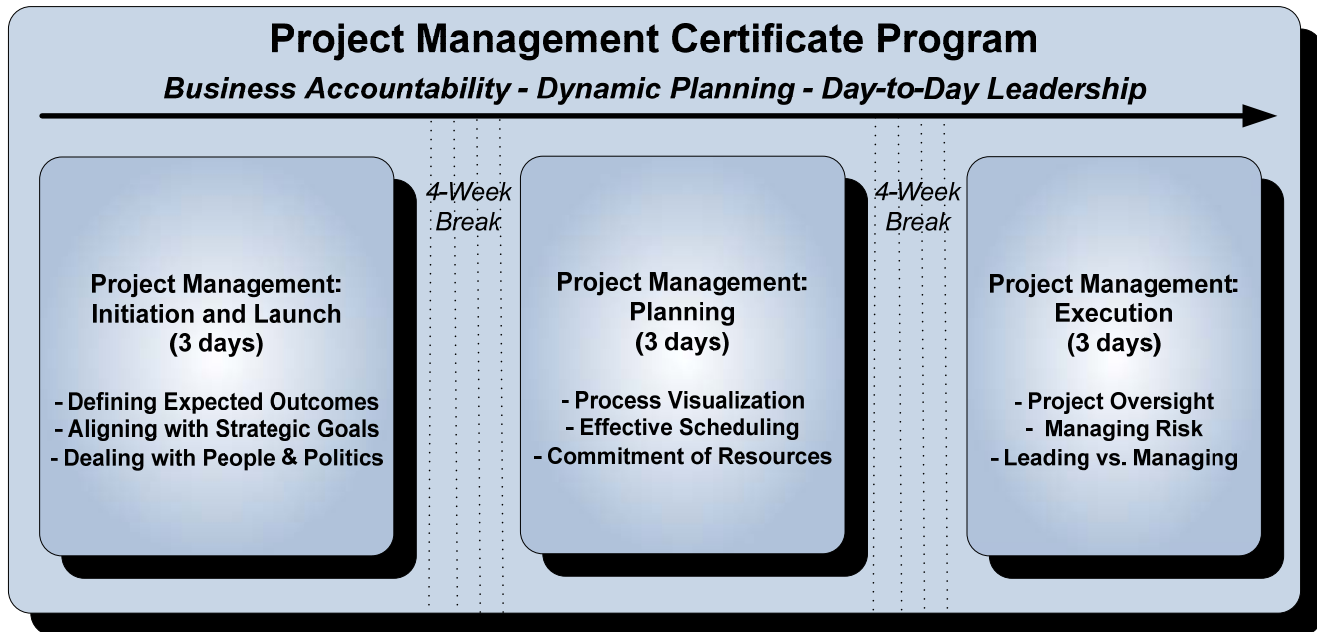
"85% of companies want to be innovative, but only 26% are effective at it."¹

"Nearly 60% of projects aimed at achieving business change do not fully meet their objectives"²

The University of Georgia's Terry College of Business, in partnership with Advanced Strategies, Inc., now offers a strategic **Project Management Certificate in Leadership, Planning, and Execution** that goes beyond current industry practices to equip project managers with both the hard- and soft-skills required for improved results:

Day-to-Day Leadership
Business Accountability
Dynamic Planning

Strategic Alignment
Critical Thinking
Focused Execution



Who Should Attend?

This program is designed for anyone who is engaged in the profession of project management, who makes their livelihood as a 'project manager', or who is a manager who understands the need for consistently completing projects that deliver business value. The courses are optimized, with comprehensive, robust practices that professionals need to insure repeated project success.

Sources: ¹ Gartner Group Annual 2007 CIO Survey and ² IBM Making Change Work Study

Continued Next Page

Project Management Certificate in Leadership, Planning, and Execution

Program Benefits

Participants will return to work with proven techniques for initiating and launching a project, delivering a defensible project process and getting the most out of the project team. As a PMI global endorsed education provider, Advanced Strategies ensures that each course aligns with PMI knowledge areas. Participants may submit for 21 PDUs for each course in the program. Participants who complete all three courses will earn a **Certificate in Project Management: Leadership, Planning, and Execution** from the UGA Terry College of Business.

Topics Covered

Project Initiation and Launch – Create an outcomes-based foundation for success and increase the level of clarity and commitment across stakeholders by reaching consensus on the business outcomes, scope and guiding principles of a project.

- Clarifying the Real Objectives
- Setting the Focus and Priorities
- Securing Support
- Aligning with Strategic Goals
- Dealing with People and Politics

Project Planning - Overcome scheduling surprises and rework pitfalls by building a visual roadmap which is more useful, predictable and supported than traditional plans alone.

- Process Visualization
- Scheduling for Success
- Communication and Buy-in
- Dynamic Planning
- Commitment of Resources

Project Execution – Proven techniques for getting the most out of yourself, your team and your project in today's chaotic project environment. Includes formal, structures techniques for project promotion, direction and risk management.

- Oversight and Clear Direction
- Leading vs. Managing
- Managing Risk
- Optimizing Resources
- Maintaining Commitment

Program Faculty

Representative instructors such as Karen Windham and Edward Wynn.

Edward L. Wynn, PMP, has spent his almost twenty-year career successfully leading and managing IT projects at consulting firms, government agencies, and Fortune 500 companies. While he performs a variety of project management roles, Ed is always a teacher first and foremost. He joined Advanced Strategies in 1994, and is responsible for advancing, documenting, and training on Advanced Strategies' approaches for Project Management.

Karen Windham has over 25 years of experience in information management and project management, spanning a wide breadth of subject areas and industries for Fortune 500 and large government institutions. She has also conducted project assessments and quality assurance reviews, using her experience in large-scale, complex projects to coach other project managers. In addition, she has extensive experience in JDA facilitation techniques, business modeling techniques (data, process, object, event, and organization), data administration, project quality assurance and risk assessments.

Prior to joining Advanced Strategies in 1990, Karen worked for ten years in application development, data management and project management with the Southern Company (Georgia Power). She holds a BA degree in Chemistry from Emory University and an MBA degree in Finance from Georgia State University.

Course One: Project Initiation and Launch (3 Days)

Course Overview

Many projects are doomed before they ever get started. A barrage of half-baked ideas, conflicting sponsor priorities and hidden agendas are combined with a tendency to prematurely lock in on solutions, dates and dollars to leave project managers in unwinnable positions.

Course Outcomes

Participants in *Project Management: Initiation and Launch* will return to work with a framework for setting the foundation for a successful project and formal Project Definition techniques for reaching clarity and commitment on critical project elements.

The Project Definition is an informal contract among the project stakeholders which defines the purpose and boundaries of a given effort, determines what constitutes a meaningful and effective solution, improves communication and coordination of all stakeholders and minimizes risk. When properly constructed and applied, a project definition minimizes project failures from the following causes:

1. Ill-Defined Scope
2. Lack of Solid Business Support
3. Resistant Customers
4. Lost Sponsorship
5. Confusion over Customer Needs and Strategies

Course Outline

Project Management Foundations	Project Definition	Reaching Agreement on Priorities
<p>A framework including strategies, techniques and tools for reaching success on projects of moderate to high complexity and risk.</p> <p>Why Projects Fail and Flail Role of the Project Manager Project Organization and Clarifying Key Roles 4 Key Elements of Any Project A Project vs. an Illusion Project Management – A Framework for Success</p>	<p>Create a foundation and vision for success by reaching consensus on the business outcomes, scope and guiding principles of the project.</p> <p>Clarifying the Real Objectives Moving from Solution-Driven to Outcomes-Driven Aligning with Strategic Goals Outcomes vs. Outputs The Importance of Establishing Values as Project Ground Rules Personal vs. Project Principles</p>	<p>Tools for getting everyone on the same page and writing that page down to ensure ongoing executive ownership and support.</p> <p>Setting the Focus and Priorities Identifying Risks & Constraints False Assumptions and Candidate Solutions Dealing with People & Politics Enabling Informed Decisions on Organization Resources Securing Lasting Commitment</p>

Course Information

Dates: April 14-16, 2009 or October 6-8, 2009, Tuesday-Thursday, 8:30 a.m. to 4:30 p.m.

Location: UGA Terry Executive Education Center located at 3475 Lenox Road in Atlanta (Buckhead Area)

Cost: \$1,995 per course or \$5,500 if purchasing all three courses in advance

Registration Options: See the last page of this document

Course Two: Project Planning (3 Days)

Course Overview

Potentially the most overlooked and underutilized skill in all of project management is the ability to develop, document and communicate a project process which is complete, practical and scalable.

Course Outcomes

Participants in *Project Management: Planning* learn a series of integrated techniques for delivering a defensible Project Process – the series of intellectually manageable and politically sustainable activities that are necessary and sufficient to reach the desired project outcomes.

Visual Project Process Planning techniques enable the creation of project plans which are:

- Built on a Common-Sense Process
- Widely Understood and Supported
- Actually Used by the Manger and Team as Benchmarks of Progress
- More Effective for Estimating and Oversight
- Updated as New Information is Learned
- Transparent so Commitment Comes from Understanding Rather than a Plea to “Trust Me”
- Forward Estimating, Not Backward Allocating
- Effective at Inspiring Confidence across All Levels of the Organization
- Honest, Realistic and Defensible

Course Outline

Modeling the Project Process	Identifying Work Products, Roles, and Constraints	Sizing and Scheduling the Plan
Beginning With Outcomes Organizing Tasks Avoiding Common WBS Traps Assembling the Process from the Bottom Up Exploring from the Top Down Scaling Based on Risk	Outputs vs. Outcomes Why All Tasks Must Produce Work Products Dependencies in the Real World Ability vs. Availability Securing Resources	Why Are Projects Always Late? Scheduling for Success Problems with Contingencies Communication and Securing Support Dealing With Impossible Deadlines Overcoming Common Obstacles

Course Information

Dates: May 12-14, 2009 or November 3-5, 2009, Tuesday-Thursday, 8:30 a.m. to 4:30 p.m.

Location: UGA Terry Executive Education Center located at 3475 Lenox Road in Atlanta (Buckhead Area)

Cost: \$1,995 per course or \$5,500 if purchasing all three courses in advance

Registration Options: See the last page of this document

Course Three: Project Execution (3 Days)

Course Overview

While many projects start strong, the initial momentum often fades as the project struggles amid day-to-day challenges and competing organizational priorities. For project managers, it is crucial that their day-to-day execution skills are as effective as their initiation and planning abilities.

Course Outcomes

Participants in *Project Management: Execution* will return to work with proven techniques for getting the most out of themselves, their teams and their projects in today's chaotic environments.

1. A framework for focusing the Project Manager's time and attention on the right day-to-day tasks.
2. Strategies that minimize the risk of reverting to a "lead contributor" rather than *managing*.
3. Tools for assigning and monitoring tasks without becoming a micro-manager.
4. An engineered approach for engaging in the project promotion and communication efforts that are the lifeblood of vibrant projects.
5. Techniques and mind-sets to ensure risks are addressed appropriately – rather than overemphasized, forgotten or ignored.

Course Outline

Leadership and Promotion	Direction, Coordination and Oversight	Risk and Other Worry Management
<p>Project Management is primarily a leadership skill involving providing a vision for success, inspiring others to believe in that success, thinking strategically and collaborating.</p> <p>Role of the Project Manager Leadership vs. Control Leading All Necessary People Stakeholder Analysis: Aligning Sponsor, Stakeholders, Your Team and Yourself Handling Problems The Challenge of Change</p>	<p>Securing, protecting and utilizing resources effectively is often the deciding factor between a successful project and just another great idea that never went anywhere.</p> <p>Securing Resources Optimizing Resources Protecting Resources Managing Costs and Schedules Identifying What Might Change and What To Do About It</p>	<p>Successful project leaders are able to focus their attention on the concerns, issues and "fires" that routinely pop up and are able to confront these obstacles in a structured and efficient fashion.</p> <p>Why It Is the Project Manager's Job to Worry The Philosophy of "Effective Worrying" Tools for Risk Management Managing Assumptions Importance of "Letting Go"</p>

Prerequisites: Project Management Initiation and Launch and Project Management Planning Courses

Course Information

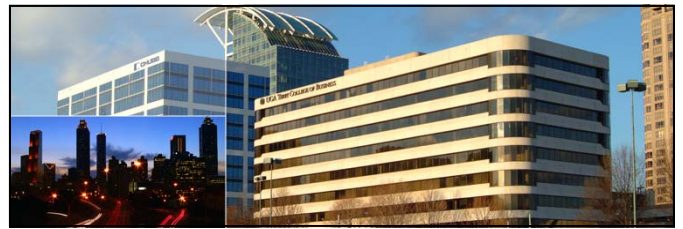
Dates: June 16-18, 2009 or December 8-10, 2009, Tuesday-Thursday, 8:30 a.m. to 4:30 p.m.

Location: UGA Terry Executive Education Center located at 3475 Lenox Road in Atlanta (Buckhead Area)

Cost: \$1,995 per course or \$5,500 if purchasing all three courses in advance

Registration Options: See the last page of this document

UGA Terry College of Business Executive Education Center



The Project Management Certificate Program will be held at the Terry Executive Education Center.

The College's Certificate Programs are offered at the Terry Executive Education Center in addition to the Executive and Evening MBA programs. The Center also acts as a focal point and meeting place for Terry students, alumni, faculty and staff to interact with Atlanta's business community.

Designed and constructed with an eye toward maximizing each student's or executive's educational experience, the Center features tiered executive classrooms, conference rooms, break-out meeting spaces, and the latest in teaching and learning technology. Also included is office space for faculty and staff, as well as the college's Executives-in-Residence.

Among the special events hosted regularly at the center is Terry Third Thursday, a monthly breakfast speaker program for the Atlanta business community featuring provocative speakers presenting both local and global perspectives on business and innovation. The center's large special events room can accommodate crowds of up to 200 people, while the latest in audiovisual technology ensures everyone in the room can see and hear presentations. Thanks to its prominent location on Lenox Road directly across from Lenox Square Mall, executive education program participants can avail themselves of all the Buckhead business and entertainment district has to offer, including retail shopping, fine dining and nightlife. When overnight lodging is required, accommodations ranging from luxury hotels to bed and breakfasts are all within walking distance.

The Terry Executive Education Center is easily accessible from nearby limited access highways (I-85, I-75 and Ga. 400) or by Atlanta's rapid transit system (MARTA). Hartsfield-Jackson International Airport is a 20-minute drive to the south and can be reached by MARTA train from the nearby Lenox or Buckhead stations. A MARTA station is only two blocks from the UGA Terry College of Business building. Secured parking is provided in our adjacent multilevel garage.

Facility Highlights

- ◆ Convenient classroom location, easily accessible by professionals participating in executive education workshops and programs, or students enrolled in Terry's Evening and Executive MBA programs
- ◆ WiFi cloud for wireless computer network access throughout the building's 25,000 square feet, spanning three floors and filled with amenities
- ◆ Easily adaptable space for customized executive programs and workshops
- ◆ Special events room for receptions and dinners capable of accommodating up to 200 people
- ◆ Variety of restaurants within walking distance or a short cab ride from the Center

For registration information, visit our website at www.terry.uga.edu/exec_ed/projectmanagement/ or call Christina Allen, Program Manager, at 1-866-238-0756.

PROGRAM DATES

Course One: Project Initiation and Launch (Fee: \$1,995)

- April 14-16, 2009
- October 6-8, 2009

Course Two: Project Planning (Fee: \$1,995)

- May 12-14, 2009
- November 3-5, 2009

Course Three: Project Execution (Fee: \$1,995)

- June 16-18, 2009
- December 8-10, 2009

For all three courses the price is \$5,500 for the dates above.
