

A Valuable Self-Development and Educational Workshop

The Project Management MBA
(One Day Crash Course! June 11, 2008)
Pellegrino's Tyee Conference Center

Presented by: Gary R. Heerkens, PMP, CPM, CBM, PE

To compete in the future, project management professionals will need to be able to “connect the dots” between projects, project management practices, and their company’s business practices. Simply stated, they must develop their business-savvy, in addition to their technical savvy.

What exactly does it mean to be “business-savvy”, and how can project management professionals get there?

In this informative, content-intensive mini-workshop, Gary R. Heerkens, PMP, CPM, CBM, PE answers these important questions AND provides participants with a considerable head start on the path to becoming business-savvy – as it relates to projects and project management.

Mr. Heerkens begins by briefly setting the stage, describing how (and why) project management is evolving from a technically-focused discipline to a business-focused discipline. In short, this movement stems from the growing awareness that projects are actually financial investments.

After establishing the value of *being* business-savvy, Mr. Heerkens provides a “road map” which describes how participants can *become* business-savvy. The map incorporates a hard component (a listing of essential knowledge and functional competencies) and a soft component (a listing of supporting behaviors and actions, along with some personal tips). Participants receive a soft copy of the knowledge and competency matrix, which they can use as a self-development worksheet.

For most of the workshop, however, participants will roll up their sleeves, joining Mr. Heerkens in a comprehensive study – with extensive practice – of four key organizational processes:

- (1) performing a complete project financial analysis (ROI analysis)*
- (2) performing an ROI-based risk assessment (sensitivity analysis)*
- (3) performing an ROI-based scope change analysis*
- (4) preparing a comprehensive project business case*

In his signature “how to” style, Mr. Heerkens will lead participants through all of these critical processes, step-by-step.

As an added bonus, participants will receive three useful takeaways:

- *A copy of “The Business-Savvy Project Management Learning Map”*
- *Excel spreadsheet applications for performing various project ROI calculations*
- *A guideline and template for preparing a comprehensive project business case*

Course Fee: \$295 for PMI members *or* \$345 for non-members

To register: call (585) 820-3660 *or* email msginc@frontiernet.net

(All major credit cards accepted!)