



The Future of Project Management

Preparing the Next generation of Project Managers

Presented by: Harold Kerzner, PhD.
Locations: Milan, Italy (28 February 2011)
Event Time: 9.00 - 16.00 (7 PDUs)
Price (Before VAT): 690 €
Who Should Attend: This presentation addresses strategic messages for top company executives (including Project, Program and Portfolio Managers) as well as for project practitioners involved in linking project management to business strategy.

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This exceptional programme presents the evolution and future of project management based on the following trends and required expertise for success on future projects:

* Over the years, a new breed of project manager has appeared. The new project manager has significantly more business knowledge than their predecessors. The project manager must make both project and business-related decisions and manage multiple stakeholders, each of whom has a different definition of project success, different reporting requirements and a different perception of value at the end of the project. As a further complication, the true value of the project may not be known until well after the project is completed.

* In addition, the new project managers will be assigned to nontraditional or more complex projects where the enterprise environmental factors will change continuously, the statement of work may be ill-defined initially, and the assigned resources may have personal values that are not aligned with the project's expected value at completion. The triple constraint, as we know it, may have to be modified to include a value component for these nontraditional projects and the traditional earned value measurement system will be replaced with a value measurement methodology.

* Project, the greater the likelihood of scope creep. Project managers must learn how to manage scope creep, perform project health checks, and find ways to recover a distressed project before it becomes a failure.



Harold Kerzner (M.S., Ph.D., and M.B.A) is Executive Director at International Institute for Learning (IIL) and Adjunct Faculty of Systems Management at Baldwin-Wallace College, where he specializes in the areas of project management, strategic planning and total quality management. Dr. Kerzner

previously taught engineering at the University of Illinois and business administration at Utah State University. He obtained his industrial experience at Thiokol Corporation where he held both program management and project engineering responsibilities on a variety of defence and private sector projects and programmes.



Participants will receive a complimentary copy of the text:

"Project Management Best Practices: Achieving Global Excellence"

The following texts will also be available for purchase and may be autographed by Harold Kerzner on-site at the event:



Harold Kerzner will provide specific and unique insights on:

- Recognizing the complex projects of the future
- Improving stakeholders management
- Understanding the necessity for flexible project management methodologies
- Recognizing the importance of value in making project decisions

Foundation Concepts

- How project management has changes over the years
- Managing complex projects
- Stakeholder management
- Value-driven project management
- Understanding why some projects will fail
- How to recover failing projects
- The importance of managing scope creep
- Managing crisis projects

How Project Management Has Changed

- Today's view of project management
- How Request for Proposal (RFP) requirements have changed
- How executive support has changed

Managing Complex Projects

- Defining complex projects
- Traditional versus nontraditional projects
- Importance of engagement project management

Stakeholder Management

- Defining stakeholder management
- Making bad assumptions about stakeholder loyalty
- Critical stakeholder management issues
- Why stakeholder management often fails

Dr. Kerzner will also be presenting
**What Executives Need to know about
 The Future of Project Management
 Paris 1 March 2011
 Madrid 2 March 2011**

For more information or to register, please [Click HERE](#) or email: iil.spain@iil.com

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