

PROJECT MANAGEMENT BREAKFAST FORUM



PROJECT MANAGEMENT ADVANCED:

USING A BUSINESS VALUE MODEL TO GUIDE DECISIONS ANSWERING THE VITAL QUESTION – ‘IS IT WORTH IT?’

CENTER FOR INNOVATION & GROWTH

March 6, 2012

8:00 a.m. – 11:30 a.m.

\$139 NEOPMI and IIBA members; \$179 Non-member
3 PDU



PRESENTATION INFORMATION

Effective business analysts and project managers know the importance of asking the right questions. One vital question that applies to just about every project is: “Is it worth it?” This question can be very difficult to answer because at the beginning of any project there are more questions than answers. And the answers will change as you proceed through the project and gain more knowledge about the purpose, considerations, costs, and benefits involved.

At this Project Management seminar, we will explore tools you can use to help organize the necessary information and confidently answer the “Is it worth it?” question on a regular basis. This interactive session demonstrates how to create a value model to make an initial decision about whether to pursue a project. We will discuss how to then utilize the same model as your knowledge grows throughout the project to confirm that the project is on the right course or if changes need to be made.

Participants will receive a copy of Kent’s book:

*Stand Back and Deliver:
Accelerating Business Agility*

8:00-8:30:
8:30-10:00:

10:00-10:15:
10:15-11:30:

Agenda:

Registration, full breakfast served
Structuring your value model to make decisions about whether to do a project.
How to deal with non financial benefits in your Cost/Benefit discussion.
Break
Where measures such as NPV, ROI, TCO, IRR fit into the Cost/Benefit discussion.
The impact of timing of implementation on the Cost/Benefit discussion.

PRESENTER’S INFORMATION

Kent J. McDonald is an author, speaker, and mentor who helps organizations understand their problems and implement solutions. His more than 15 years of experience include work in business analysis, strategic planning, project management, and product development in a variety of industries including financial services, health insurance, performance marketing, human services, nonprofit, and automotive. He is co-author of *Stand Back and Deliver: Accelerating Business Agility* and currently writes a column for ProjectConnections.com and delivers courses in business analysis training for B2T Training.

B·W
BALDWIN
WALLACE
COLLEGE

reach us online: bw.edu/cpd
by phone: 440 826-2253
by email: bwpd@bw.edu