Orchestrating Total Project Success - A Comprehensive Approach for Managing People, Projects, and Organizational Change

Instructor(s): Thomas Luke Jarocki  
Length: 3 days  
CEUs: 2.1

Level: Applied

Primary Topic: Strategic Planning and Implementation

Subtopics: Benefits Realization, Change Management, Project Management

Description:
Projects are the vehicles of change. Projects are funded and provided resources not so they can simply be delivered on time, within budget and according to scope, but because they help drive the necessary changes, both individually and organizationally, that create value. Unfortunately, many practitioners today still espouse the traditional inefficient approach of treating the organizational change management/people related side separately from the technical/project related side. This is a recipe for failure and frustration.

Orchestrating Total Project Success details a better way by illustrating how to plan for and mitigate both the project related and people related challenges within each phase of the project life cycle. PMI® recognizes that change is delivered through projects and programs, and because of that, organizational change management, along with deft stakeholder management, is something that should be integrated throughout the project life cycle.

From project initiation all the way through to supporting, sustaining and enhancing the value of project-driven change, this seminar will focus on all the tools, structure, techniques, and insights necessary to facilitate workforce readiness, user adoption, beneficial organizational change, and overall project success. Your conductor for this event will be Thomas Luke Jarocki, one of the world’s leading experts on integrating project and change management.

Pre-work: none

Learning Objectives:
- Understand what it takes to successfully plan an initiative all the way from project initiation through deployment, change adoption, and value creation.
- Develop the skills necessary to advise, execute, and lay the necessary foundation for overall project success… regardless of what phase the project may currently be in or what the limitations of your formal job description may be.
- Become competent in the use of essential tools and techniques from both the project management and change management disciplines that are necessary to orchestrate and achieve total project success.
- Understand what the unique needs and challenges are for each stakeholder group, how these needs vary from phase to phase, and what tools and techniques are most appropriate for any given time or challenge.
- Developing the skills necessary to execute in well-defined project phases that focuses resources, improves project quality, aligns stakeholders, maintains executive support, and eliminates costly rework.

Visit learning.pmi.org/events.php for other seminar offerings and schedules.
Seminar Agenda

DAY 1: Let’s Get Started!

- **Introduction**
  - The Problem with Legacy Project Management Approaches
  - Class Introductions, Expectations, and Objectives
  - Getting the Most Out of These Three Days
  - “Enhanced Advantage” Project Tools, Templates, and Project Guides

- **Of Project Management, Change Management, and Total Project Success**
  - Looking Beyond the Technical Aspects of Project Management
  - Understanding Organizational/Behavioral Change Management
  - Towards a More Unified Approach to Managing People, Projects and Change
  - The Five Elements of Total Project Success and What It Means to “Orchestrate”
  - The Path Towards Enhancing Your Project Management Reputation

- **Understanding the Project Life Cycle (and Why the Phase Gate Process is Your New Best Friend)**
  - The Importance of Taking a Phased Approach
  - Project Life Cycles vs. Project Management Processes
  - Project Governance and Running Successful Phase Gates
  - Understanding and Mitigating Project and Stakeholder Challenges by Phase

- **A Better, More Practical Take on Stakeholder Management**
  - Developing a More Precise Understanding of Stakeholder Needs and Expectations
  - The Emergence One Method for Stakeholder/Organizational Change Adoption
  - Facilitating/Accelerating Adoption with:
    - Leaders and Key Decision Makers
    - Project Partners and Contributors
    - Change Recipients

- **A Table vs. Table Showdown: Stakeholder Identification within Case Studies**

- **Integrating Stakeholder Management/Organizational Change throughout the Project Life Cycle**
  - Introduction to the Project Life Cycle Change Management Matrix
  - Understanding the Needs, Expectations, and Ask Requests of the Different Stakeholder Groups
  - Doing the Right Things with the Right People at the Right Time

- **Day One Summary, Debrief, and Close**
  - Evening: Optional Social and Professional Networking Opportunity

DAY 2: Welcome Back!

- **Day 2 Introduction and Review**
  - Illustrating Principles in One Fun, Clever Little Story
  - Benefits and Pitfalls of Project Methodologies and the Need for “Smart Execution”
  - Overview of the Phase-Based Project Plan Structure

- **Phase 1 – Opportunity Assessment/Project Initiation or “How Not to be a Solution Going in Search of a Problem”**
  - Laying the Right Foundation for Overall Project/Organizational Success
  - Defining the Opportunity and Creating Initial Scope
  - Making Risk Management a Bit More Fun and Effective (really!)
  - Preparing For and Conducting Your First Project Phase Gate

- **Phase 2 – Assess Alternatives: Finding the Best, Most Viable Solution**
  - The Importance of Alternatives
  - Developing and Selecting the Best Alternative
  - Mitigating Organizational Political Power Plays
  - Correcting Stakeholder Misalignment: Alignment through Simple but Strong Data

Visit learning.pmi.org/events.php for other seminar offerings and schedules.
Phase 3 – Detail Design: “Details, I Want Details!”
- Augmenting the Requirements Gathering Process a/k/a “Requirements Gathering on Steroids”
- Utilizing Design Tables to Minimize “Circling”
- Assessing Organizational and Workforce Change Impacts
- Refining Costs and Locking Down Scope

Day Two Summary, Debrief, and Close
- Evening: Optional Social and Professional Networking Opportunity

Day 3: Let’s Keep It Going!
- Day 3 Introduction and Review
  - Recap of Key Points from Day 2
  - Tweaks and Recommendations for Day 3
- Phase 4 – Build and Final Prep: Preparing for Both Solution and Organizational Readiness
  - More Tools and Techniques for Engaging, Aligning and Mobilizing Key Stakeholders
  - What are “Peripheral Support Elements” and Why Are They Important?
  - Deployment Planning Essentials and Coordination Considerations
- Phase 5 – Deploy/Implement: Implementing and Stabilizing the New Current State
  - Developing MAPs (Management Action Plans)
  - The Connection Between Organizational Readiness, the Project Timeline, and Project Cost Management
  - Techniques for Stabilizing the New Current State
  - The Unique Importance of Phase Gate 5

Phase 6 – Support, Sustain, and Enhance: Enhancing Value Creation and Project ROI
- Avoiding Common Mishaps in the Transition from Project Team to Operations/Customer Base
- Techniques for Supporting, Sustaining and Enhancing the Initiative
- The Link Between Value Creation and Your PM Career
- Celebrating the Project Team

Bringing It on Home
- Tying it All Together and Next Steps
- Distribution of PDUs and Certificates of Completion
- Additional Tools, Templates and Project Guides (in digital format)
- Stay in Touch!

Seminar Close – Safe Travels!