



**THE INTERNATIONAL
SCHOOL OF BUSINESS
AND ENTREPRENEURSHIP**

**Program Duration: 3 Days
Program Dates: October 2020
Location: Dallas, TX, USA**

STRATEGIC PROJECT MANAGEMENT FOR SUCCESS



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AND ENTREPRENEURSHIP**

Having the right project management skills, strategy, and project teams can make a huge difference in the success or failure of a project. Organizations and professionals have realized the importance of project management skills and the strategy to plan and execute the projects. Therefore, organizations around the world have started to invest in the training and development of project teams and managers.

Research studies have shown that project success is highly dependent on project strategy, clarity of scope, planning, project manager's leadership skills, project teams, and project management tools and techniques that are deployed on projects.

STRATEGIC PROJECT MANAGEMENT FOR SUCCESS

This three-day hands-on course will enable project managers, teams, and professionals to learn how to create a robust project strategy map, plan, scope document, and monitoring systems for successful execution and delivery of projects. Throughout the course, participants will utilize hands-on exercises, group discussions, and computer-based simulation to create a project strategy, plan, design, scope document, monitoring and evaluation mechanism, and risk assessment documents to execute projects successfully.

WHAT IS STRATEGY IN THE
CONTEXT OF PROJECT
MANAGEMENT?

FOUNDATION AND PRINCIPLES OF SUCCESSFUL
PROJECT MANAGEMENT AND STRATEGY
EXHIBITING LEADERSHIP WHILE NEGOTIATING

WHAT ARE THE MAJOR
CAUSES OF PROJECT
FAILURE AND HOW TO
AVOID THEM?

RELATIONSHIP BETWEEN
PROJECT STRATEGY,
PLAN, SCOPE, AND
SUCCESS

HOW TO CREATE AND
MANAGE A PROJECT /
PROGRAM
MANAGEMENT OFFICE
(PMO)?

HOW CAN ENTREPRENEURS USE PROJECT
MANAGEMENT AND STRATEGY IN THEIR NEW
VENTURES AND PROJECTS?

CRITICAL SUCCESS
FACTORS IN PROJECT
MANAGEMENT

Key Topics

THE PROJECT VISION,
LEADERSHIP,
STRATEGY, AND
HIGH-PERFORMANCE
TEAMS

RELATIONSHIP
BETWEEN PROJECT
MANAGEMENT AND
EMOTIONAL
INTELLIGENCE (EQ)

CREATING
HIGH-PERFORMANCE
PROJECT TEAMS
THROUGH EMOTIONAL
INTELLIGENCE

RELATIONSHIP
BETWEEN EQ, IQ, AND
PROJECT SUCCESS

BALANCED SCORECARD
AND PROJECT
STRATEGY MAP

WHAT IS A PROJECT
STRATEGY MAP, AND
HOW TO CREATE IT?

PROJECT RISK
ASSESSMENT AND
CONTINGENCY
PLANNING

PROJECT TEAMS AND
CONFLICT RESOLUTION
TECHNIQUES USING
EMOTIONAL
INTELLIGENCE

ROLE OF COMMUNICATION,
NEGOTIATION, PERSUASION,
INFLUENCE, AND
NETWORKING IN PROJECT
MANAGEMENT

MARKETING PROJECTS
INTERNALLY AND
EXTERNALLY

PROJECT
NEGOTIATION,
PROCUREMENT, AND
EXECUTION

NEGOTIATING
CONTRACTS, PRICE,
RESOURCES, AND
OTHER KEY ELEMENTS
OF A PROJECT

CAN EMOTIONAL
INTELLIGENCE BE USED
FOR SUCCESSFUL
DELIVERY OF PROJECTS?

MANAGING PROJECTS IN
A DIVERSE,
MULTICULTURAL, AND
GLOBAL ENVIRONMENT

PROJECT MONITORING
AND EVALUATION
THROUGH EARNED
VALUE APPROACH (EVA)

KEY BENEFITS AND EXPECTED OUTCOMES

After attending this program, participants will be able to:

LEARN HOW TO CREATE A ROBUST PROJECT STRATEGY, PLAN, SCOPE, AND DESIGN

UNDERSTAND THE KEY CONCEPTS OF STRATEGIC PROJECT MANAGEMENT

LEARN ABOUT THE CRITICAL SUCCESS FACTORS TO DESIGN, PLAN, MANAGE, AND DELIVER A PROJECT SUCCESSFULLY

CREATE A PROJECT VISION AND STRATEGY THAT IS IN SYNC WITH THE PROJECT SCOPE, PLAN, AND DESIGN

LEARN HOW TO PERFORM A PROJECT RISK ASSESSMENT AND CONTINGENCY PLANNING

UNDERSTAND HOW TO CREATE HIGH-PERFORMANCE TEAMS THAT CAN EXECUTE PROJECTS SUCCESSFULLY

LEARN HOW TO PERFORM PROJECT AND RESOURCE NEGOTIATIONS

CREATE A PROJECT STRATEGY MAP

EXPLORE THE WAYS AND BENEFITS OF PROJECT MARKETING

LEARN HOW TO CREATE A PROJECT VISION, COMMUNICATION PLAN, AND MARKETING STRATEGY

EXPLORE THE WAYS ON HOW TO UTILIZE THE EARNED VALUE APPROACH (EVA) TO MONITOR AND CONTROL PROJECTS

LEARN THE TEAM-BUILDING AND LEADERSHIP SKILLS THAT ARE REQUIRED TO MANAGE AND LEAD PROJECT TEAMS

UNDERSTAND THE RELATIONSHIP BETWEEN LEADERSHIP, EMOTIONAL INTELLIGENCE, AND PROJECT MANAGEMENT

LEARN HOW TO USE A BALANCED SCORECARD TO CREATE A PROJECT STRATEGY MAP AND EXECUTE PROJECTS SUCCESSFULLY

NETWORK WITH PROJECT MANAGERS, DIRECTORS, TEAM LEADS, PROJECT MANAGEMENT PROFESSIONALS, AND FACULTY FROM THE WORLD'S TOP BUSINESS SCHOOLS AND UNIVERSITIES

KEY BENEFITS TO YOUR ORGANIZATION

Enhance employee decision-making, leadership, performance, team productivity, innovation, and employee retention, which will lead to competitive advantage, strategic growth, and improved quality and performance for your organization.

Research studies have shown that human capital is the hardest element to replicate or imitate. Therefore, organizations that invest in employee learning and development create a sustainable and long-term competitive advantage that enhances creativity, team-work, efficiency, disruptive innovation, and growth.





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ART OF SUCCESSFUL NEGOTIATION & LEADERSHIP

TARGET AUDIENCE FOR PROGRAM

Project team members, managers, senior managers, directors, executives, and professionals with a minimum of three years of experience

Functional Heads, Business Unit Leaders, and Team Leaders involved in projects and new product development

Anyone who aspires to be a successful project manager, team leader, professional, and change agent who wants to make the world a better place through successful project management and strategy.



ROLE-PLAY EXERCISES

GROUP DISCUSSIONS

**INTERACTIVE
CLASSROOM SESSIONS**

**REAL-LIFE CASE
STUDIES FROM
HARVARD BUSINESS
SCHOOL**

TEACHING METHODOLOGY

**VIDEO-CONFERENCING WITH
FACULTY FROM
HARVARD,
UNIVERSITY OF
CAMBRIDGE,
IMPERIAL
COLLEGE LONDON,
AND OTHERS**

**HARVARD
BUSINESS SCHOOL
AND/OR INSEAD
BUSINESS SCHOOL
SIMULATION**



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Program Faculty



Dr. Rodney Turner

Professor SKEMA Business School, France
Ph.D., Oxford University



Prof. Andreas Eisingerich

Professor of Marketing
Program Director of the Full-Time MBA Program
Head of the Analytics, Marketing & Operations Department
Imperial College Business School London
Masters & PhD, University of Cambridge, Judge Business School
BSc., London School of Economics (UK)



Dr. Rizwan Amin Sheikh, PMP

Founding Dean and Professor, ISBE
Affiliate Faculty of Leadership in Healthcare Management,
Harvard Medical School Exec Ed
Affiliate Faculty of Family Business Program, MIT Sloan School
of Management
Ph.D., Skema Business School (France)
MBA, Cleveland State University

ISBE USA reserves the right to change the program faculty anytime it deems appropriate.

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