



# Palma de Mallorca 2014, September 18-19-20

## Project Management Soft Skills Days

# Are You Ready?



### 16 PDUs



[www.gprovalparaiso.com](http://www.gprovalparaiso.com)

### Introduction

All projects need leaders who excel at working with people. Projects also need effective sponsors. People issues and upper management support for projects consistently surface as critical success factors. However, organizations often do not spend the time and money to understand the concept of *complete project managers*, why this skill set is important, and how to improve. Please join us in this workshop to experience the possibilities for excellence in project leadership within your organization.

This workshop offers participants the opportunity to create environments that achieve greater project prosperity. As a result of excellence in project sponsorship, that prosperity becomes sustainable. Experience half day modules that explore these concepts and practices in depth, based on sharing insights and proven techniques.

The primary audience for this workshop is project leaders, upper managers and executives. This workshop provides you with the knowledge, tools and practices to be a more complete and effective leader. Get clear understanding about your roles and responsibilities to ensure that all projects achieve successful outcomes. Another audience is project managers and team members who work together on a regular basis and seek a better outcome from this interaction. Learn together and prepare joint action plans.

### Workshop as Opportunity

This is a great opportunity to interact with four international experts in the soft skills aspects of project management:

- Randall Englund (US)
- Alfonso Bucero (Spain)
- Peter Taylor (UK)
- Michael O'Brochta (US)

Don't miss this outstanding mix of cultural aspects and points of view about project manager soft skills.

### Who Should Attend?

All managers and executives involved in projects, either currently or in the near future, PMO managers, senior project managers, and other stakeholders interested in experiencing a *multi-media, transformational approach* to the topic of project management soft skills, in order to achieve greater results from projects.

### Workshop Purpose

- Understand what project management soft skills are all about
- Define how having good soft skills may impact project success
- Assess your PM soft skills
- Discover how to develop better soft skills
- Identify how to better deal with Executives
- Keep project stakeholders involved
- Extract learnings from case study examples
- Reap benefits from effective communications
- Make organizational culture work for you
- Achieve excellence in project results

### Workshop Topics

- Welcome & introduction
- Adopting a positive attitude so necessary for project success
- Exploring The Complete Project Manager
- Becoming The Lazy Project Manager
- Achieving excellence in Project Sponsorship
- Getting Executives to Act for Project Success
- Dealing with Executives
- Managing Up the Project Organization
- You Know You Are A Project Manager When...
- Assessments
- Interactive exercises
- Case studies
- Videos
- Group discussions
- Action plans
- Conclusions



Are you ready to embrace a more complete skill set?

For more information, please contact

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#### Workshop Structure

- **MODULE 1: Dealing with Executives**
  - o Description: In this module we explain the main skills every project manager needs to develop in order to deal better with their executives, how to get them to act for project success. Based on the relationship that needs to be established between the project managers and the executives, we cover how to establish that relationship, how to understand executives better, how to communicate better with them. These skills build upon understanding what it takes to be a “great” project manager who is able to climb tall mountains in search of better results.
  
- **MODULE 2: Achieving Management Commitment for Project Success**
  - o Description: This module is based on the concept of excellence in project sponsorship, covering how to find, assign and maintain a Sponsor throughout project life cycles. Topics, drawing from the book *Project Sponsorship*, include the importance of Sponsorship, the Sponsor definition, criteria, implementation, culture, and why managing up the project organization is so important for project and business success. Emphasis is on initiative and taking action to achieve and deliver on necessary commitments.
  
- **MODULE 3: How to Develop your PM Skills to be a [more] Complete Project Manager**
  - o Description: This module draws from the book *The Complete Project Manager: Integrating People, Organization, and Technical Skills*. It focuses on the main set of skills that a project manager needs to develop to be a better project manager. We cover attitude, sales, negotiating, communicating, leadership, organizational, teamwork skills, conflict, and more. These topics cover everything you wish you knew when starting your career.
  
- **MODULE 4: The Lazy Project Manager**
  - o Description: Based on a best-selling book, *The Lazy Project Manager*, the approach in this module is to "productive laziness", encouraging project managers to expend the majority of their effort in project startup and project closing, so they may step back during the project itself and let the team work effectively. Challenges and issues covered in this module include managing project sponsors and scope creep, communication strategies, filtering and delegating issues, planning in advance for crisis—and staying calm, and pushing your project across the finish line.

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#### THE INSTRUCTORS



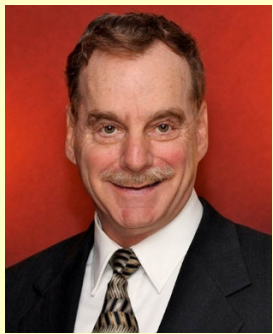
**ALFONSO BUCERO, PMP, PMI-RMP.** He is an independent consultant and a frequent speaker at multinational Project Management Congresses. He is the founder, partner and director of BUCERO PM Consulting in Spain. Alfonso authored the book *Project Management – A New Vision and Today is a Good Day*. He contributed to the book *Creating the Project Office*, published by Jossey Bass (2003). Drawing from many years as an HP project manager, he has presented and written numerous papers in the project management field. He was a Contributing Editor of *PM Network* (Project Management Institute). He co-authored with Randall L. Englund the books *Project Sponsorship*, published in April 2006, and *The Complete Project Manager*, published in 2012. Alfonso received PMI's Distinguished Contribution Award and Fellow of the Institute.

You can reach Alfonso at: [alfonso.bucero@abucero.com](mailto:alfonso.bucero@abucero.com) and at [www.abucero.com](http://www.abucero.com).



**RANDALL L. ENGLUND, NPDP, CBM.** He was a senior project manager at the Project Management Initiative at HP, a Project Office leading the continuous improvement of project management across the company. As the Englund Project Management Consultancy, he is an independent consultant who trains and prepares executives and teams on project culture. He is a frequent speaker and facilitator of professional events. He co-authored with Dr. Robert J. Graham the book *Creating an Environment for Successful Projects: Second Edition* (Jossey-Bass, 2004). He is co-author with Dr. Robert J. Graham and Paul Dinsmore of *Creating the Project Office: a Manager's Guide to Leading Organizational Change*. He co-authored with Alfonso Bucero the books *Project Sponsorship: Achieving Management Commitment for Project Success*, *The Complete Project Manager: Integrating People, Organizational, and Technical Skills*, and the companion *The Complete Project Manager's Toolkit*. Randy received PMI's Distinguished Contribution Award.

You can reach Randy at: [englundr@englundpmc.com](mailto:englundr@englundpmc.com) and on the web at [www.englundpmc.com](http://www.englundpmc.com).



**MICHAEL O'BROCHTA, ACP, PMP.** Mr. O'Brochta has worked in project management for over thirty years in the US Government where he led a program to mature project management and systems engineering agency-wide and as President at Zozer Inc. where he helped develop and implement a new government-wide Federal Acquisition Certification for Program and Project Managers. He is a graduate of PMI's Leadership Institute Master Class and has written and presented papers at every PMI North American Global Congress during the past decade as well as at many international, and regional conferences. He writes and speaks extensively about project management and, since his climb of another of the world's seven summits, has been exploring the relationship between project management and mountain climbing.

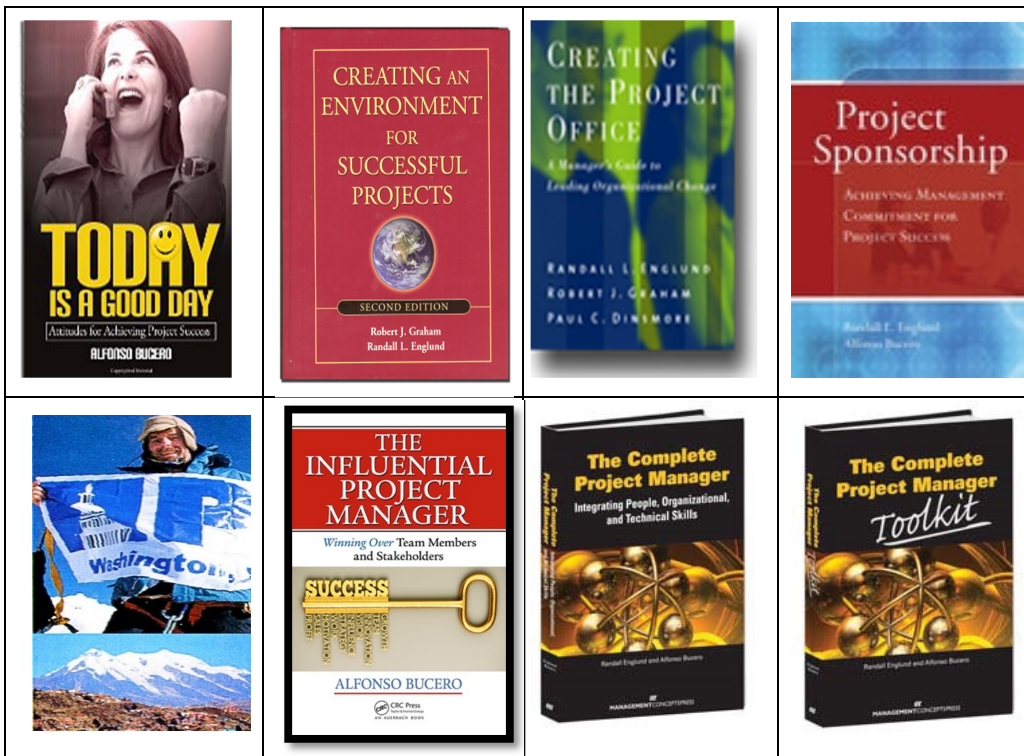
You can reach Mike at [mobrochta@zozerinc.com](mailto:mobrochta@zozerinc.com) and at [www.zozerinc.com](http://www.zozerinc.com)



**PETER TAYLOR.** Peter Taylor is the author of best-selling books on *Productive Laziness – The Lazy Winner*, *The Lazy Project Manager*, and co-author of *Strategies for Project Sponsorship*. In the last 4 years he has focused on writing and lecturing with over 200 presentations around the world in over 20 countries and has been described as 'perhaps the most entertaining and inspiring speaker in the project management world today'. He also acts as an independent consultant working with some of the major organizations in the world coaching executive sponsors, PMO leaders and project managers. His mission is to teach as many people as possible that it is achievable to 'work smarter and not harder' and to still gain success in the battle of the work/life balance.

Contact Peter at [peter.b.taylor@btinternet.com](mailto:peter.b.taylor@btinternet.com) and get more information at [www.thelazyprojectmanager.com](http://www.thelazyprojectmanager.com) and [www.peterbtaylor.co.uk](http://www.peterbtaylor.co.uk) .

## Books from the Speakers....



## Media Sponsors....



For more information, please contact

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### Event Program

Time	September 18 <sup>th</sup>	September 19 <sup>th</sup>	September 20 <sup>th</sup>
8:00 – 8:40 am	Event registration	-	-
	First day Event	Second day Event	Third day Event
8:45 – 9:00	Welcome – A. Bucero		
9:00 – 11:00	Module 1-2h	Module 2- 2h	Module 4 -2h
11:00 – 11:30	Coffee break	Coffee break	Coffee break
11:30 – 13:30	Module 1-2h	Module 3- 2h	Module 4 – 2h
13:30 – 14:30	Lunch	Lunch	Lunch
14:30 – 15:30	Module 2-1h	Module 3-1h	Closing
15:30 – 16:00	Coffee break	Coffee Break	
16:00 – 17:00	Module 2-1h	Module 3-1h	
17:00 - 17:15	End of first day	End of second day	

### PRICE and REGISTRATION

Regular registration: **1180 €** (VAT not included) person. **PMI Members 10% discount**

Early Bird registration (Before June 30<sup>th</sup> 2014): **1080 €** (VAT not included). **PMI Members 10% discount**

The registration includes:

- Full event registration (Program Guide and documentation in digital format)
- Lunches and coffees
- Attendee Certificate (16 PDUs)

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If you want to be registered, contact **BUCERO PM Consulting**

- by e-mail: [bucero.pm@abucero.com](mailto:bucero.pm@abucero.com)
- Fax: + 34-91-6308157

NAME : -----  
SURNAME : -----  
JOB POSITION : -----  
COMPANY/ORGANIZATION : -----  
BUSINESS ADDRESS : -----  
CITY : -----  
COUNTRY : -----  
POSTAL CODE: -----  
PHONE NUMBER : -----  
FAX : -----  
E-MAIL : -----  
PMI MEMBER : -----

### EVENT VENUE

**PALMA DE MALLORCA**

GPRO VALPARAISO PALACE & SPA\*\*\*\*\*  
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