

*"If you are going to fail....  
fail fast, cheap and often"*

## Business Driven Project Management

(BDPM)

Classroom (2 days)

Virtual trainer led (4 days x 4 hours)

(16 hours, 16 PDUs)

### AFTER THE COURSE YOU WILL

- ❖ Better know how to apply business driven "tools" in project portfolio management
- ❖ Know how these new "tools" can help your company to become faster, more innovative and more Business (Value) Driven
- ❖ Know more about Demand Management
- ❖ Better understand how good Project, Program and Portfolio Management is vital and adds value to a Company's business success
- ❖ Improve the performance of the launched initiatives, projects and programs
- ❖ Have improved your Business Acumen
- ❖ Have prepared an individual action plan

### TARGETED TO

- ❖ Key Account Managers and Sponsors
- ❖ Pre sales and Core 3 teams
- ❖ Project Managers / Program Managers
- ❖ Change / Transformation Managers / Champions
- ❖ Directors and Managers / PMO Managers
- ❖ Technical Coordinators / Solution Architects
- ❖ Business Developers
- ❖ Innovation Managers / Champions
- ❖ Product Managers / Product Owners

### TRAINING METHOD

- ❖ We apply a training method based on the "learning by doing" concept.  
This means optimizing your learning by combining the trainer's input with your own experience and active participation.
- ❖ This is a practical course with real examples that can be applied, and exercises and case studies to help to understand the theory.
- ❖ It can also be delivered as a workshop with the idea to directly apply the content to the participants' real initiatives and projects.

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

[GreenlightPM@GreenlightPM.com](mailto:GreenlightPM@GreenlightPM.com)

*"We need to accelerate the launching of new solutions to our customers";*

*"Today new competitors/players enter into our market";*

*"Our budgets are reduced, but still we need to win more business "*

*"New technologies boost new channels, customer interactions and ways of doing business"*

*"We need to create more customer value!"*

To meet these challenges and similar ones, companies need to become more agile and most people need to take on new concepts, ways of thinking, processes, tools and ways of working.

The course aims to help you learn and understand all these new things and initiate the change!

### SUBJECTS

- ❖ Project Management 3.0
- ❖ Business Acumen
- ❖ The Agile organization
- ❖ The new management principles and practices
- ❖ Roles and Responsibilities
- ❖ Types of projects, programs and initiatives in the portfolio. Agile, Structured and Hybrid projects
- ❖ Project Generation – Project Portfolio and Demand Management
  - ✓ Business Modelling – Value Proposition Design
  - ✓ Stakeholder Engagement
  - ✓ Business Analysis – fundamentals
  - ✓ Evaluation techniques
  - ✓ Customer development; involving the customer in the solution,
  - ✓ Definition of a viable solution – Minimum Viable Product
  - ✓ Solution breakdown
  - ✓ Project Portfolio Authorization
- ❖ Execution and Delivery
- ❖ Project Portfolio Control and Feedback
- ❖ LEAN Start up – principles
- ❖ Implementation – Leading Change
- ❖ Individual action plan

### PRE REQUISITES

- ❖ We recommend that you have experience from business and product related activities, and at least fundamental project management skills.