

Aligning Project Management with Organizational Strategy

Today's business climate is characterized by unprecedented changes in technology and globalization, as well as by complex business relationships and the unrelenting drive for competitive success. In this highly stressful environment, it is essential for project managers to think and act strategically. How does an organization formulate a strategy to achieve competitive success? How do projects contribute to the implementation of the organization's strategy? How should a project manager develop a project strategy that supports organizational strategic and business goals?

Aligning Project Management with Organizational Strategy gives you an in-depth analysis of the process leading from business strategy formation to portfolio development to the project and project manager's role. Learn how to link your project to the business strategy, apply and maintain alignment of the project strategy, and manage the expectations and interests of those who have a stake in the project outcome.

Thought-provoking discussions and stimulating exercises highlight this dynamic, timely course.

You'll learn how to use a project ranking tool that can be used within your organization to prioritize strategic projects. This tool can help you, the project manager, ask the questions to understand how your project fits into your organization's strategic initiatives.

Course Topics

1. **Organizational Strategy in Context**
 - a. Strategy defined
 - b. Strategy as a way to achieve organizational success
 - c. Paradigm shifts and their impact—how change influences strategy
 - d. Forces for business change
 - e. The impact of organizational constraints on strategy
2. **Organizational Strategy: Approaches and Techniques**
 - a. Strategy as a key to organizational success
 - b. Elements of a successful strategy
 - c. The relationship between strategy and achievability
 - d. Strategy assessments
 - e. Classic approaches and techniques for level-setting strategic thinking
 - f. Towards setting up a culture of strategic thinking
3. **Portfolio Management: Strategic Context**
 - a. Defining a portfolio
 - b. Identifying projects included in a portfolio
 - c. The impact of portfolio management on strategy
 - d. Challenges and benefits of portfolio management
 - e. Influential roles in portfolio management
4. **Portfolio Set-up and Maintenance**
 - a. Setting up a successful project portfolio
 - b. Organizational influences of portfolios
 - c. Generating potential portfolio projects
 - d. Steps in selecting portfolio projects
 - e. Integrating new projects into an existing portfolio
 - f. Project performance and project gateway reviews
 - g. The project filtering process
5. **Strategic Project Management**
 - a. Strategic vs. classic project management
 - b. Aligning projects with strategy
 - c. The role of the project team
 - d. The importance of managing change that affects strategic projects
 - e. Anticipating and managing stakeholder expectations and resistance

Learn how to:

- Support top-level strategy formulation
- Link organizational strategy from business strategy to portfolio development to project implementation
- Ensure project credibility by aligning your project with your organization's goals, objectives and strategies
- Create and implement an appropriate strategy for your project
- Communicate your strategy to the project team, the customer and other project stakeholders
- Manage stakeholder expectations to maintain portfolio/project alignment

PMBOK® Guide knowledge areas:

Project Integration Management
 Project Scope Management
 Project Risk Management
 Project Communications Management

PDUs: 22.5 **CEUs:** 2.2 **CPE credits:** 27

This course has been updated to reflect the *PMBOK® Guide—Fourth Edition*.

