

## Turning Executive Strategy into Profits

*A workshop that demonstrates a superior way to model and manage revenue generating tactical execution from the executive offices down through the organization.*

**DATE: June 2nd – 7:30 am to 1:00 pm (Continental Breakfast and Lunch Provided)**

**LOCATION: Microsoft; 45 Liberty Blvd. - Suite 210; Malvern, PA 19355**

This hands-on workshop is designed to give senior management a clear vision of effective management methods that focus on increasing profits. The approach is to optimize the business's tactical execution spanning all activities from revenue generation to new product development. Most businesses consist of a set of key parallel activities directed at delivering profitability. As companies grow, they find these key activities often compete for the same business resources (people, facilities, vendor support). The challenge is how to do the most with the least resources in an optimal fashion.

Many businesses are severely challenged when they attempt to achieve multiple timely deliverables with affordable, high quality results. This is obvious across the business spectrum: vaporware products which either never make it to the market or arrive too late to be competitive; ERP system implementations which cost more than double the initial estimate while taking significantly longer than estimated, and often damaging the business when finally adopted; Mergers and Acquisitions which fail to deliver any of the promised increase in profitability;...

Virtually all of the activities in a business can be described and modeled as some form of a project. If a process or activity consists of a deliverable, interim handoffs/milestones, and is performed by a shared resource pool, then generic project management methods can significantly improve one's ability to manage these efforts. When the shared resources report to different line managers, the business structure consists of a matrix management environment whether or not it is formally recognized as such. Classic management tools are completely inadequate to model and manage this type of activity in an optimum manner.

Contrary to common beliefs, the key to success requires a limited but critical focused participation by the executive team in the tactical activities of the business - these cannot be delegated. This workshop demonstrates a superior way to model and manage tactical execution from the executive offices down through the organization without micromanagement. It simulates a business which depends upon the timely release of competitive products.

The first part of the simulation uses classic management policies and methods and fails miserably. Then clock is reset and the business is rerun using the same amount of resource capacity, but with the new management tools. The new management process makes changes at the executive level including: applying a single new policy, modifying two existing metrics, and properly aligning the work to the true command and control structure of the business. The business now demonstrates great success.

In order to demonstrate these state-of-the-art management concepts, the workshop uses Enterprise Project Management (EPM) as one example of where these ideas can be implemented and easily demonstrated. The advantage of this example is that many of the tools of EPM used here are generic and transfer to any activity requiring a deliverable. Also, EPM has strong software support tools which will be demonstrated at the end of the workshop.

**This educational event sponsored by:**

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