



Creating and Capturing Value – A Critical Focus for the VUCA Economy

A face-to-face 2 day progressive seminar that provides learning, techniques and tools on how to deploy, utilize and sustain a value management framework that assists in better strategic planning and implementation outcomes.

Pressure remains on organizational executives and other leaders to continue to develop great value and returns to their shareholders and/or stakeholders. Without a value management framework, organizations will become lethargic and potentially oblivious to changes in environments that can cause significant disruption to the organizations performance.

This Creating and Capturing Value seminar offers a path for improved strategic implementation management. It is based on the value management framework detailed in the *'The Business of Portfolio Management: Boosting Organizational Value through Portfolio Management'* book that's selling globally. The seminar covers a structured approach to the development and implementation of strategy using a value management framework that is integrated with a modern portfolio management approach. Discussion around the why, what, how and when of change associated with deploying a value management approach is covered in detail.

Your seminar experience will cover

This seminar is made up of eight (8) inter-related modules that provide; clarity on design, a roadmap for success, plus key techniques and tools. The seminar covers:

- Module 1. Value management introduction and overview.
- Module 2. Value management and portfolio management – partners towards higher organizational performance.
- Module 3. Value Strategy.
- Module 4. Value Planning.
- Module 5. Value Engineering.
- Module 6. Value Delivery.
- Module 7. Value Capture.
- Module 8. Key Learnings & Summary.

Exercises and a case study are blended through the seminar that allows participants to apply their learning to a simulated situation. Documentation includes appendices that contain tools and templates plus other supporting information.

How will attendees benefit?

Attendance and participation will help delegates gain new knowledge and skills on value management which will allow them to contribute more towards improved strategic implementation management by better strategy development and its downstream implementation. Enhance the contributions you make to your organization by being able to:

- Apply the 5 key phases of a value management framework as a model for the pragmatic development and implementation of strategy in a VUCA world.
- Integrate or replace existing processes to create a more aligned and flexible organization.



- Understand in detail and apply the three phases of a change management process cycle and the steps within those phases.
- Support the introduction of a VMF through disciplined change so as to transition successfully from your current state.
- Tailor the value management framework to drive success through your organization using an appropriate selection of techniques and tools.

What will be used?

Lecture, case study, discussion/debate, examples and group exercises are all blended through the seminar duration. Delegates will receive a comprehensive seminar manual for ongoing reference.

Who should attend?

This is a business strategy orientated seminar that will be of benefit to those that seek higher value from investments, less wastage, and sustained organizational performance. Specifically this seminar will attract directors, VP's, GM's, C-suite leaders, heads of portfolio/program management, EPMO/PMO leaders, and consultants in order to gain a comprehensive insight, knowledge and tools associated with a value management framework.

Professional Credits

Successful completion of this seminar allows for claiming of 14 PDU's and/or 1.4 CEU's. Fifty-five percentage (55%) count towards the Strategic & Business Management element of PMI's Talent Triangle.

Instructor Bio

Iain Fraser, Dip PPC, PMP. MoP, P3M3, PMI Fellow, Fellow PMINZ

Iain is globally recognised as an expert in modern business, portfolio, program and project management practices. For 30 years he has worked around the world in the Banking/Finance, Defence, Engineering, Government, Oil & Gas, Power and Telecommunications sectors. He is a sought after trusted advisor on portfolio, program and project management and related PMO's. He is also recognised as a public speaker and keynotes many business events. He is the author of the top-selling book *'The Business of Portfolio Management – Boosting Organisational Value'*. Additionally many of his whitepapers have been published globally in various business media including The Telegraph and The Times of the UK.

Recently retired as CEO of Project Plus Ltd, a professional services organisation he founded, grew, and took global, he now consults to organisations embracing change. Iain holds a Certificate in Company Direction from the Institute of Directors amongst other professional qualifications.

During 2006 he was Chairman of the global Board of Directors of the Project Management Institute (PMI) and Vice-Chair in 2005 where he oversaw a period of considerable growth and global expansion for PMI.

His specialties include: Organisational Governance; Portfolio, Program & Project Consultancy; Portfolio/Program Governance; EPMO/PMO's; Portfolio Management; Change Management; Value Management; and Benefits Realization Management.