



STRATEGY  
MANAGEMENT  
GROUP



# Strategy Essentials for Project Managers

## Course Overview

Strategy Essentials for Project Managers is a one-day interactive experience designed to give seasoned project managers and Project Management Professionals (PMP)<sup>®</sup> the strategic planning and management knowledge and skills they need to support corporate-level strategy development and successfully implement enterprise-wide strategy through projects at the operations level. The curriculum builds on essential elements from strategy and project management writings, training and consulting experiences gained in over 40 countries over the past several decades.

## Who Should Attend

Project managers, operations managers, strategy implementation managers and analysts, program managers, budget analysts, operations analysts, and anyone who contributes to successful project implementation. Strategic Project Managers are typically professionals tasked with managing projects and portfolios in various positions and at different levels, including senior managers, project managers, directors, strategic planners and analysts, and performance management practitioners charged with managing strategic initiatives or related projects.

# Strategy Essentials for Project Managers



## Why Does a Project Manager Need to Know About Strategy?

PMI has found that technical project management skills are not enough for Project Management Professionals to compete in a changing world. To fully engage in corporate-level strategy development and ensure that their work is aligned to enterprise-wide strategy, seasoned project managers need to understand fundamental strategy concepts and tools.

## Strategy Essentials for Project Managers

There is more to effective project management than meeting deadlines, budget, and scope. Achieving strategic goals and delivering real value is only possible when project management is guided by and aligned with strategy. Every strategic project manager needs to understand strategy concepts and tools such as mission, vision, customer value proposition, goals, objectives, measures, and strategic initiatives. This course is for anyone who wants to align their projects to strategy and contribute to the strategy discussion but lacks the knowledge of strategy terminology and tools.

### Course Outline

- ▶ Strategy Overview
- ▶ Strategy Formulation
  - ◇ Strategic assessment & foundations
  - ◇ Strategic formulation
  - ◇ Performance measures & strategic initiatives
- ▶ Strategic Alignment & Execution
  - ◇ Creating alignment through cascading strategic objective
  - ◇ Strategic prioritization & execution
  - ◇ Performance analysis & evaluation
- ▶ Summary and Next Steps

### Course Benefits

As a participant, you will benefit by learning how:

- ▶ Key strategy components work together
- ▶ All projects can be better aligned to enterprise-wide strategy and goals
- ▶ Operational projects can be "managed to strategy"
- ▶ Strategy, well grounded in core project management principles, can be used to improve organizational performance
- ▶ To contribute to the formulation of corporate strategy, including the development of organizational mission, vision, strategy, strategic objectives, meaningful performance measures and targets, and initiatives
- ▶ To anticipate challenges and prepare solutions for a more effective strategy implementation
- ▶ To engage leaders and employees in the planning process

Strategy Management Group maintains an affiliate network of service providers throughout North America, Africa, Asia, Australia, Europe, the Middle East, and beyond. Contact us today or visit us online to locate and register for training courses near you.

Project Management Professional (PMP)<sup>®</sup>, PMI, and the PMI Authorized Training Partner logo are all registered trademarks of the Project Management Institute, Inc.

For more: [www.strategymanage.com/strategypm](http://www.strategymanage.com/strategypm)

