



# Business Skills for Project Managers

## AUDIENCE

Experienced Project Managers and senior project team leaders.

Add a business focus to your project management approach

### Program Benefits

*Business Skills for Project Managers*, from BTS, incorporates a strategic business focus into project management efforts. This course helps project managers drive projects in a way that supports the organization's strategy and creates shareholder value.

After completing the program, project managers will be able to:

- better analyze the market for project performance
- align projects to company strategy more effectively
- apply a better understanding of business financials and other dynamics
- increase focus on the commercial needs of the client, sponsor and end users
- manage each project more as an enterprise, designed to support the organization's strategy and create shareholder value
- effectively transition projects to those responsible for the Project Outcome Lifecycle

### Program Description

This program includes a simulation, business case development, and financial analysis. During the three-round computer simulation, participants play the role of Vice President of the Project Office for Transitech Industries. As the VP, participants are tasked with coaching a team of Project Managers to execute each project as a business enterprise and create shareholder value. The simulation addresses three main business topic areas:

- Strategy - The Three Market Disciplines: Product Leadership, Customer Intimacy and Operational Excellence
- Marketing - The Three C's: Competition, Customer and Communication
- Finance - Income Statement, Balance Sheet, Cash Flow

Concepts from these topic areas are applied to the 5 Process Groups of Project Management: Initiating, Planning, Executing, Controlling & Closing.

### Implementation/Customization

*Business Skills for Project Managers* is an advanced, 2- to 3-day course.