

# Business Transformation and the Role of Project Management

**This 3-day workshop will help business managers to gain an in depth understanding of the main principles of business transformation and the role project, programme and project portfolio management plays to help achieve the desired business transformation.**

The market place world-wide has become complex. Many organisations operate globally and competition is fierce. Global trends in the way businesses now operate and work have had major impacts on organisations. Change is happening in more workplaces than ever before and at much faster rates. Customer expectations have increased as far as quality of products and speed of service is concerned. As a result, businesses need to respond to an increasing need for flexibility, productivity, strategy and leadership changes.

The main objectives of this course are to explore changes taking place in organisations today, to explain how organisations can prepare for change, to clarify human reactions to change and how to deal/manage these and to explain team involvement and visionary leadership to make it all happen.

The course will involve lectures, whole audience and some interactive small group work to bring out some of the key messages. All practical examples are drawn from a real current ongoing business transformation initiative by a major utilities company in Riyadh, Saudi Arabia (7 programmes and over 60 associated projects). This company is undergoing a major business transformation from a Government-run and funded organisation to become a private company within the next two years.

Participants will:

- gain an understanding of the changing workplace
- understand how to manage people through change
- understand how to lead organisational culture change
- grasp what change leadership is
- understand how to avoid pitfalls
- gain insights into how to deal with and manage individual and group resistance to change
- understand better how to negotiate new work arrangements
- understand how project management acts as a driver for making the changes happen successfully

This course is presented by Dr Eddie Fisher (Ph.D., M.Sc., FAPM) who has been working in portfolio, programme, project and business management over the last 30 years. Eddie has managed business transformations in companies he has worked for such as British Telecom, O2, Vodafone, GSM Association and recently the National Water Company in Riyadh. In addition, he has managed large and complex construction, facilities, business change and products and services programmes and projects in many countries.

## Information about the workshop

Duration: 3 day (24 hours)

Date: 7.–9. November 2011

Place: Brno, Czech Republic

Fee:

- 8 000,- CZK (+ 20% VAT)
- Price for Members of SPŘ – 7 200,- CZK (+20% VAT)
- Price for NGO and Combined Studies students – 5 600,- CZK (+20% VAT)
- Price for full-time students – 2 000,- CZK (+20% VAT)

How to register: online on [www.prorust.cz](http://www.prorust.cz), students on [www.acsa.cz](http://www.acsa.cz)

Registration closes: 31. October 2011 (The number of participants is limited!)

Contact mail: [info@acsa.cz](mailto:info@acsa.cz)

Contact phone: 541 145 255

Organized by: ACSA and ProRust

Other information: Participants should have knowledge of project management. Workshop will be held in English.

## LECTOR

### Dr Eddie Fisher

*Eddie is a subject matter expert on the people side of project management (behaviour and competence). He publishes widely in publications such as the International Journal of Project Management and the APM's in-house magazine Project. He is the author of two books on project management and regularly presents his own material at events in the UK, Czech Republic and Austria. Eddie is currently working as a freelance programme director in the UK. He is a Fellow of the Association of Project Management (FAPM) in the UK.*

*Winner of the APM's 2008 Top 10 for Excellence in Promoting PM Internationally*

*Winner of the APM's 2007 Herbert Walton Award*

