

SeminarsWorld® Course Agenda

Click [here](#) for additional seminar offerings and schedules

Leading Strategic Initiatives (Program Management)

Instructor(s): Greg Githens, PMP

Pre-work: 1.0 hours

Length: 2 days

CEUs: 1.5 / See below for PDU breakdown

Level: Advanced

Primary Topic: Strategic Planning and Implementation

Subtopics: Complexity, Leadership Development

Course Description:

As organizations recover, pivot, and “bounce forward” from the pandemic, they will increasingly charter strategic initiatives. Strategic initiatives are distinct from initiatives intended to improve business operations. Strategic initiatives are bold endeavors with large organizational scale and scope; thus, they are programs that apply tools from the program management toolbox.

When in crisis and emerging from crisis, individuals typically discover that a new kind of thinking is needed. Individuals need to acquire an executive and strategic mindset, reject out-of-date conventions and practices, and apply the principles of innovation and experimentation.

This seminar’s primary objective is to provide proven leadership practices, skills, and insights specific to strategic initiative programs. Participants will exit the seminar with tools, perspective, and confidence to make instant, positive contributions to their organization. The seminar content is grounded in real-world examples of strategic initiatives delivered through video clips, personal experiences, and case discussions.

Learning Objectives:

Upon completion of this course, participants will be able to:

- Recognize the distinctive leadership competencies of program managers (compared to project managers)
- Identify the four LIDS leadership roles for a program manager
- Recognize how the BAGEL model defines the five performance domains of program management (Benefits, Alignment, Governance, Engagement, Lifecycle)
- Recognize the characteristics of good strategy
- Using storytelling concepts to effectively communicate with stakeholders
- Use metrics to improve alignment with strategy
- Identify the essential elements of organizational pivots
- Gain better support change and transformation initiatives
- Develop governance concepts that foster buy-in and benefit and also avoids bureaucracy
- Recognize the AAAT model of organizational resilience and how it affects business pivots (Anticipation, Absorptive, Adaptation, Transformation)

AGENDA

This seminar is designed to help you answer questions like these:

DAY 1

- Meaningful differences between project and program management
- How to make fast and effective decisions
- Alignment of projects with strategy
- Translating constraints from enterprise strategy to the project

- Commitment, resources and buy in
- LIDS & BAGEL model of program management
- E-PMOs and the support of strategy
- The linkage of strategy formulation to strategy execution
- How the task of coordination differs at the business level versus the task level
- The differences between good and bad strategy
- Strategic initiatives are not strategic goals (the purpose of a strategic initiative is to close a performance gap)
- How to develop an elevator speech
- Program management applied to a strategic initiative (case study)

DAY 2

- Designing a strategic initiative
- Tips for strategic storytelling
- The four driving questions of a radical innovation program
- Concepts of road mapping
- Prospective hindsight technique
- Two kinds of benefits: economic and emotive
- Questions for Stakeholder analysis
- Creating a benefits map
- Incremental delivery of benefits
- Agile principles and benefits realization
- Incorporating requirements techniques into program governance
- A straightforward technique for prioritizing anything
- Characteristics of an outstanding program manager
- Influencing your organization

Professional Development Units (PDUS) are one-hour blocks of time spent learning, teaching others, or volunteering. By attending this SeminarsWorld course, you will be able to achieve the following PDUs as learning hours to apply for PMI certification or to maintain your certification status with PMI. [View](#) how your PDUs align with the PMI Talent Triangle®.

	Technical	Leadership	Strategic	Total
CAPM / PMP / PgMP	4	4	7	15.00
PMI-ACP	1	4	7	12.00
PMI-SP	0	4	7	11.00
PMI-RMP	0	4	7	11.00
PfMP	1	4	7	12.00
PMI-PBA	0	4	7	11.00

