

€ TRAINING

Leading Strategic Projects Successfully



12 - 16 August 2024
Casablanca (Morocco)
New Hotel



Leading Strategic Projects Successfully

REF: M2290 DATE: 12 - 16 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

In this intensive training program on Leading Strategic Projects Successfully, participants will acquire the skills and knowledge required to effectively lead and manage strategic projects within their organizations. Through a combination of practical techniques, case studies, and interactive exercises, attendees will learn how to align project objectives with organizational goals, navigate complex project environments, and deliver successful outcomes.

Program Objectives:

At the end of this program, participants will be able to:

- Understand the key principles and concepts of strategic project management.
- Learn effective techniques for project initiation, planning, and execution.
- Develop strategies for stakeholder engagement and communication.
- Acquire tools for project risk management and mitigation.
- Enhance leadership capabilities for driving project success and achieving desired outcomes.

Targeted Audience:

- Project managers responsible for leading strategic initiatives.
- Senior leaders and executives overseeing strategic projects.
- Team leads and members involved in cross-functional project teams.
- Professionals seeking to enhance their project management skills for strategic initiatives.

Program Outlines:

Unit 1:

Introduction to Strategic Project Management:

- Overview of strategic project management principles and practices.
- Differentiating strategic projects from operational projects.
- The role of strategic alignment in project success.

- Understanding the project life cycle and its stages.
- Key success factors for leading strategic projects.

Unit 2:

Project Initiation and Planning:

- Defining project objectives and establishing success criteria.
- Conducting a project feasibility study and assessing risks.
- Identifying project stakeholders and managing their expectations.
- Creating a comprehensive project plan and schedule.
- Resource allocation and budgeting for strategic projects.

Unit 3:

Project Execution and Monitoring:

- Leading cross-functional project teams effectively.
- Managing project scope, time, and resources.
- Implementing project communication and reporting mechanisms.
- Monitoring project progress and performance metrics.
- Addressing project challenges and adapting to changes.

Unit 4:

Stakeholder Engagement and Communication:

- Stakeholder identification, analysis, and prioritization.
- Developing a stakeholder engagement plan.
- Effective communication strategies for project success.
- Managing conflicts and building strong stakeholder relationships.
- Engaging executive sponsors and securing project support.

Unit 5:

Project Risk Management and Mitigation:

- Identifying and assessing project risks and uncertainties.
- Developing a project risk management plan.
- Implementing risk response strategies and contingency plans.
- Monitoring and controlling project risks throughout the project lifecycle.
- Lessons learned and continuous improvement in project management.