

Project Conference: Making A Difference

March 9, 2018

8:00 AM – 4:30 PM (Registration 7:15AM-8:00AM)

NEW LOCATION: Kahler Apache-1517 16th Street SW Rochester, MN 55902

\$150 per person (includes lunch)



The **2018 Project Conference: Making A Difference** will focus on three tracks: Leadership, Technical Project Management Skills, and Strategic and Business Management. Business Analyst sessions also offered. Join us for motivating keynotes, excellent breakout sessions and networking!

Contact Hours: 6.0
(i.e., PDU/CDU)

- **To pay with credit card, please register online at:**
https://mnscu.rschooltoday.com/public/costoption/class_id/53029/public/1/
OR fill out the form below and email to workforceeducation@rctc.edu or fax to 507-280-3168 and our office will email you an invoice for payment.
- Questions? Please call us at 507-280-3157

PMI LaCrosse-Rochester Chapter Member Discount!

PMI La Crosse-Rochester Chapter Members are eligible for a \$25 discount on your registration. Please call our office at 507-280-3157 to request your discount code.

Student Discount-*Fulltime Undergraduate students* can attend the conference for a discounted price of \$60. Please call our office at 507-280-3157 for additional information.

Name:	(Last)	(First)	(M.I.)
Social Security Number <small>Not required, for identification only</small>		<input type="checkbox"/> Male <input type="checkbox"/> Female	Date of Birth:
Home Address:		Apt/Unit #:	PO Box #:
City, State, Zip:		Phone:	
E-mail Address:		<input type="checkbox"/> Home	<input type="checkbox"/> Work <input type="checkbox"/> Cell
		Alt. Phone:	
Dietary Needs: (lunch buffet contains non-meat options)		<input type="checkbox"/> Home	<input type="checkbox"/> Work <input type="checkbox"/> Cell
Payment Required At Time Of Registration (does not qualify for financial aid)			
Student Signature:		Date:	
Please check the following box if you do NOT want your Name and Email shared with the PMI LaCrosse-Rochester Chapter <input type="checkbox"/>			
Verification from Employer: Send a letter, email (workforceeducation@rctc.edu), or fax (507-280-3168) to authorize invoicing for the class			
Registration Information: For registration and cancellation policies, please refer to our website: http://www.rctc.edu/workforce/information_pages/registration_information.html			
<input type="checkbox"/>	Check #:	By providing a check payment, you authorize RCTC to use the information from your check to make a one-time electronic funds transfer from your account or to process the payment as a check transaction. We will use your check to make an electronic fund transfer, funds may be withdrawn from your account the same day we receive payment, and you will not receive your check back from your financial institution. Mail registrations with check payment to: RCTC c/o Business & Workforce Education - 851 30th Ave SE - Rochester, MN 55904	
<input type="checkbox"/>	Company Billing	Attn:	PO/Voucher #:
	Company Name:		Work Phone:
	Company Address:		City, State, Zip:

Friday, March 9th, 2018		
7:15 am-8:00 am		Breakfast and Registration
8:00 am – 8:15 am	Welcome	Kristi Kiehne – RCTC
8:15 am – 9:15 am	Keynote	Andy Kaufman – Leading Under Pressure
9:15 am – 9:30 am		Break
9:30 am – 10:45 am	Breakout Sessions	<p>Break Out #1: Leadership Track – Greta Grosch – Staying Sane on the Job: Conquering Workplace Frustration</p> <p>Break Out #2: PM Technical Track – Brandon Olson – Alternative Metrics for Project Success</p> <p>Break Out #3: Strategic Track – Jacqueline Sanders-Blackman – Building a Successful PM and BA Relationship</p>
10:45 am – 11:00 am		Break
11:00 am – 12:00 pm	Breakout Sessions	<p>Break Out #1: Leadership Track – Tina Hallis – That's NOT Fair! (Shifting Our Perspective)</p> <p>Break Out #2: PM Technical Track – Jacqueline Sanders-Blackman – Applying the Business Value Management Life Cycle</p> <p>Break Out #3: Strategic Track – Elaine Estervig Beaubien – Creating a Legendary Customer Experience</p>
12:00 pm – 12:45 pm		Lunch
12:45 pm – 1:15 pm	Group Activity	The Spy Game – Andy Kaufman
1:15 pm – 1:30 pm		Break
1:30 pm – 2:45 pm	Breakout Sessions	<p>Break Out #1: Leadership Track – Andy Kaufman – That's Not What I Meant!</p> <p>Break Out #2: PM Technical Track – Linda Finley – Business Architecture for Business Analysts</p> <p>Break Out #3: Strategic Track – Michelle Smeby – The 7 Skills of Successful Change Agents</p>
2:45 pm – 3:00 pm		Break/Snack
3:00 pm – 3:15 pm		Closing Remarks/Small Prize Drawings
3:15 pm – 4:15 pm	Keynote	Elaine Estervig Beaubien -- Ready, Set, Engage! Motivating People to Peak Performance
4:15 pm – 4:30 pm	Closing	Grand Prize Drawing

Session Details

PMI's Talent Triangle



Leading Under Pressure

AM Keynote: 8:15AM-9:15AM (1.0 PDU)

Leading today is not for the faint of heart. Most professionals are faced with more work to do than they have time or resources to do it. Most of us face the daily burdens of leading in a stressful and often thankless environment. Yet your roles are so critical! How can you hang in there when burnout seems inevitable?

In this session, author and executive coach Andy Kaufman relates lessons learned from interviewing many of today's top experts on leadership. Andy shares why your ability to thrive starts with taking care of yourself. Andy will share an innovative, evidence-based perspective on stress that can help during times of pressure. And he will explain one of the most important and overlooked strategies to help you and your teams when the pressure is on.

Presented by Andy Kaufman, Leadership Excellence and Development Inc.

Staying Sane on the Job: Conquering Workplace Frustration

Breakout #1: 9:30AM-10:45AM (1.25 PDU)

The confusion created when our mind overrides our body's urge to choke the living daylights out of some jerk who desperately deserves it. Whether or not stress kills, it CAN make you want to do serious damage. And dealing with PEOPLE is one of life's greatest stress factors – in the office, on the phone, in the next cubicle – customers, clients and co-workers can tax the patience of even the most generous soul. How do you deal with the customer who thinks they know more than you, and how do you politely tell your nosey co-worker to mind her own business? In this interactive workshop attendees are given some basic tools for getting along in the workplace. Topics include:

- Communication – How to say, and get, what YOU want.
- Leadership – How to get others to DO what you want.
- Office Etiquette – How to stop others from doing what you DON'T want.
- Conflict Resolution – How to figure out what you BOTH want.

Using improvisation exercises and audience involvement, this workshop will help you take a lighthearted look at the frustrations you face daily in your office environment, and will give you some techniques for coping. Unfortunately, your co-workers, your family and your difficult customers aren't going anywhere. You have to learn to live with them, try and love them and, if that doesn't work, at least figure out a way to STAY SANE in the process.

Presented by Greta Grosch

Alternative Metrics for Project Success

Breakout #1: 9:30AM-10:45AM (1.25 PDU)

Traditionally, project success is a measure of the project team's ability to deliver the project scope within the budget and schedule constraints. This operational success measure represents the minimal expectations of the project and does not evaluate the actual organizational achievements for the project. In fact, the operational measure of project success promotes project actions and behaviors that are counter to achieving the true organizational goals. In this presentation an expanded set of project success measures are proposed to better support the organization's goals and to align project actions and behaviors to these goals.

Presented by Brandon Olson, PhD, PMP

Session Details

PMI's Talent Triangle



Building a Successful PM and BA Relationship

Breakout #1: 9:30AM-10:45AM (1.25 PDU)

Have you ever wondered why projects need a BA and PM? Do you know the similarities and difference between a BA and PM? Have you ever been on a project where you have played the Project Management Business Analyst role? In today's environment and with each new project an understanding of the importance of both roles is necessary. It is important for project managers (PMs) and business analysts (BAs) to build strong working relationships based on mutual respect and understanding of each other's work. A strong partnership between these two roles can significantly increase the likelihood of project success. Understanding how to balance the key elements of each role is required when one person is tasked to play the dual Project Management Business Analyst role.

This session will discuss the differences, in skills and tasks, which separate the PM/BA roles and discuss specific strategies for building a strong partnership between the project manager and business analyst.

Presented by Jacqueline Sanders-Blackman, B2T Training

That's NOT Fair! (Shifting Our Perspective)

Breakout #2: 11:00AM-12:00PM (1 PDU)

It's easy to focus on all the things we don't like about our work (and life). In fact, our brains are wired to notice the negative way more than the positive. But studies show we don't have to be victims to this strong negative bias. We can use simple but powerful strategies to help us shift our thoughts and get better at noticing the good things. This not only makes work more enjoyable, it improves our motivation, our ability to think clearly, and makes us nicer to work with. When it comes to our ability to influence our experience at work, the one thing we have the most control over is how we think. "When we change the way we look at things, the things we look at change" by Wayne Dyer.

Presented by Tina Hallis, The Positive Edge

Applying the Business Value Management Life Cycle

Breakout #2: 11:00AM-12:00PM (1 PDU)

In today's development environment, teams are converting to agile in record numbers. However, not everyone is on the bandwagon. There are still a significant number of teams who are sticking with the tried and true traditional development approaches. No matter which side of the methodology fence they are on, teams are faced with a common problem: How can we be sure we are building the right things that have the highest business value at the micro and macro level?

This business value management conversation is one that transcends development approach. It's the common denominator that determines if you are spending time and money on the right components of your solution.

This session describes a set of techniques for stakeholders and team members to make sure the right conversations are happening at the right time, regardless of your approach. It is important to get these conversations right; some will result in very difficult business decisions. During the session, we will simulate a series of value management conversations and determine the right questions that need to be asked and answered, and the resulting decisions that need to be made. We will also discuss how to establish a method to measure your progress as you demonstrate the value being delivered.

Presented by Jacqueline Sanders-Blackman, B2T Training

Session Details

PMI's Talent Triangle



Creating a Legendary Customer Experience

Breakout #2: 11:00AM-12:00PM (1 PDU)

Transform your customers, clients, members and all those you serve into an uncompensated sales force! Delight them so much that they will be motivated to sing your praises. No marketing strategy is as powerful as a strongly positive first hand testimonial. Word of mouth is more effective in securing new customers than any other method of promotion. Customer satisfaction begins with quality assistance, superior products and distinctive service. Legends are built on rigorous standards, consistent, competent service, engaging personnel, a problem solving approach to conflict and a positive, energetic culture. The critical importance of good customer service is evident in both its personal and economic impact. Excellence is not accidental. It is the result of deliberate planning and high expectations. It is not free. It is, however, very cost effective. Your reputation is dependent upon your attention to the customer. Be part of a legend! It is easier and far less costly to keep a customer than it is to find a new one.

Presented by Elaine Estervig Beaubien

The Spy Game

Activity: 12:45PM-1:15PM (0.50 PDU)

In real life, not everyone is always working for the same goals. Sometimes people do things to reach personal rather than team goals. They may work against team goals because of group friction, lack of trust, inability to get along with a supervisor, or competing incentives.

In this interactive exercise, you'll compete against other teams, requiring effective collaboration (and removal of all the spies)! And in all the fun, you will learn critical lessons to help your teams work more effectively.

Presented by Andy Kaufman, Leadership Excellence and Development Inc.

That's Not What I Meant!

Breakout #3: 1:30PM-2:45PM (1.25 PDU)

Project managers and leaders know that communication is vital to our success in business. You can improve (or aggravate) almost every situation in business and life by how you communicate. The well-crafted message can make the difference between getting sign-off or creating more resistance. It can help us influence despite limited authority or create more obstacles to delivery.

In this highly interactive session, Andy Kaufman starts with the standard Sender-Receiver model and shows the breakdowns that so often happen as we try to communicate with others. Andy will help you understand the biases that cause misunderstanding. Then Andy works directly with the audience to walk through real world scenarios to apply the learning.

This is a fun, insightful, motivating session that will arm your participants with practical tools to improve their communication. If you've ever wondered, "How in the world could they think that?" you'll benefit from this session.

Presented by Andy Kaufman, Leadership Excellence and Development Inc.

Session Details

PMI's Talent Triangle



Business Architecture for Business Analysts

Breakout #3: 1:30PM-2:45PM (1.25 PDU)

Business Architecture for Business Analysts

The definition and practical value of business architecture:

Including a high level discussion of the key elements of business modeling, strategy mapping, organization mapping, capability mapping, and application mapping.

The current state of business architecture, available resources, and activities.

A general overview and discussion, we'll discuss linkage to business analysis; and the principles and alignment within business architecture concepts in some detail.

Presented by Linda Finley, Leadership Advantage

The 7 Skills of Successful Change Agents

Breakout #3: 1:30PM-2:45PM (1.25 PDU)

Change happens because people recognize the value of making the change and then purposely decide to act. In order to convince people outside of your sphere of influence to change their behavior, you need to master the 7 change agent skills and to understand the pitfalls you will encounter if your project team lacks those skills.

Objectives:

- People's attitudes ensure a successful outcome
- 7 change agent skills and worst case scenario if change agents lack those skills

Presented by Michelle Smeby, wHolistic Change, Inc.

Ready, Set, Engage! Motivating People to Peak Performance

PM Keynote: 3:15PM-4:15PM (1 PDU)

Be a coach, engage your team. Organizational leadership coordinates activity, assigns tasks, requisitions resources, inspires the work group and facilitates the success of every employee for which they must assume responsibility. They provide the catalyst to initiate action. Humans bring gifts, talents, and potential to the workplace, and they have the ability to extend greater amounts of effort if so inclined. When you engage your employees, you use your understanding of human behavior and the motives and needs that drive them, to create a culture and reinforcement pattern that will provide incentives for the individual and the team to increase their collective effort. In addition, as a coach, you uncover the talents of your personnel and develop their potential. Everyone wins! The organization, the employee, the customer and the community.

Presented by Elaine Estervig Beaubien