Project Conference: People, Processes & Outcomes

March 10, 2017
8:00 AM – 4:30 PM
RCTC Heintz Center – Room HB117
$125 per person (includes lunch)

Project Management Institute
La Crosse – Rochester Chapter

The **2017 Project Conference: People, Processes & Outcomes** will focus on three tracks: Leadership, Technical Project Management Skills, and Strategic and Business Management. This conference will offer motivating keynotes and excellent breakout sessions. This day is designed to reenergize you while providing an opportunity to network and learn from others!

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/16087/public/1/sp/
  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 La Crosse-Rochester Chapter Member Discount!
PMI La Crosse-Rochester Chapter Members are eligible for a $15 discount on your registration. Fill out the form below and email it to workforceeducation@rctc.edu with your member number and our office will invoice you for payment. Credit card payments must be done online at the link above.
You must provide your PMI Member Number to receive the discount.

Name:	(Last)		(First)		(M.I.)	
Social Security Number Not required, for identification only		☐ **Male** ☐**Female**		**Date of Birth:**		
Home Address:			**Apt/Unit #:**		**PO Box #:**	
City, State, Zip:			**Phone:**			
E-mail Address:			☐ **Home** ☐ **Work** ☐ **Cell**			
			Alt. Phone:			
Dietary Needs:_____			☐ **Home** ☐ **Work** ☐ **Cell**			

Payment Required At Time Of Registration   (does not qualify for financial aid)

Student Signature:		Date:	

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

☐	**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 We will use your check to make an electronic fund transfer, funds may be withdrawn from your account the same day we receive payment, and you will not receive your check back from your financial institution.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

☐ **Company Billing**	**Attn:**		**PO/Voucher #:**	
Company Name:			**Work Phone:**	
Company Address:			**City, State, Zip:**	

Project Conference Agenda

		Friday, March 10, 2017
8:00 am – 8:45 am		Breakfast and Registration
8:45 am – 9:00 am	**Welcome**	Kristi Kiehne – RCTC
9:00 am – 10:00 am	**Keynote**	Carol Grannis & Cindy Maher – Maximizing Energy in a World That Sucks You Dry
10:00 am – 10:15 am		**Break**
10:15 am – 11:30 am	**Breakout Sessions**	**Break Out #1:** Leadership Track – Carol Grannis & Cindy Maher – Receiving Feedback with Grace **Break Out #2:** PM Technical Track – Thack Faugstad – Agile Integration **Break Out #3:** Strategic Track – Angela Wick – What's in Your Toolbox for Innovation and Creativity?
11:30 am – 12:15 pm		**Lunch**
12:15 pm – 1:30 pm	**Breakout Sessions**	**Break Out #1:** Leadership Track – Paul Feikema – Sponsor Management: The Art of Managing Upwards **Break Out #2:** PM Technical Track –Jesse Freese – Project Estimation: The Hard and the Soft **Break Out #3:** Strategic Track – Susan Heidorn – Strategic Thinking: Ensuring Project Value
1:30 pm – 1:45 pm		**Break**
1:45 pm – 3:00 pm	**Breakout Sessions**	**Break Out #1:** Leadership Track – Julie Soderlund – How to Decode the Most Complicated Part of Your Project **Break Out #2:** PM Technical Track – Dr. Ernest Owens Jr. – The Value in Earned Value **Break Out #3:** Strategic Track – Paul Feikema – The Top 10%: How the Best PM Professionals Integrate Change Leadership into Their Everyday
3:00 pm – 3:15 pm		**Break**
3:15 pm – 4:15 pm	**Keynote**	Joe Perzel – Selling the Value of PMs and PMO to Management
4:15 pm – 4:30 pm	**Closing**	Kristi Kiehne – RCTC

Session Details

Maximizing Energy in a World That Sucks You Dry

AM Keynote: 9AM-10AM

A project manager's typical response to rising demands and pressures in the workplace is to work longer hours. Unfortunately, that quickly takes a toll on productivity, creativity, engagement and health. See, the problem with time is that it's a finite resource (you only get 24 hours in a day). But energy is renewable. During this workshop, you'll explore the four wellsprings of energy, and take a close look at what you're doing to contribute (or not) to your own health as a project leader. You'll also discuss energy from a leader perspective and recognize what you can do to renew the energy of your project teams. Leading Edge founders Dr. Carol Grannis and Cindy Maher will spark reflection, discussion and commitment through a wildly interactive presentation. Through an innovative mix of improvisational comedy, cutting edge research, and peer learning, you'll walk away with a greater awareness of the capacity you have and a 30-day roadmap that will lead to the energy you want.

By the end of the session, you will:

- Identify the four wellsprings of energy and how it relates to project performance
- Recognize your own energy deficits and commit to critical strategies and rituals to expand energy
- Develop a personal 30-day challenge to support your own energy and success

Presented by Carol Grannis & Cindy Maher, Leading Edge Coaching and Development

Receiving Feedback With Grace

AM Breakout #1: 10:15AM-11:30AM

Part of your reputation comes from how you receive feedback from others. So, how well do you do it? We know that feedback is essential for development, growth, and healthy relationships – but most of us dread and dismiss it. That's because feedback sits at the heart of two conflicting human desires: we want to learn and grow but we also want to be accepted and respected just as we are now. Receiving feedback effectively is strongly connected to emotional intelligence, personal and project success, and a high-performance culture. Be ready to better recognize the critical importance of taking in feedback through the unique Leading Edge blend of theatrical scenes, the latest leadership research, skill practice, small group discussion and self-reflection.

You'll walk away from this unique and transformative keynote presentation:

- Having built awareness around your own reactions to tough feedback – and how it impacts your reputation
- Being able to recognize three major triggers that occur when you receive feedback from others
- Ready to incorporate strategies to help you receive feedback with grace and an eye for learning
- Able to put feedback in perspective by recognizing three core truths

Presented by Carol Grannis & Cindy Maher, Leading Edge Coaching and Development

Will Agile Work for You?

AM Breakout #1: 10:15AM-11:30AM

This session aims to provide an overview of Agile philosophies, identifies some major Agile methodologies, shows key differences with traditional project management, and gives some guidelines on picking the right tool for your job. During this session we'll explore the following topics:

- Quick Agile Intro
- Types of Agile Methodologies/Frameworks
- Key differences from "traditional", waterfall, and iterative
- Agile in software development vs. infrastructure/support
- Common issues
- Wrapping it all up - picking the right tool for the job

Presented by Thack Faugstad, StopGap LLC

What's in Your Toolbox for Innovation and Creativity?
AM Breakout #1: 10:15AM-11:30AM

In today's business environment innovation and creativity are becoming an increased focus. As project professionals we are in key roles to facilitate innovation and creativity within organizations with engaging and collaborative meetings and techniques. Leaders are looking to us to bring innovation and creativity to the strategic initiatives in their organizations. This session explores the importance and ways we can bring out innovation and creativity with their teams and stakeholders.
Learning Objectives:
- Learn about common and new Techniques that inspire creativity and innovation
- Discover ways we can facilitate innovation and creativity
- Discover why innovation and creativity are important to our role

Presented by Angela Wick, BA Squared Training, LLC

Sponsor Management: The Art of Managing Upwards
PM Breakout #1: 12:15PM-1:30PM

Research indicates that over 92% of executives list top management sponsorship as critical for any project or initiatives success. Whether you work within an organization or as a consultant, your ability to influence leadership is a critical skill. In this workshop, you will learn the three "C's" of influence; Courage, Connection and Communication. Participants will be introduced to a variety of interactive ideas and approaches that help anyone develop a deep presence in any organization, frame powerful messages, and connect differently with leaders.
Presented by Paul Feikema, Lionosity Consulting

Project Estimation: The Hard and the Soft
PM Breakout #1: 12:15PM-1:30PM

Improving your ability to estimate projects is a key component in completing projects within schedule and under budget. Project estimation need not be an art - you can, as an individual or an organization, get better at estimating project cost and schedule. There are key concepts and techniques that you can learn and apply over time that will significantly increase your ability to accurately estimate your projects.
Good project estimation requires the ability to understand the relationships between the five key project estimation variables: schedule, effort/cost, quality, size/functionality, and productivity. Participants will learn these relationships and how to use them in "balancing" their project objectives.
History data is a key to getting better at project estimation. We will look at "why" we don't collect history data and "why" it is important to put the effort into not only collecting history data, but analyzing it and using it to generate better project estimates.
Presented by Jesse Freese, Fissure Corporation

Strategic Thinking: Ensuring Project Value
PM Breakout #1: 12:15PM-1:30PM

Business as usual is no longer an option for project managers and business analysts. Both the BABOK and PMBOK state these two professions must be focused on delivering value to the organization. In this session you will learn tools to enhance your strategic thinking as well as being able to leverage those skills to ensure project-strategy alignment and organizational value.
Learning Objectives:
- Understand the principles of strategic thinking.
- Learn 3 tools you can use to enhance your strategic thinking capabilities.
- Identify Strategic thinking tips that can enhance your abilities and traps to avoid.
- 3 ways to leverage you strategic thinking abilities to ensure project-strategy alignment and organizational value.

Presented by Susan Heidorn, Watermark Learning

How to Decode the Most Complicated Part of Your Project

PM Breakout #2: 1:45PM-3:00PM

Do you ever feel like the fastest way for you to get your work done is to just do it by yourself? People can be the biggest time consumer on your team, and yet, when you know how to tap into their potential they can be your biggest asset. When you decode their driving forces they can become your most powerful tool. In this interactive presentation you will learn:

- How to inspire a team of people to work towards a common goal.
- What you can do to create a better flow of work for yourself and others.
- Tricks to drive your team into action.
- How different styles of communication can affect your success.
- The secret to creating a better work environment.

Presented by Julie Soderlund, Emerge Coaching and Consulting Services

The Value in Earned Value

PM Breakout #2: 1:45PM-3:00PM

Earned Value (EV) is a tool less used by PM's but should be rethought as a way to manage risk and create organizational knowledge. In this fast agile way of getting things done, what is sacrificed stated by Dr. Deming would be "How do you know?" EV helps PM's get a comprehension of what is taking the project off track and allows the analyst to keep management a few steps ahead of surprises. The beauty of EV is it takes no tools other than basic spreadsheets and is built into MS Project. We will discuss the reasons why one should employ this skill, its process and the cultural benefits for longitudinal learning and better estimating.

Presented by Ernest Owens, Jr. University of St. Thomas

The Top 10%: How the Best PM Professionals Integrate Change Leadership into Their Everyday

PM Breakout #2: 1:45PM-3:00PM

Successful projects not only meet the objectives of on-time, on-budget and within scope, but also meet or exceed the business outcomes it was created to solve. The most successful project management professionals understand that the management of PEOPLE is as important as the management of project tasks. In this workshop, participants will explore what change leadership is, key change leadership concepts and tools that are critical as well as how to integrate this work into personal skills sets and project plans.

Presented by Paul Feikema, Lionosity Consulting

Selling the Value of the PMO and Project Management

PM Keynote: 3:15PM-4:15PM

Most organizations have a steady stream of projects they need to execute on to meet organizational goals   To consistently deliver results from those projects they utilize project managers, often establishing a Project, Program or Portfolio Management Office (PMO) along the way. So why do those same organizations struggle with seeing the value of the PMO and their project managers and why is the life expectancy of a PMO so short?

This presentation focuses on the pitfalls many organizations fall into when evaluating their project managers and PMOs. We will then discuss proactive actions and best practices for placing the project management and PMO in a positive light

The major points to be covered include:

- 2016-2017 survey results from area organizations on this topic
- The traditional detractors and supporters and what to do with each
- Why setting up a PMO requires different skills then running it
- Comparing selling the value of a project manager vs. the PMO – how are they the same/how are they different
- What Sr. Management wants – and you need to deliver
- What you need to do before you are asked the "big question" of what's your organizational value

This presentation will offer a thought provoking view of why organizations have a love/hate relationship with project managers and the PMO and what you can do to shine a positive light on yourself and your department and manage relationships within your organization.

Presented by Joe Perzel, JPerzel Inc.