Project Leadership
WORKSHOP

Critical Knowledge to Effectively Lead Project Teams

October 4–5, 2012
Washington, DC

Leverage Powerful Communication Techniques to Increase Team Productivity

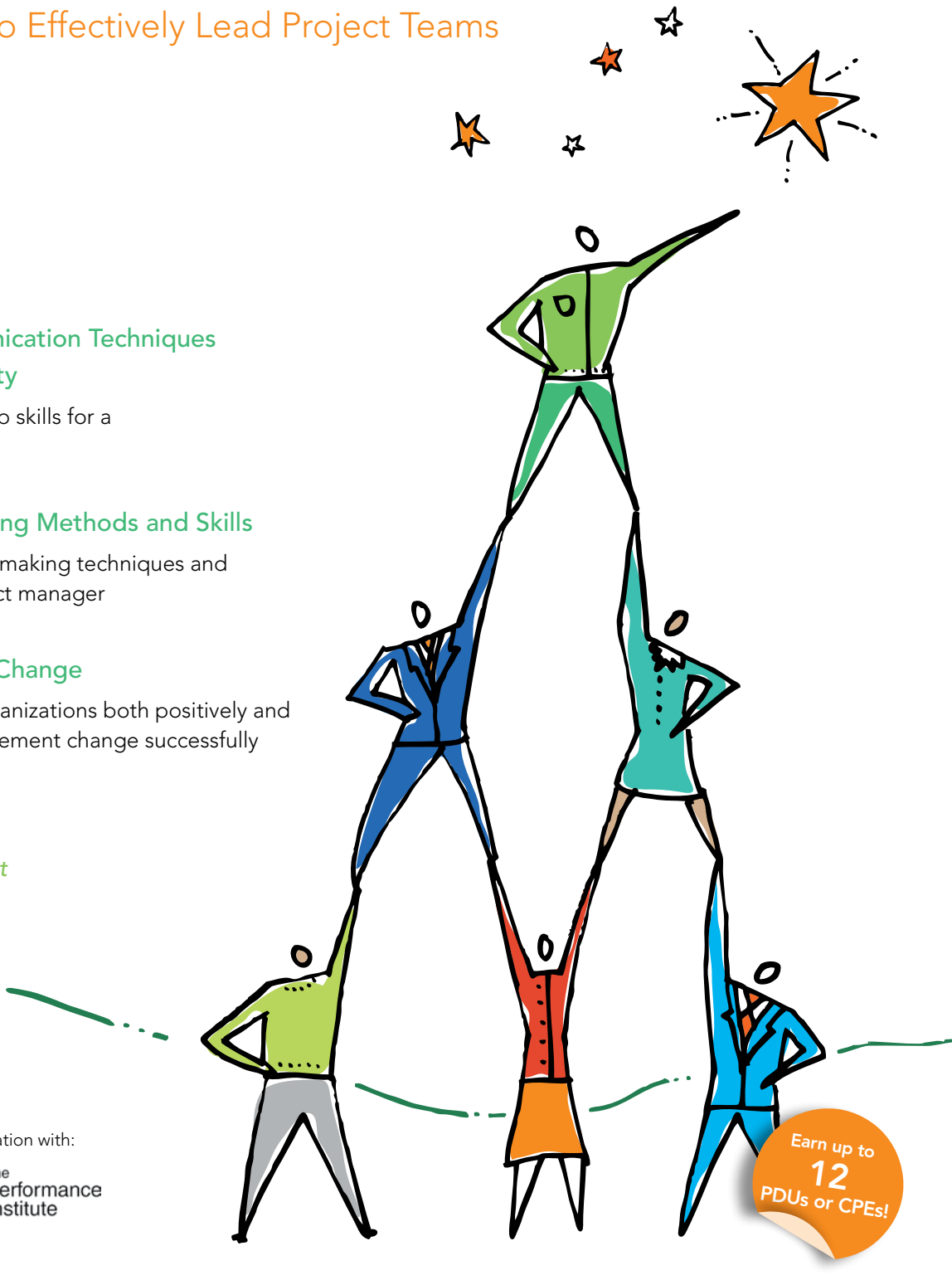
Discover the necessary leadership skills for a successful project

Improve your Decision Making Methods and Skills

Understand the various decision making techniques and identify best practices as a project manager

Effectively Manage Project Change

Explore how change impacts organizations both positively and negatively and learn how to implement change successfully



Get the Most Out of Your Most Valuable Project Management Resource…Your People!

www.ASMIweb.com/ProjectLeadership

Presented by:
ASMI
American Strategic Management Institute

In Association with:
The Performance Institute

Who
SHOULD ATTEND?

- Senior Project Managers
- Project Managers
- Program Managers
- PMO Managers
- Project Team Leaders
- Project Portfolio Directions
- Directors
- Quality Assurance Personnel
- Chief Information Officers
- Project Support Staff



Project Leadership
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Dear Project Leader,

Project Management is really all about project LEADERSHIP. Yes, project managers must be adept at the management of resources, but the most successful project managers are better than average leaders. Establishing and meeting deadlines, milestones and performance objectives are all necessary and serve their designed purposes. Knowledge of the tools of project management, understanding of how to make the best use of planning methodologies and the effective implementation of core documentation are also tenets of solid management. The "margin of excellence," however, is found in the project manager who understands, appreciates, and demonstrates leadership — at every opportunity.

This comprehensive and dynamic two-day course will offer new ways to view and address the all too familiar challenges for today's project leader. From building effective teams, to increasing success in a virtual environment, to honing practical communication skills, to properly dealing with workplace conflict and change — this course will offer unique perspectives on leadership and provide you with tools and tips and will help you leverage what you already know to maximize your own success as a leader.

We will discuss all of these elements and the key differences between basic project management and stellar project leadership.

We look forward to seeing you in Washington DC!

Sincerely,

The American Strategic Management Institute

Become a High-Performing Team Member

Day 1

8:30
Registration and Continental Breakfast

9:00
Power of Leadership in Projects
- Learn the characteristics and skills of the best project leaders to discover your own potential
- Recognize the impact the leader has on the project
- Identify the difference between a leader and a manger

Strategic Team Building
- Understand the most effective team building approaches
- Establish how to turn any project team into a high performing team
- Discover how to identify the team's strengths and fill performance gaps

12:00
Networking Lunch

1:00
Challenges of Leading "Virtual" Project Teams
- Understand the benefits and pitfalls of virtual project teams
- Utilize technology to improve virtual project team performance
- Adapt practices to improve virtual project team execution

Exceptional Communication Skills for Project Managers
- Realize the importance of communication on project outcomes
- Adapt your communications to the situation
- Learn the key to faultless communication

4:00
Day One Concludes

▶ ABOUT THE AMERICAN STRATEGIC MANAGEMENT INSTITUTE (ASMI)

The Performance Institute and American Strategic Management Institute are nonpartisan, private think tanks seeking to improve public and private sector performance through the principles of transparency, accountability, performance and engagement.

We serve as the nation's leading authority and repository on performance-based management practices for government. Our mission is to identify study and disseminate the leading management innovations pioneered by "best-in-class" organizations.

Through our national conferences on pressing issues, interactive training programs for government and private sector managers, best practice research and strategic consulting services, the Institute provides cutting edge expertise in the design, implementation and evaluation of strategies to solve operational and managerial challenges and enhance organizational performance.



Day 2

8:30
Registration and Continental Breakfast

9:00
Motivate Project Teams
- Discover the intricacies of project team motivation
- Recognize the impact of your leadership style on team motivation
- Evaluate the leader's motivational tools

Practical Approaches to Making Good Decisions
- Learn why structured decision making processes work
- Assess your decision making style
- Recover from poor decisions

Conflict Management Strategies
- Master the five conflict management strategies
- Examine when to use each strategy most effectively
- Identify the risk of each of the five strategies

12:00
Networking Lunch

1:00
Negotiation in Leading Projects
- Understand what it takes to achieve successful negotiations
- Recognize why negotiations are often hard to close
- Negotiate resources, budgets, schedules and scope

Project Change and Complexities that Come with It
- Discover what happens when individuals and organizations cope with change
- Realize how projects change organizations
- Use leadership strategies to skillfully implement project changes

Plan to Lead Projects
- Transform insight into action
- Improve personal performance in key areas
- Apply project management best practices to the leadership challenge

4:00
Training Concludes

Explore ways to increase success leading virtual project teams



Top 5 REASONS TO ATTEND

1 Gain critical leadership skills needed to increase the odds for success

2 Utilize key decision-making techniques to effectively make the right choice

Meet the Trainer



David S. Maurer

Lieutenant Colonel, USA (Ret.)

Project Management Professional (PMP)

Dave Maurer offers a wealth of experience from his time as a career military officer and a senior leader within the private sector. His corporate leadership pedigree includes positions at the Senior Vice President and Director level for several firms in the Washington, D.C. Metro area. He has led a global training program in support of the Labor Department and the U.S. military and has served as a program manager overseeing dozens of initiatives targeted toward improving access to health care for members of the armed forces and their families. In his various leadership roles, he has supervised thousands of staff members, trainers and soldiers while ensuring quality service and support to all clients and customers.

Dave is a native of Trenton, New Jersey and earned his bachelor's degree in Economics from Seton Hall University. He was commissioned a second lieutenant in the Army's Adjutant General Corps and served in a wide variety of command and staff positions in the United States and overseas throughout his 22-year military career. His service included tours within the intelligence community and the Joint Staff in the Pentagon, and culminated as the 72nd Adjutant General for the United States Military Academy at West Point.

He holds a master's degree in management from Central Michigan University. He is a certified Project Management Professional (PMP) and a certified trainer through the National Veterans Training Institute. He has always been active in the local community, serving as a director of several civic organizations and as a Hospice volunteer. Dave has served as a member of the Board of Directors of the USO of Metropolitan New York City, the Washington, D.C. Chapter of the Project Management Institute (PMI), the George Washington Chapter of the Association of the United States Army and the Heritage Chapter of the Military Officers Association of America and has held directorships with local Rotary and Kiwanis clubs.

As a performance consultant, professional speaker, and trainer, Dave offers a variety of relevant topics for diverse groups and organizations. His audiences and clients include the World Bank, the CIA, the FBI, the U.S. Marshals Service, the Department of Homeland Security, the Defense Finance and Accounting Service, the U.S. Marine Corps, the U.S. Air Force, several PMI chapters, the Performance Institute, and both large and small enterprises within the private sector. He has presented at the National Press Club in Washington, D.C. and has guest lectured for the Harvard University Kennedy School of Government, the Virginia Tech Executive MBA Program, the University of Maryland's MBA Program and selected faculty members at the U.S. Military Academy at West Point. Dave is a member of the National Speakers Association and the co-author of a book on leveraging interpersonal skills in a project management setting.

3 **Make** use of various planning strategies to efficiently develop and manage collaborative relations vital to project success

4 **Apply** negotiation skills to achieve economical cost and schedule performance

5 **Anticipate** potential problems and consequences involved with managing project change

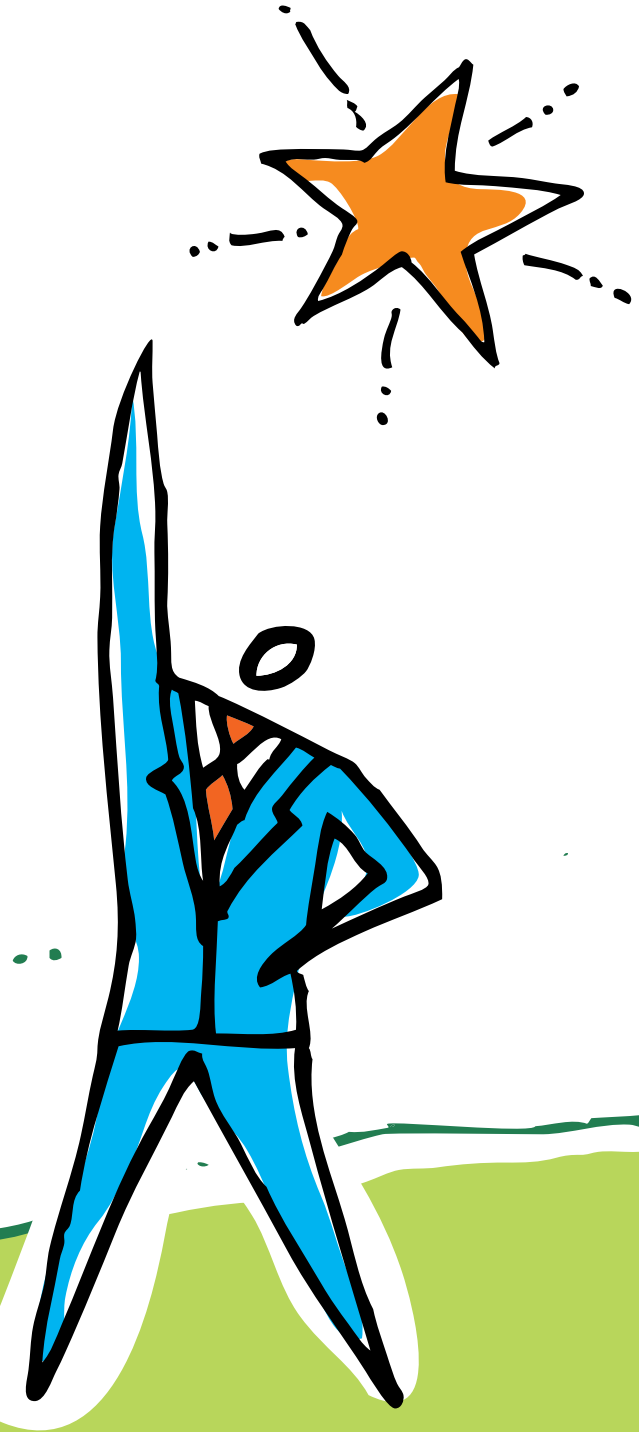
PROJECT LEADERSHIP WORKSHOP

In-House Training and Customization

One of the more popular vehicles for accessing the Institute's educational offerings is the delivery of on-site trainings and management facilitations. Bringing a training or facilitation in- house gives you the opportunity to customize a program that addresses your exact challenges and provides a more personal learning experience, while virtually eliminating travel expenses. On-site delivery of single courses, certification programs and entire packages of specialized courses are available in the following areas:

- Strategic Planning
- Performance Management
- Project Management
- Lean Six Sigma
- Workforce Management
- Leadership and Change

For more information about in-house training options available to you, please contact Chris Kamal at 202.739.9619 or email him at Chris.Kamal@ASMIweb.com.



▶ EXHIBITING AND SPONSORSHIP

To learn more about exhibiting and sponsorships at Project Leadership Workshop please contact Andrew Goodwin at 202.739.9707 or email him at Andrew.Goodwin@ASMIweb.com.

Logistics

Tuition and Group Discounts

The tuition rate for **Project Leadership** is as follows:

Event Date: October 4	
	RATE ENDS
$499	August 10
$599	September 7
$699	Closing

For more information on the early bird rate or group discounts for **Project Leadership** please contact Matt Jackson at 202.524-8048 or email him at Matt.Jackson@PerformanceInstitute.org.

Venue

Project Leadership will be held at The Performance Learning Center in Washington, DC. The Learning Center is just a few blocks from both the Gallery Place-Chinatown and Metro Center metro stations. A public parking garage is located inside of the building at the current rate of $18 a day and is accessible from K Street.

The Performance Learning Center
901 New York Avenue, NW
3rd Floor West Tower
Washington, DC 20001
202.524.8041

Please note: The building elevators do not allow delegates up into the Learning Center until 8:30am

Hotel

A limited number of rooms at pre-selected area hotels are available at a discounted rate for this course. Please contact customer service at 877.992.9522 for more information.

Credit Hour Information

CPE CREDITS: 12

Delivery Method: Group-live
Program Level: Basic
Prerequisites: None
Advanced Preparation: Given through email if applicable
Sponsor Organization Name and ID Number: Thompson Media Group 109435

Thompson Media Group is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Website: www.nasba.org

PDU CREDITS: Up to 12 PDUs

PMI Registered Education Provider

The Performance Institute has been reviewed and approved as a provider of project management training by the Project Management Institute.

As a PMI Registered Education Provider (R.E.P), The Performance Institute has agreed to abide by PMI established quality assurance criteria. "PMI" and the PMI logo are service and trademarks registered in the United States and other nations; "PMP" is a certification mark registered in the United States and other nations; "PMBOK" and "CAPM" are trademarks registered in the United States and other nations by the Project Management Institute, Inc., which is not affiliated with The Performance Institute.

Quality Assurance

The American Strategic Management Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to:

ASMI: Quality Assurance
805 15th Street, NW, 3rd Floor
Washington, DC 20005

We will evaluate individual complaints in a context of collective comments from the event.

Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Institute is not responsible for speaker changes but will work to ensure a comparable speaker is located to participate in the program. If for any reason ASMI decides to cancel this conference, ASMI accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

PROJECT LEADERSHIP WORKSHOP

Registration

CALL 877.992.9522

FAX this form to 866.234.0680

VISIT www.ASMIweb.com/ProjectLeadership

Registration Form

☐ Yes! Register me for **Project Leadership**

☐ Please call me. I am interested in a special group discount for my team

Delegate Information

Name _____ Title _____

Organization _____ Dept. _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Payment Information

☐ Check ☐ Purchase Order/Training Form ☐ Credit Card

Credit Card Number _____ Expiration Date _____

Name on Card _____ Verification No. _____

Billing Address _____

Please make checks payable to: The American Strategic Management Institute (ASMI)

CANCELLATION POLICY: The American Strategic Management Institute (ASMI) will provide a full refund less a $399 administration fee for cancellations requested four weeks prior to the event start date unless cancellation occurs within two weeks prior to the event start date. If a cancellation is requested less than two weeks prior to the event start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee. All cancellations must be requested through the cancellation link found in your attendance confirmation email. Please note that cancellation is not final until you receive a cancellation confirmation email.

☐ I have read and accepted the Cancellation Policy above.

ACKNOWLEDGED AND AGREED

By: _____ Date: _____

Priority Code: T417-WEB