

**“70% of all strategies and projects fail.”** – *Fortune Magazine*

**Discover how to put yours among the 30% that succeed – every time!**

**Aug. 9-10 in Seattle – the must-attend learning event of 2010!**

## **STRATEGIC PROJECT MANAGEMENT MADE SIMPLE**

**Developed and conducted by  
Terry Schmidt, MBA, PMP, SMP**

Learn from the wisdom that Terry Schmidt gained as an international management consultant, who has helped clients in 34 countries become more purposeful, profitable, and productive. Terry is a Harvard MBA, a PMI-certified Project Management Professional (PMP), and is a pioneer recipient of the Association for Strategic Planning's (ASP) Strategic Management Professional (SMP) certification. He is spearheading the formation of ASP's Seattle Chapter.



**Benefit from this interactive,  
hands-on workshop**

This dynamic workshop is ideal for individuals or teams who must turn strategies into executable action plans that achieve business results.

After learning the concepts and tools, you'll apply them to a topic of your choice following a step-by-step approach. Bring your biggest project, problem, issue or opportunity. You'll walk away with a solid and insightful action plan you can use immediately.

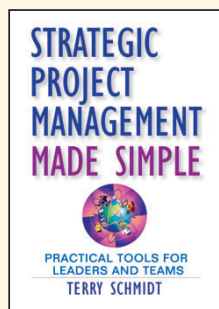
**“Hits the nail on the head with fresh approaches to achieve essential goals.”**

– *Philippe Goetschel, Director, Microsoft Corporation*

### **Workshop overview**

#### **Featuring Terry's latest book...**

Benefit from this proven approach to plan and execute your biggest opportunities, projects, and strategic initiatives. Equip yourself with powerful systems thinking tools and a step-by-step process for designing executable action plans for strategies at any level.



John Wiley & Sons, 2009

This proven process is ideal for difficult projects or strategies which involve multiple players and cross-functional teams. It bridges the gap between strategy and action, and avoids the myopic budget/activity focus of traditional project management. The concepts readily adapt to efforts of all sorts and sizes, and are proven in organizations of all types. The system works – when you put it to work.

**August 9-10, 2010 • 8:30 - 4:30 ♦ Seattle Convention Center**

**Check-in: 8:30 - 9:00 am ♦ Program: 9:00 am - 4:30 pm**

**Co-sponsored by:**



Harvard  
Business  
School Club  
of Puget Sound



[www.ManagementPro.com](http://www.ManagementPro.com)



[www.HainesCentre.com](http://www.HainesCentre.com)



Project Management Institute®

# STRATEGIC PROJECT MANAGEMENT MADE SIMPLE: *Practical Tools for Leaders and Teams*

**“I learned practical hands-on tools for tackling the tough issues that keep good leaders awake at night.”**  
– James Whalen, Vice President, DirecTV, Inc.

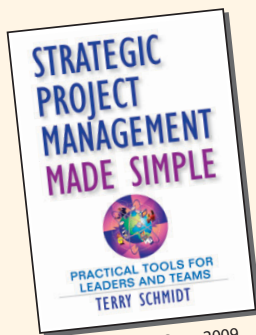
## **Typical applications**

- Reinvent your department
- Develop/update strategic plans
- Build strong cross-functional teams
- Restart stalled efforts
- Develop IT solutions
- Improve critical systems processes
- Develop/launch marketing efforts
- Conduct major studies and analyses
- Jump-start task forces
- Implement change initiatives

## **Praise for the approach**

**“A top ten must-read book for IT managers.”**

– [www.baselinemag.com](http://www.baselinemag.com)



John Wiley & Sons, 2009

This is the first book to integrate a step-by-step process with an interactive thinking tool that takes a strategic approach to designing projects and action initiatives.

**“All the tools you need to jump-start your projects at the speed of light.”**  
– April Sanders, Senior Systems Engineer  
Raytheon Corporation

**“Will elegantly guide your thinking about any reasonably complex goal you’re trying to achieve.”**

– David Allen, Author, *Getting Things Done: The Art of Stress-Free Productivity*

**“Pound for pound, Terry is the world’s best strategic management consultant.”**

– Joseph Sunio, Project Manager, Boeing

## **Meet your instructor**

Terry Schmidt is a Seattle-based international management consultant and trainer who specializes in strategic thinking and planning, project management, change management, and leadership development. He brings a wide spectrum of skills gained from his 30 years experience assisting corporations, governments, and research institutions in 34 countries worldwide.

Founder of ManagementPro.com and a Global Partner in The Haines Centre for Strategic Management, Terry has helped hundreds of organizations successfully turn good ideas into outstanding results. His North American clients include eBay, Boeing, Northrop-Grumman, Sony Electronics, DirecTV, Blizzard Entertainment, Symantec, Walt Disney Imagineering, Microsoft,

and *The Los Angeles Times*. He works extensively with national research labs, including Los Alamos, Lawrence Livermore, and Sandia; and has assisted virtually every Washington State and Federal Government Agency.

Terry teaches mid-career adults at the MIT Professional Institute and at the UCLA Extension Technical Management Program, where he is rated in the top 10% of all instructors.

The author of seven management books, Terry earned his BS in Aerospace Engineering from the University of Washington, and his MBA from Harvard. He is past President and Lifelong Learning Chair of the Harvard Business School Club of Puget Sound. *Contact Terry at: [Terry@ManagementPro.com](mailto:Terry@ManagementPro.com)*

**\$1295 for early registration (by July 23) / \$1495 thereafter • Call about group discounts**



[www.HainesCentre.com](http://www.HainesCentre.com)

Contact:  
[info@HainesCentre.com](mailto:info@HainesCentre.com)  
(619) 275-6528

  
[www.ManagementPro.com](http://www.ManagementPro.com)

Contact:  
[Terry@ManagementPro.com](mailto:Terry@ManagementPro.com)  
(206) 433-0700

# Learn to turn strategic intentions and smart goals into executable projects and initiatives that succeed every time.

## You will learn to...

- ▶ Use a common vocabulary and common-sense strategic concepts to achieve results.
- ▶ Translate strategic intent into executable projects and purposeful action.
- ▶ Eliminate preventable problems and reduce risk in advance.
- ▶ Consider all the key factors needed for success using Systems Thinking.
- ▶ Overcome the limitations of traditional project planning.
- ▶ Develop clear project plans and committed project teams simultaneously.
- ▶ Logically align goals and strategies up, down, and across the organization.

## In-house programs

We customize our programs to address your exact needs. After learning core concepts, we'll guide your leaders and teams in applying them to your most important issues. Participants walk away with lifelong skills and clear written strategic action plans - guaranteed.

### We have conducted internal programs for organizations, including:

- eBay
- Blizzard Entertainment
- Northrop Grumman
- DirecTV
- State of Washington
- UCLA Technical Management Program
- Los Angeles County Assessors Office
- Institute for Management Studies
- Los Alamos Management Institute
- Lawrence Livermore National Laboratory
- Toyota Motors Thailand

## What people say...

“You changed how I do my planning and this has significantly increased my ability to reach my goals.”

– Laurie Triplett, Environmental Physicist, Los Alamos National Laboratory

“You have created a powerful and actionable methodology for change. Our team at eBay got immersed in it, loved it, and have taken it to heart. I'm definitely adding this valuable tool to my management toolbox!”

– Arnold Goldberg, Senior Director, Systems Engineering, eBay

“Lots of management tools sound good in theory but are hard to apply. This approach helped our teams to start faster, think smarter, and get more done.”

– Lynn Ballard, IT Security Manager, Beckman Coulter

“Gave our planners, managers, and analysts the tools and insight to successfully redirect a major process reengineering effort taking place in a rapidly changing IT landscape.”

– Michael J. Greenhalgh, Supervisor, Sacramento Municipal Utility District