

Executive Strategy and Management (ESM01)

Course Introduction

2m

Course Introduction
Agenda

Section 01 - The Basics of Project Management

47m

The Basics of Project Management
What is Project Management?
Projects vs. Operations
Projects vs. Operations Cont.
The First Rule of Projects
The Triple Constraints
The Facts
What Knowledge Do You Need?
Certification
What Is Project Management All About?
So How Does An Organization Attain Predictable Results?
Project Boundaries
The Basics of PM
The Spectrum Diagram
PMBOK Guide Knowledge Areas
Every Project Should Have
The Major Project Documents
The Project Charter
The Statement of Work
The Project Management Plan
The Project Data Sheet (PDS)
The Reporting Information Flow
The Basic Planning Steps

Section 02 - The Keys to Success

25m

The Keys to Success
Why Projects Fail
Performance and Maturity
Elevation Equals Performance
How Are We Doing???
The Big Ideas
What Causes Delays

Section 03 - Strategy Basics

36m

Strategy Basics
Scorecard Need Assessment
Scoring
The Value of Organizations
Financial Measures, Why They Fail
Barriers to Implementing Strategy
The Balanced Scorecard
Roles and Responsibilities
Terms
Terms p.2
A Sample Strategy Map
The Balanced Scorecard, Cont.
The Nonprofit Balanced Scorecard

The Customer Perspective
The Internal Process Perspective
The Financial Perspective
The Employee Learning and Growth Perspective
Deciding Who Should Implement
Mission, Values, Vision and Strategy
Five Key Questions For Change
The Mission Statement
The Mission Statement p.2
The Mission Statement - Gast's Law
Core Values – Key Questions
Course Closure
Concluding Thoughts
Six Things to Do When You Get Home
You Must Invert The Pyramid

Final Exam

Total Duration: 1h 50m