



# MASTERING PROJECTS WORKSHOP

## Human Centered Project Design

*Are you getting the best from the human elements of your project?*

Success or failure depends on successfully leveraging the human factors of each project: aligned expectations, successful communications, political support, and real motivation. Too often in our focus on managing project elements - scope, work breakdown structures, task relationships, roles, responsibilities - we lose touch with the heart of the effort, the human factors that matter the most. Without even realizing it, we wind up exhausting our resources instead of using our projects to build our long term capabilities.

*You can do it differently!*

**November 13-15, 2007**  
Portland, Oregon

Join the leagues of project managers that have learned the secrets of True North's pioneering **Human Centered Project Design**. In just three days you'll learn to design a project that delivers exceptional results and leaves you, your team, your customers, and sponsors feeling more confident, more capable, more engaged, and more satisfied.

**Mastering Projects Workshop** teaches practical human centered design strategies that turn a project's day-to-day barriers into a foundation for success. You'll take away concrete techniques to structure the project, focus your energy, motivate your people, and align the effort to deliver real success.

True North's experiential learning methods are designed for adult learners. Discover why participants say ***"This is the best seminar I've attended — ever!"***

**"We've engaged our team in many different programs, but after only 3 days with True North our people are on fire!"**  
Chris Rawson, CIO  
Lloyd's of London

What  
Participants  
Say :

"I came expecting training and I left with an education!"

"I've never attended a workshop where we really talked about the issues that dictate success on a project."

"I very much appreciated the time spent discussing people as people and not just viewing them as assignable and expendable resources."

"Thank you for the class that changed my vision forever."

## *Learn these Secrets of Project Masters*

- Design strong and flexible project structures
- Transform challenging barriers into solid support
- Use organizational politics to your projects' advantage
- Turn over-committed resources into capable self-directing teams
- Use planning to engage real support and motivation
- Refocus energy and action within shifting goals and pressing urgencies
- Maintain the engagement, motivation, and confidence of your team, your sponsors, and your project's customers

### *What will you take away?*

- A proven system for designing or redesigning any project or initiative
- Proven techniques to leverage the human elements of every project
- A better designed, more self managing project or initiative.
- More confident judgement and decision-making

### *Who should attend?*

- Formal or 'accidental' project managers
- Project managers juggling multiple projects or managing projects in addition to their 'regular' job
- Executives and leaders working on complex projects and cross-functional business initiatives
- Project sponsors and PMO staff

## **Why Mastering Projects?**

### **Today's innovation focused projects are different.**

Mastering Projects Workshop (MPW) was developed from research into exceptional performing projects in the most challenging contexts - innovation oriented product development, organizational improvement, systems development, and research-based projects. MPW focuses on how to leverage the important human factors and design a project that will succeed with your real world challenges. MPW amplifies your capability whatever your methodology, development framework, or maturity level.

### **Many who will effect the outcome of your project are not part of the project team.**

MPW shows how to bring differing perspectives together and provides skills for building cooperation and community without overwhelming yourself. MPW goes beyond the traditional closed-system orientation using an open-systems approach that works with the project's dynamic human systems.

### **The best project managers learn how to adapt to their changing situation.**

Adults learn from experience. MPW participants focus on the actions that provide real improvement on the actual projects they bring to the class. Each attendee leaves the workshop with a more manageable current project and a practical process for learning from and improving every future project assignment.

### **Adults learn differently.**

MPW's Amplified Action Learning combines the best of systemic, experiential simulation with exercises that use your real work project for reflection and insight into the objectives you bring to the class. The result is a surprisingly sticky, high impact, very personalized experience that participants remember and apply beyond just project work.

## **No Risk Guarantee:**

*If not fully satisfied, we will refund your full registration fee — no questions asked!*



**Mastering Projects Workshop is presented and facilitated by True North pgs, Inc.**, an internationally recognized pioneer in human-focused project management and design. Founded in 1996 to spread the best practices of innovation oriented projects, True North's human focused approach has helped hundreds of projects succeed in high technology, financial services, market research, and scientific research organizations.

**David Schmaltz**, True North's founder, is an experienced project manager, speaker and author of the best-selling book, *The Blind Men and the Elephant; Mastering Project Work*. David has helped some of the world's most innovative companies, including Apple, Nike, and Charles Schwab, mature their project capabilities. He has delivered seminars on leadership, projects, and innovation to thousands of leaders and project practitioners across the United States, the U.K, and Europe. His articles and books are published in seven languages.

**Amy Schwab**, President of True North, is a master consultant, facilitator, and mentor. She builds on a broad experience leading reengineering, marketing, and business initiatives in a Fortune 200 company and a decade consulting with cutting edge projects at Los Alamos National Laboratory, the U.S. Department of Homeland Security, Lloyd's of London, and the New York Stock Exchange. She is author of the audiobook, *Taming Wicked Projects* and a speaker and contributor of articles on projects, leadership, and personal effectiveness.

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## Register Today

**Email or Fax to: True North pgs, Inc.**

**Phone: (509)527-9773 [info@projectcommunity.com](mailto:info@projectcommunity.com) Fax: (503)296-2044**

**Portland, OR: November 13-15, 2007 (Register by October 22)**

**Tuition: \$1,295** (call for team discounts)

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Mobile: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Email \_\_\_\_\_

Pay using (check one)

\_\_\_\_\_ Check (payable to **True North pgs, Inc.**, P.O. Box 1532, Walla Walla, WA 99362)

Credit Card: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ / \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

Full refund will be made with written cancellation requests 30 days prior to workshop.

Substitutions permitted with notification up to 24 hours prior to workshop.

Mastering Projects Workshop provides 21 PDUs towards PMP continuing certification.