



# BUSINESS PROJECT ANALYSIS

A core competency for organization's project success

Do you know why **Business Strategy** is now a pillar in the PMI Talent Triangle?

**Poor Requirements = Poor Project Performance = BAD ROI !**

Linking business strategy to project is imperative for ultimate benefit realization of projects, programs and portfolios.

According to PMI's Pulse of the Profession study, 47% of unsuccessful projects fail to meet business goals due to poor requirements management. The study also reveal an increasing need to integrate business analysis skill with project management, to close the communication gaps between business stakeholders and project implementers.

Join us to close the strategy and communication gaps with your business stakeholders using a common language: **Business Model Canvas**, to lead in requirements gathering, to elicit business value proposition and to discover business innovation.



## BENEFITS

By the end of this workshop, you should be better able to:

- Link project management to business strategy and benefit realization
- Acquire new perspectives and skills using visual business model tools and value proposition canvasses
- Understand different business model patterns and communicate effectively with business stakeholders to better manage project requirements

## WHO SHOULD ATTEND?

Project, Program, Portfolio, Functional Managers, Product Owner, Business Analysts or Consultants who find it challenging to manage business requirements and stakeholders expectations.

Date : 21<sup>st</sup> – 22<sup>nd</sup> December 2015 (Mon & Tue)

Time : 9.00am - 5.30pm

Venue : Menara PKNS, 15th Floor, Menara PKNS,  
Jalan Yong Shook Lin, 46050 Petaling Jaya,  
Selangor Darul Ehsan.

## OUTLINE

- Project Management, Business Case and Benefit Realization
- Understanding Business Strategies & Levels of Innovation
- Using Business Model Canvas and Business Model Patterns
- Identify Value Proposition and Customer Profile
- Linking Business Model to Project Strategy
- 7 Acid Tests of Business Models
- Experience fast-pace activities relevant to your project works.



**LEE NAN PHIN**

MSC, PMP®, CSM

LEE NAN PHIN has more than 20 years of experience in managing projects and consulting in various environments; ranging from the Government, Financial Services Industry to the Conglomerates, System Integrators and Independent Software Vendors.

He was the Chairman of Malaysia National Computer Confederation Open Source Special Interest Group and members of SIRIM/TC4 committee. He is the co-author of 'Foundation IT Project Management' and 'Managing Complex IT Project' seminar. He also lectures for MSc. IT Programs in Universities and Colleges.

In the Project Management Training and consultancy services, NAN PHIN has chalked in more than 10 years experience and successfully delivered more than 800 PMP®.



**MOI KOK WAH**

Consultant

Strategic Human Capital Interventions

MOI KOK WAH is a Consultant, Facilitator and Researcher in strategic human capital interventions and innovation.

MOI has had 28 years of experience in wide areas of both technology and human capital interventions. His research on innovation and post-graduate program has connected him to leading thinkers such as Prof Ikujiro Nonaka and Prof Fiona Patterson. Among MOI's unique recent experience are:

- Leading an impactful innovation game which harnesses the ideas of 50 leaders into 4 market-ready innovations;
- Conducting change management classes based on a behaviour-based framework of personal, social and structural influences;
- Introducing an industry-level course to help technology industry professionals acquire a business innovation mind-set;
- Spearheading a 5-country regional talent management programme with over 100 senior talents in a dynamic industry.