

2007 Professional Development Day



Project Management: Creating Organization Value
May 2, 2007

It is that time again when project managers throughout Hawaii synch their palm pilots and reserve their place at the annual Professional Development Day. If you have not marked your date book yet, the time is now. The goal of this year's event on May 2nd is to make project management relevant across industries by using projects to create organizational value. Just by attending, you too, can help us meet that goal.

PDD07's keynote speaker is Neal Whitten, President of the Neal Whitten Group and best-selling author of *No Nonsense Advice for Successful Projects*. Those who have attended his workshops agree, "Adopting any of Whitten's practices can benefit your project; adopting many can benefit your career." This event also features speakers from near and far who are leaders in their respective industries. Local experts Barbara Pleadwell from Hastings & Pleadwell, A Communications Company; Deb Pyreck, VP of Corporate Information Systems at Title Guaranty of Hawaii, Inc.; and local PMP, Curtis Ruotola of Booz Allen Hamilton. Coming from the mainland – Jeff Oltmann, who holds a Masters degree in Engineering
continued on page 3

Building Your Business with Powerful Project Management (Part 1)

By Michelle LaBrosse, PMP
CEO Cheetah Learning

Overview: Project management (PM) is a powerful business tool that you can use throughout your organization to boost personal and collaborative projectivity, and ultimately show triple digit return on investment. In this paper, we'll explore the use of PM throughout the enterprise, and show you how to build a standardized system that embeds PM best practices. You'll use our return on investment model to illustrate the benefits to your bottom line.

PM, The Value Builder in Your Organization:

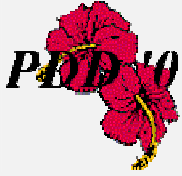
PM is the science of getting things done. It's what every organization and individual needs to do to succeed. The problem in most companies is that there is no set process for PM. According to the February 2003 study by the Center for Business Practices (CBP), the largest PM challenge facing companies is implementing a consistent process. What happens when there is no common process for getting things done in an organization? From lost time to inconsistency, no process means poor performance.

The 3 P's: Project, Process, Performance. A project is any activity in an organization that has a distinct deliverable and a clear beginning and ending. There is an interdependence between processes and projects because organizations are made up of processes (activities that are done repeatedly) and projects (events with a distinct beginning and end). When your projects follow a process, then you achieve greater performance.

As the quality movement showed in the 90's, the biggest improvements in operational productivity result in addressing process improvements and control of operational processes (both manufacturing and administrative). According to the

INSIDE THIS ISSUE

- 1 2007 Professional Development Day
- 1 Building Your Business with Powerful Project Management
- 2 PDD Announcement
- 3 Coming Event
- 4 PMI Regional/World News
- 6 Broaden Your Knowledge



PMI Honolulu Chapter



presents

Professional Development Day 2007

Project Management: Creating Organizational Value

May 2, 2007 (Wednesday)

8:00 a.m. to 5:00 p.m.

Hilton Waikiki Prince Kuhio Hotel, Honolulu Hawaii



Keynote Speaker:

Mr. Neal Whitten, PMP

President of the Neal Whitten Group

Author of "No Nonsense Advice for Successful Projects"

Keynote Address:

"No Nonsense Leadership Tips for Promoting Project Management"

**Early Bird
Registration
Deadline is
April 6, 2007!**

This is an excellent opportunity for new and experienced project managers, project office managers, and individuals to learn from internationally recognized leaders and certified Project Management Professionals (PMP). This conference will offer fresh perspectives on current project management topics pertinent to a broad range of industries.

Benefits of Attending

- Attend workshops covering a range of topics within project management. Learn and share project management knowledge, skills, tools, and techniques.
- Network with other project management professionals.
- Earn 7.5 Professional Development Units (PDUs) applicable to Project Management Professional re-certification.
- Become a better Project Manager.

Typical Attendees: Project sponsors, project managers, project team members, functional managers, executive management.



New!!! "Meet the Speakers"

Join us at this pre-PDD Special Event on Tuesday, May 1, 2007 5:00 p.m. – 7:00 p.m.

Pre-event social networking opportunity for project managers to interact with the speakers, sponsors, and other leaders in the industry. No-host cocktails and hors d'oeuvres included

SeminarsWorld®

New!!! Seminar's World has collaborated with PMI Honolulu to offer 2-day classes following PDD 2007 on May 3rd & May 4th. This is an opportunity to gain in-depth knowledge from the experts.

For additional or registration information, [visit www.pmi-honoluluchapter.org](http://www.pmi-honoluluchapter.org)
or e-mail the PDD'07 committee at pddhi@pmi-honoluluchapter.org

continued from page 1

and is a certified PMP; Tyrone Howard from the City of Chandler, AZ, who is the City's IT Project Management Office Manager and a certified PMP; and Thomas Mattus, President of Successful Strategies International, Inc.

For more information about how to register and earn 7.5 PDU's toward PMP recertification, visit the chapter website at www.pmi-honoluluchapter.org. A social networking pre-event will take place Tuesday, May 1st from 5 p.m. to 7 p.m., featuring no-host cocktails and pupus. This is an opportunity to meet the speakers, sponsors, and participants, who want to connect with other project managers in the community.

The Professional Development Day sponsorship committee would like to encourage all PMI member companies to take advantage of sponsorship opportunities. Sponsorship opportunities are still available for those who are interested in pitching their services or products to those project managers in attendance. More information is available on our chapter website at www.pmi-honoluluchapter.org or by contacting the sponsor committee directly at pddhi@pmi-honoluluchapter.org by April 16th to avoid losing this excellent opportunity to publicize your company's involvement in this event. ❖

Article submitted by:

Grace M. Vo, MBA, PMP (PDD 2007 Publicity Chair)

COMING EVENT

April Monthly Luncheon Meeting

"Working on an Award Winning Project"

Roy Uemura, PMP, PE, MBA
Independent Project Management Consultant

April 18, 2007
11:30 a.m. – 1:00 p.m.
Plaza Club, 20th Floor,
Fort Street Mall

Session # C166-P740180
PMP's will earn 1 PDU /Category 3

Parking: (*Validation is not available*)
Plaza Club Parking: \$6.50/hr
Harbor Court Parking: \$3.00/hr



Project Management Institute
® Building professionalism in project management. ®

PMI Regional/World News

PMI New Code of Ethics and Professional Conduct – Effective January 2007

To whom is the code of ethics and professional conduct applicable?

Did you know you don't have to be a PMP to be bound by the code?

Specifically the code is applicable to

- All PMI Members
- Individuals who are not members of PMI, but meet one or more of the following criteria:
 - Non-members who hold a PMI certification
 - Non-members who apply to commence a PMI certification process
 - Non-members who serve in PMI volunteer capacity.

For more information log on to:

http://www.pmi.org/info/AP_PMICodeofEthics.pdf

Upcoming Conferences/Conventions

- **2007 EMEA Global Congress**
Budapest, Hungary May 14-16 2007
PMI Research Conference
--- Call for Papers June 2007
Warsaw, Poland July 13-16 2008
- **2007 North American Global Congress**
Atlanta, Georgia October 6-9 2007
- **Latin American Global Congress**
Cancun, Mexico November 12-14 2007
- **Asia Pacific Global Congress**
--- Call for Papers March 2007
Sydney, Australia TBD: 2008

continued from page 1

Standish Group's CHAOS Report which reviewed over 40,000 projects in the last 10 years, when there is not a consistent process for doing PM in a company, companies waste up to 20% of all project dollars spent. Beyond dollars, poor PM processes result in schedule delays, lost customers and can cost organizations a competitive advantage when they are late to market.

Signs of Poor Performance

- **Lost Time.** People spend too much time creating and recreating processes.
- **Duplication.** They duplicate efforts
- **Lost knowledge.** They do not benefit from the best practices that other people have discovered.
- **Inefficiency.** They are inefficient because they are using poor processes.
- **Inconsistency.** They achieve inconsistent results.

The power of PM is a competitive tool for your organization that is easy to learn and can be applied with simple web-based and office automation tools. The performance benefits of a uniform, repeatable approach to PM are not just for the Global 2000. It's a realistic achievement for companies of all sizes.

FIVE WAYS THAT PM TRANSFORMS ORGANIZATIONS:

Develops exponential effectiveness.

In most organizations, people work on cross-functional teams to complete projects. For example, a company working to automate their bookkeeping system will have a project team consisting of computer programmers, and specialists in finance, accounting, and computer hardware. When people from different departments know and understand a common PM process to get their work done, they can start to work together without having to design how they are going to do it. They can have fewer time delays and conflicts because there is a common understanding of how the work will progress, how they work together is interdependent, and how they will measure their success.

Empowers individuals and team leaders with the skills to succeed.

People inherently want to do the right thing and work effectively with others. When there is a common, simple

approach for PM and the correct tools are available throughout the enterprise, people are empowered to effectively reach their goals together and individually.

Creates institutional memory.

How smart is your company? Industry standard PM practices require a critical PM project closeout phase that collects lessons learned and gives your organization powerful historical knowledge from across the enterprise. A company that can learn and grow, rather than continually repeat mistakes will move faster.

Realizes return on innovation.

An easy-to-use PM methodology gives organizations a way to truly put innovation in motion and make implementation a reality. It's easy for a good idea to get derailed when people struggle to implement the details of the work required to bring the idea to fruition. We'll show you a framework that makes it achievable for people to move from vision to action with a comprehensive, project plan that supports their objectives.

Turns information into insight.

When easy-to-use PM principles are applied throughout your organization, you have a competitive advantage by turning information into insight. You capture the best practices and know what is and isn't working in your organization. You can also get new products to market faster and use the best information out there; information based on your customer's insights.

THE POWER VARIABLES

There are three key variables that impact the success of enterprise-wide approach to PM.

Focus on departments who will receive the most benefits and make best use of the new capabilities.

They are your internal public relations team because they are living the power of the results.

Create contagious commitment.

When you show success with early adopters, people will want to understand what you're doing with PM and be part of the ongoing success.

Give people tools.

A support system that is easy-to-use with tools that people

will use ensures success that has lasting impact.

BENEFITS FROM IMPROVING THE PM CAPABILITY

Some parts of the organization are better than others at doing PM. When you look at areas of your organization that seem to have a higher innate ability to do PM, you'll see these commonalities:

People with more technical skill sets are attracted to the work required.

People attracted to more technical fields (such as engineering, IT, finance) are more inclined to prefer the management rigor required by PM. Creative people attracted to new product development and marketing typically prefer less process and work flow structure.

More projects often equal better ways of working.

People who are continually assigned to projects naturally create more streamlined and effective ways of working.

Seeing success breeds more success.

People who have readily available examples of how other people in their industries are successful with PM are more inclined to use the techniques that others found to be successful. The IT technical field in all disciplines has ample amounts of PM practitioners and material published. Specific industries – such as the pharmaceutical, automotive

and aerospace industries – have a more mature adaptation of PM, while the advertising industry has a very low adoption of PM.

The following table shows the typical capability of PM in an organization based on the type of work the people in the organization do. It also shows how much time each of these areas of the company are usually involved in PM and the value they would gain by adopting the standard framework for doing PM across the enterprise. (End of Part 1)

EARLY ADOPTERS

To motivate change, it's best to work with the key levers for change in the organization. Instead of rolling out a large change effort for the entire organization, focus on smaller, high profile improvement activities in the areas where there is a high value from using a standardized PM method. For example, marketing is an area of a company that will receive a high return on investment by adopting a standardized approach to PM. People attracted to the marketing field are generally adept at internally promoting their efforts. By getting the people who will spread the word about the effectiveness of the new techniques as early adopters, you increase the chance of your success throughout the organization. Additionally, marketing projects tend to be less complex and produce faster, high-profile results.

People want to be part of a successful initiative. When you

Typical PM Capability across Organization

Department	Typical PM Capability within Organization	Amount of Time Spent on Projects Overall	Value of Adopting Consistent PM	Typical Position Titles
New Product Development	Moderate	High	High	Research
Marketing	Low	Moderate	High	Marketing
Sales	Low	Low	Low	Sales
Customer Service	Low	Low	Low	Service
Engineering	High	High	High	Engineering
Manufacturing/Production	High	Low	Moderate	Manufacturing
Distribution	Low	Low	Low	Shipping
Facilities	Low	High	High	Facilities
IT	High	High	High	CIO
HR	Low	Low	Low	HR
Finance	Moderate	Low	Low	CFO
Legal	Low	High	High	Corporate Counsel
Accounting	Moderate	Low	Low	Comptroller
Executive	Low			COO

continued from page 5

go after the early wins where there are big payoffs, the rest of the people in the business will jump on board much faster. Nothing sells like success.

SUPPORTING SYSTEMS

Addressing the human elements of an enterprise-wide PM initiative is critical for a successful launch, but for long-term sustainability, there has to be a system that supports the staff's implementation of standardized PM Practices. In the course we teach on enterprise-wide PM, we use the BOT International web-based PM process platform to show how to share best practice PM processes throughout an organization. The support system needs to go beyond a website of shared best practices to include performance measurement because what gets measured, gets done. A web-based PM performance measurement tool can help to easily measure a project manager's performance. Holding project managers accountable for their performance will create long-term sustainable changes in the way your operation manages projects.

About the Author

Michelle LaBrosse, PMP, CEO, Cheetah Learning has created a simple and highly effective project management process that is outlined in her book Cheetah Project Management. Michelle is consistently recognized as a leader who practices what she preaches. Based on applying her accelerated learning and project management principles to her own business, she grew Cheetah Learning 2900 percent in four years to become the industry leader in project management training. She is profiled in the best selling book *Rich Dad Success Stories*. ❖

SeminarsWorld®

PMI Honolulu Chapter presents SeminarsWorld in Honolulu on May 3-4, 2007, following PDD 2007.

*** Early Registration Deadline: April 6, 2007

Date Seminar Topic

- 3-4 May [Risk Management](#)
- 3-4 May [Defining, Estimating, Scheduling, Statusing and Forecasting Projects: Time to Stop Talking About it and Start Doing it!](#)
- 3-4 May [No Nonsense Advice for Successful Projects](#)

To Register...Go to <http://www.pmi-honoluluchapter.org> or for additional information, e-mail the PDD'07 committee at pddhi@pmi-honoluluchapter.org

Broaden Your Project Management Knowledge

Watch for Information – PMI Honolulu Chapter's PMP Exam Prep Course

The PMI Honolulu Chapter will conduct another Project Management (PMP) exam preparation workshop soon! To be included in future chapter workshops please contact professionaldevelopment@pmi-honoluluchapter.org.

Project Management Training – PMI R.E.P.*

Project Professionals LLC offers project management training throughout the year. Contact Roy Uemura via email at royuemura@hawaii.rr.com or by phone at 228.2011.

The Project Management Program at UH Manoa, also offered by Project Professionals LLC, consists of 3 courses designed to provide participants with skills, techniques, experience, and feedback in the discipline of project management. The program is provided with the assistance of the Project Management Institute Honolulu, Hawai'i Chapter and each day of instruction is eligible for 8 PDUs (PMP Professional Development Units).

Dates	Course	Location
April 11, 2007 Wednesday 8:00 am-5:00pm	Project Management: Introduction and Initiating Projects (S08948) \$325	UHM Krauss 012 (Yukiyoshi Room)
April 12, 2007 Thursday 8:00am-5:00pm	Project Management: Planning Projects (S08949) \$325	UHM Krauss 012 (Yukiyoshi Room)
April 13, 2007 Friday 8:00am-5:00pm	Project Management: Executing, Controlling, and Closing Projects (S08950) \$325	UHM Krauss 012 (Yukiyoshi Room)

Check www.pmi.org for many options for your Project Management training through PMI R.E.P. organizations throughout the world! Here are just a few...

- www.rmoproject.com
- www.cheetahlearning.org
- www.performanceweb.org
- www.pmptools.com

* PMI R.E.P. organizations are registered with the PMI International as a registered educational provider.

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IDEAS/ARTICLES SUBMISSION

If you have ideas about a topic that you would like to see covered in this newsletter, or if you would like to submit an article for this newsletter please send it to the Director of Publicity via e-mail at Publicity@pmi-honoluluchapter.org.

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[Project Management Professional \(PMP®\)](#)



Need PDU's?

- Get involved... Volunteer to be on a committee.
- Be a speaker at one of the monthly meetings.

Contact one of the Directors for more information.