

# PROFESSIONAL DEVELOPMENT DAY

Official  
Registration  
Brochure



Building professionalism in project management.®

**Project Management Institute  
Michigan Capital Area Chapter**

**Monday, October 8, 2007**

**Sheraton Lansing Hotel  
Lansing, Michigan**

## ***Project Management: Overcoming Project Obstacles***



***Featuring:***

***Harold Kerzner, Ph.D.***

***Dennis Stauffer***

***Lou Russell***

***John Hollenbeck, Ph.D.***

***Steve Hegele***

***Register Now – Earn 7 PDUs***

# DAY AT-A-GLANCE

## Michigan Capital Area PMI Chapter Professional Development Day **Project Management: Overcoming Project Obstacles**

7:30 AM – 8:00 AM	<b>Registration and Continental Breakfast</b>
8:00 AM – 8:15 AM	<b>Opening Ceremony — Welcome</b>
8:15 AM – 10:00 AM	<b>Keynote Address</b> <i>Managing Projects Under Long-Term Uncertainty: The Iridium Project</i>  Harold Kerzner, Ph.D.
10:00 AM – 10:15 AM	<b>Networking, Exhibits and Morning Break</b>
10:15 AM – 11:45 PM	<i>Thinking Clockwise: Tools of an Innovative Leader</i>  Dennis Stauffer
11:45 PM – 12:30 PM	<b>Lunch and Door Prizes</b>
12:30 PM – 1:45 PM	<i>Robbing Peter to Pay Paul – Chaos in Project Management</i>  Lou Russell
1:45 PM – 1:55 PM	<b>Break</b>
1:55 PM – 3:10 PM	<i>Leadership and Team Building: Composing Effective Work Groups</i>  John Hollenbeck, Ph.D.
3:10 PM – 3:30 PM	<b>Networking, Exhibits and Afternoon Break</b>
3:30 PM – 4:45 PM	<i>Burn your Canoe</i> <i>A Presentation about Commitment and Being Decisive!</i>  Steve Hegele

## KEYNOTE ADDRESS: 8:15 – 10:00 AM

### ***Managing Projects Under Long-Term Uncertainty*** **Harold Kerzner, Ph.D.**



Harold Kerzner (Ph.D., MS, Engineering and MBA) is Senior Executive Director with International Institute for Learning, Inc. and Professor of Systems Management at Baldwin-Wallace College. He is an expert in the areas of project management and strategic planning. Dr. Kerzner is the author of the best-selling textbooks: *Project Management: A Systems Approach to Planning, Scheduling and Controlling*, now in its ninth edition; *In Search of Excellence in Project Management*; *Applied Project Management and Strategic Planning for Project Management Using a Project Management Maturity Model*; and his most recent book, *Project Management Best Practices: Achieving Global Excellence*.

The Iridium Project was designed to be the eighth wonder of the world; a complete global satellite communication system where you call anywhere in the world at any time; but, after more than ten years of development and at a cost in excess of \$6 billion, Iridium filed for bankruptcy protection within the first eight months of operations.

The case study is a classical example of the complexities in managing long-term projects. Topics discussed include: Developing a business plan under market uncertainty; the necessity to evaluate assumptions periodically; when to evaluate the assumptions; establishing a cost baseline under uncertainty; managing a long-term project under extreme risks; managing a global project team; the differences between a project champion and an exit champion; the risks of establishing a collective belief; the importance of project risk management; establishing a criteria for canceling a project; the danger of spending good money after bad money; the importance of politics in project decisions; and the application of professional responsibility.

After the PowerPoint presentation, the participants will be required to work in small groups and answer a series of questions on the Iridium Project. The questions will then be discussed in the last part of the presentation in order to determine how similar situations can be prevented in the future.

## PLENARY SESSION: 10:15 – 11:45 AM

### ***Thinking Clockwise: Tools of an Innovative Leader*** **Dennis Stauffer**



Dennis Stauffer is a long-time student of the art and science of creative thinking and innovation, and founder of *Insight Fusion* a speaking, training and consulting firm focused on helping individuals, teams and organizations boost their innovation efforts and build a culture of innovation. His work includes primary research into the measurable skills and behaviors that promote innovation.

Dennis is an Emmy award-winning journalist and former Business Editor who pioneered a recurring feature series focused on solutions rather than problems. As a Communications Executive, he implemented ground breaking high-tech communications tools. His most recent book, *Thinking Clockwise, A Field Guide for the Innovative Leader* (Minneapolis, 2005) received a 2006 Fresh Voices book award. *Thinking Clockwise* is in its third U.S. printing and is currently

available in four languages. Dennis has also been an *Odyssey of the Mind* coach, guiding his student teams to consecutive championships in competitive creative problem solving.

What do scientists; babies, explorers and successful entrepreneurs all have in common? The patterns they use to think and act. The process of creativity, discovery and innovation can be described as a well-defined sequence or patterns. Yet most of us fail to recognize these patterns, and probably no one follows them consistently. Bringing out the best in ourselves and others and cultivating our best ideas means being able to identify and leverage these patterns, and turn them into habits.

# PLENARY SESSION: 12:30 – 1:45 PM

## ***Troubled Projects - Robbing Peter to Pay Paul*** **Lou Russell**



Lou Russell is president and CEO of Russell Martin & Associates, a consulting and training company focused on improving business results. Lou and her staff deliver learning experiences that are fun, flexible, fast and measurable. She focuses on project management, leadership and organizational learning problems.

She is the author of *The Accelerated Learning Fieldbook* and *Project Management for Trainers, IT Leadership Alchemy, Leadership Training, and Training Triage*. Her new book *10 Steps to Successful Project Management* will be available May 2007. She is a frequent contributor to *Computer World, Cutter Executive Reports,*

and *Inside Indiana Business*, among others, and publishes the monthly *Learning Flash* electronic newsletter. Lou is also the author of *The People Side of Project Management*, part of the Villanova Advanced Project Management certificate program. A popular speaker, Lou addresses national and international conferences such as the Project Management Institute, Project World, LotuSphere, ASTD and the Society of Information Management (SIM). She has been the chair of the Shared Insight's *Project Management Reality* conference. She holds an (expired) computer science degree from Purdue University, where she taught database and programming classes, and a Masters in Instructional Technology from Indiana University. Her career has included positions as a programmer, database administrator, Help Desk implementer/manager, technical trainer and manager of technical training. She has experience consulting in IT, sales, operations and human resources process improvement.

Igniting, affirming and sustaining learning is a personal mission, evidenced by Lou's activities outside the company. In addition to work with children's charities and the Indianapolis SIM organization, she coaches and plays soccer, and teaches religious education. Lou is also a senior consultant with the Cutter Consortium and has served on the High Tech Task Force in Indiana, as well as the boards of ITT Technical Institute and Butler University. She was elected to "Who's Who in Indiana Technology" in 1995 and named "Women of the Year" in 2000 by Women & Hi Tech.

You've heard it a million times – just manage the scope better and your projects will be successful. But what is missing in all the academic discussions is how chaotic managing the scope turns out to be.

In this session you will be shown video clips of highly successful project managers who will share surprising lessons learned from their own trenches. Hear how they are coping with multiple projects, sparse resources, burnout, 60 hour work weeks, changing business priorities, cost pressures, crisis mentality and project backlog. You will also be asked to share your ideas, The problems are tough, but manageable and you will leave with a positive feeling about your capacity to manage more effectively.

## PLENARY SESSION: 1:55 – 3:10 PM

### ***Leadership and Team Building: Composing Effective Work Groups*** **John Hollenbeck, Ph.D.**



Professor Hollenbeck received his Ph.D. in Management from New York University in 1984, and is currently the Eli Broad Professor of Management at the Eli Broad Graduate School of Business Administration at Michigan State University. Dr. Hollenbeck has published over 60 articles and book chapters on the topics of team dynamics and work motivation, as well as two best selling textbooks in the areas of organizational behavior and human resource management. Along with Daniel R. Ilgen, he founded the Michigan State University Team Effectiveness Research Laboratory, and this facility has been dedicated to conducting large sample team research since 1991. Dr. Hollenbeck was the acting editor at *Organizational Behavior and Human Decision Processes* in 1995, the associate editor at *Decision Sciences* from 1999 to 2004, and the editor of *Personnel Psychology* between 1996 and 2002. He was the first recipient of the Ernest J. McCormick Award for Early Contributions to the field of Industrial and Organizational Psychology in 1992 and is a Fellow of the American Psychological Association. Dr. Hollenbeck was recognized with the Michigan State University Teacher-Scholar Award in 1987 and the University Distinguished Faculty Award in 2006.

This program will discuss the roles of individual differences in effective leadership and teamwork, with an emphasis on personality traits and cognitive abilities. Nine specific individual differences will be discussed, as well as how these combine to create flexible and efficient teams. We will discuss the concept of “team culture” and the role of the team leader in creating or destroying culture. A brief assessment exercise will be conducted so that each participant will get a snapshot of their standing on the many of the individual differences, as well as their preferences regarding the critical dimensions of team culture.

## PLENARY SESSION: 3:30 – 4:45 PM

### ***Burn your Canoe*** ***A Presentation about Commitment and Being Decisive!*** **Steve Hegele**



Steve Hegele is the founder and CEO of Hegele Academy (Hegele.com), a company about transformation and change. Candid, Articulate, Relevant and Provocative. Steve challenges conventional thinking which leads to conventional results. He has a reputation for moving people from "Let me think about it", to "I am committed!" His presentation invites listeners to identify what must be in place for them to be fully successful and to discern for themselves whether they are "committed" or "complying". His engaging and dynamic style invites listeners to make decisions that lead to increased energy, learning, collaboration and results. Hegele lives his business motto: Knowledge is important, execution is essential!

As a consultant and coach, Steve is known for building trust and influencing action. His clients will say that he is "painfully" honest and candid which makes him a rare asset to those seeking real feedback which leads to measurable improvement. His reputation for being realistic while inspiring and motivating has led to long and loyal relationships with clients. Areas of expertise include: Business Development, Communication, Planning, and Executive Level Presentations.

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Commitment: that "subtle little thing" that is not such a "little thing." We know when we have it; we know when we don't. Some people call it getting "buy in." Some people ask, "How do I empower my team?" The answer again; commitment! First, how do we get ourselves committed and stay committed? Second, how do we engage others to get committed and then build on their level of commitment? Compliance means we get others to do things for our reasons. Commitment means we get people to get results for their own reasons.

The bottom line...

Committed people get more results, more efficiently, with fewer mistakes, while building better relationships, inspiring higher levels of trust, and communicating more effectively. Committed people also respond to feedback better, have greater accountability, and they enjoy what they are doing and also enjoy working with others in the process.

Learn how to build commitment, identify gaps in commitment, and produce high quality efficient teams!



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Michigan Capital Area Chapter**

# Professional Development Day Monday, October 8, 2007

## Registration Form

*Please complete a separate registration for each person.*

Attendee Name: \_\_\_\_\_


Organization: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

 Please List Special Accommodations/Dietary Needs: \_\_\_\_\_

		Michigan PMI Member	Non-Member	Enter Amount
Early Bird Registration	Before September 14	\$129	\$159	_____
Regular Registration	After September 14	\$159	\$189	_____
Late Registration/On-Site	After September 28	\$199	\$229	_____

PLEASE KEEP A COPY OF THIS FORM FOR YOURSELF. Registration fee includes all conference educational sessions, continental breakfast, lunch, and admission to exhibits. The conference registration fee does NOT include hotel accommodations. The overnight rate at the Sheraton Hotel is a flat rate of \$99. per room, per night, plus taxes held for this conference under Michigan Capital Area Chapter. Reservations can be made directly with the hotel at: [www.sheratonlansing.com](http://www.sheratonlansing.com). The contact information for the hotel is: **517.323.7100**. Admission to all activities will be by name badge only. Refund requests for cancellation must be received, in writing, at the address below, by September 27, 2007 and are subject to a \$20 processing fee. There are no cancellations accepted or refunds issued after September 27, 2007. Registration substitutions may be made in writing without penalty. Questions should be directed to Amy Piper, PDD Event Manager at [amy.piper@eds.com](mailto:amy.piper@eds.com) or 517.410.2368. Extra copies of this registration brochure can be found at [www.pmi-mcac.org](http://www.pmi-mcac.org).

### TO COMPLETE YOUR REGISTRATION

**Mail this form to:** MCAC Professional Development Day  
PO Box 19075  
Lansing, Michigan 48909-9075

Check Enclosed (make checks payable to: Michigan Capital Area PMI)

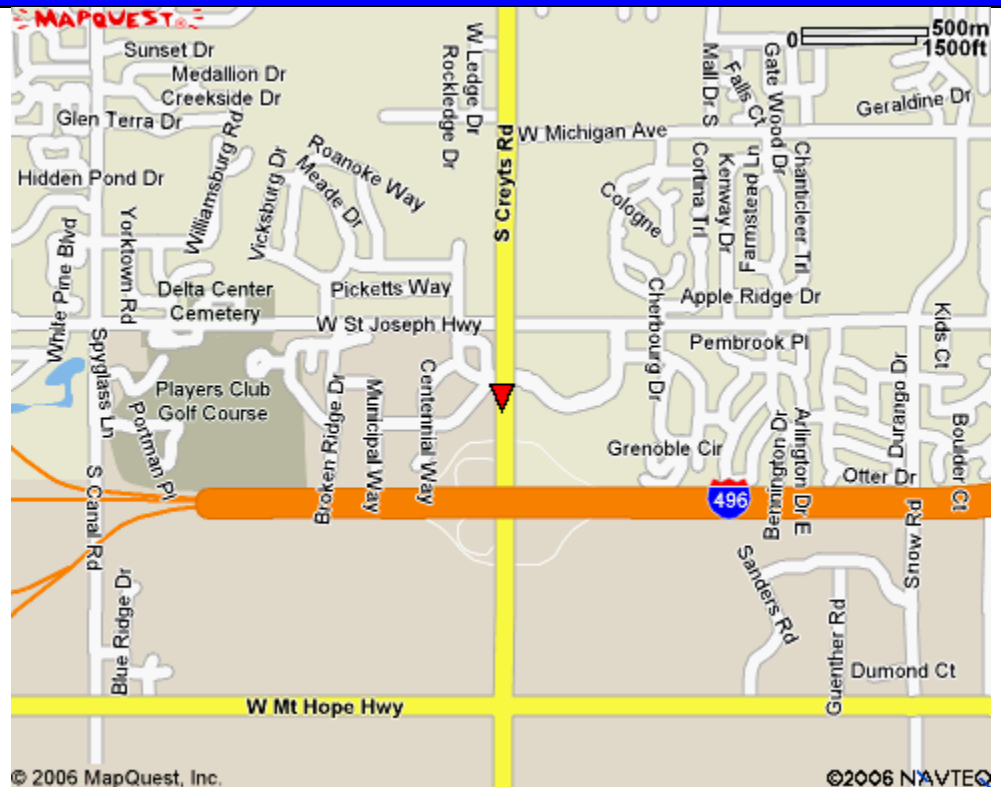
Credit Card: On-line via Acteva at [www.acteva.com/go/pmi-mcac](http://www.acteva.com/go/pmi-mcac) NOTE: Subject to a \$5.00 transaction fee.

# HOTEL INFORMATION



## Sheraton Lansing HOTEL

Sheraton Hotel  
925 South Creyts Road  
Lansing, Michigan 48917  
Phone (517) 323-7100



# MISSION & VISION

## Mission

The Michigan Capital Area Chapter is established to provide a professional forum dedicated to promoting project management excellence by:

- Encouraging the development of professional project management
- Sharing project management expertise
- Providing project management education and training
- Supporting the application of project management standards

## Vision

The Michigan Capital Area Chapter is the professional organization of choice for project management professionals.

To learn more about our chapter visit our website at [www.pmi-mcac.org](http://www.pmi-mcac.org)

# PROFESSIONAL DEVELOPMENT DAY SPONSORS



**Michigan Capital Area Chapter  
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**P.O. Box 19075  
Lansing, MI 48901-9075**

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