



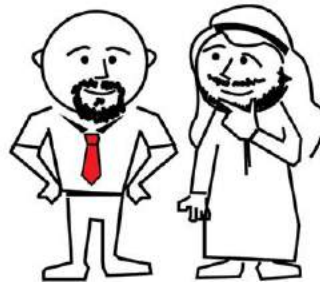
# Applied Project Management Across Industries

## Technical Event

DATE 20 September, 2017

TIME 6:00 p.m. till 9:00 p.m.

VENUE National Archives, Abu Dhabi



## Speaker's Profile

MOHAMMAD SABBOUH  
PMP, PMI-PBA  
CONSULTING SERVICES MANAGER / PARTNER



<p><b>EDUCATION / CERTIFICATIONS</b></p>  <p><b>Project Management Diploma Candidate 2016 at Skema Business School France</b></p> <ul style="list-style-type: none"> <li>• PMI-Professional in Business Analysis (PBA), Oct 2016</li> <li>• Project Management Professional (PMP), Jan 2012</li> <li>• Hard Dollar Certified Consultant 2010</li> <li>• Active Risk Manager (ARM) Certified Trainer, 2010</li> <li>• Hard Dollar Certified Trainer, 2009</li> <li>• Primavera Authorized Trainer from Oracle University, 2009</li> <li>• Bachelor in Management Information Systems (MIS), GU, 2008</li> </ul>	<p><b>TRAINING OFFERED</b></p>  <p><b>Years of Experience</b> 10+</p> <p><b>Types of Training</b> Project Management Professional PMP Applied Project Management Oracle Primavera P6 Business Analysis Cost Management Hard Dollar</p> <p><b>Industries</b> Government, Real Estate Development, Engineering and Construction, Oil and Gas Education and Training, Information Technology, Telecommunication, Agriculture.</p> <p><b>Countries Covered</b></p>  <p><b>Number of Courses</b> 50+</p> <p><b>Languages of Training</b> Arabic, English</p>	<p><b>FEATURED PROJECTS</b></p>  <p><b>Projects</b></p> <ul style="list-style-type: none"> <li>Project/Program/Portfolio Management Office Initiation For KETS</li> <li>Establishing Project / Program / Portfolio Management Office Khartoum, 2013 - 2015</li> <li>Project/ Program Management Office Initiation For Makkah Municipality</li> <li>Establishing Project / Program Management Office Makkah 2012, 2013</li> <li>Hard Dollar Implementation For SETE</li> <li>Training, Implementation, Consultancy Jeddah 2012, 2013</li> <li>Program Management Office Implementation For AEC</li> <li>Consultancy, Methodology Riyadh 2011</li> <li>Hard Dollar Implementation For ESER</li> <li>Training, Implementation, Consultancy Ankara 2011</li> <li>Hard Dollar Implementation For NESMA ESER UNGR</li> <li>Training, Implementation, Consultancy Khobar 2011</li> <li>Project Management Methodology For Exterran</li> <li>Consultancy, Methodology Dubai 2010</li> <li>Hard Dollar Implementation For PROJACS International</li> <li>Training, Implementation, Consultancy Kuwait 2010</li> </ul>
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**“**

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**Our Partners/Associates:**

- 2 PMI Entities
- 2 Universities
- 3 Professional Companies
- 1 Provider
- 1 Order

In 5 countries



5

## Learning Objectives

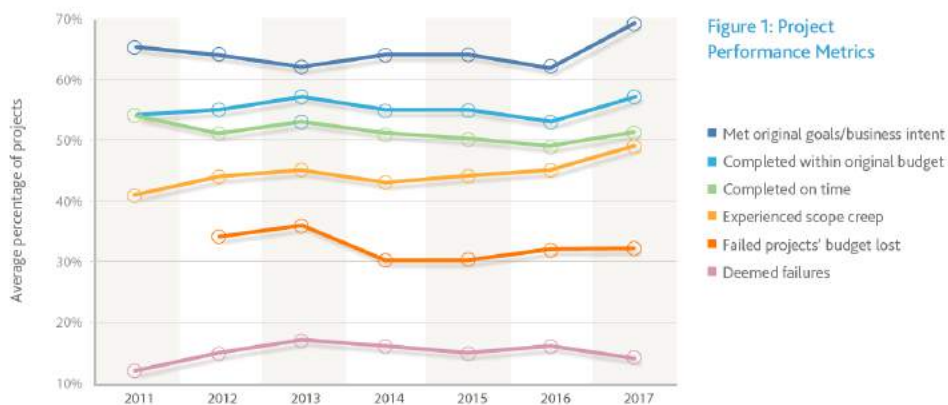
- Understanding the framework of applied project management
- Sharing practical methods on how to develop a realistic project management plan
- Learning tips on how to develop a good project management methodology

## Outline

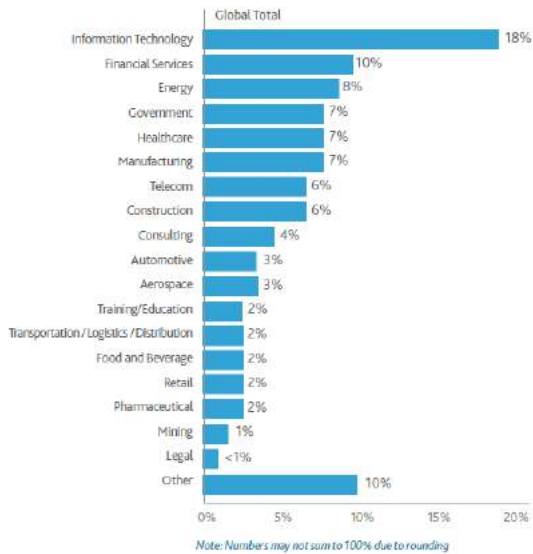
- Reasons Projects Fail
- Applied Project Management Framework
- Why are you initiating the project
- Understand stakeholders requirements
- Balance delivery / expectations
- Develop schedule and optimize resources
- Develop realistic budget
- Manage the red zone
- Develop a methodology that fits your unique project



## Why Apply Project Management Practices?



The newest edition on the Pulse features feedback and insights from 3,234 project management professionals, 200 senior executives, and 510 PMO directors from a range of industries. Responders span North America, Asia Pacific, Europe, the Middle East and Africa (EMEA), and Latin America and Caribbean regions.



## Reasons Projects Fail (1/4)



**WHY**

Lack of understanding purpose



**WHAT**

Undefined or vague requirements



**HOW**

Poor project management methodology



## Reasons Projects Fail (2/4)



Poor governance system



Silos



Lack of leadership

## Reasons Projects Fail (3/4)



Poor knowledge sharing



Immature contract  
management procedures

## Reasons Projects Fail (4/4)



Resistance to change

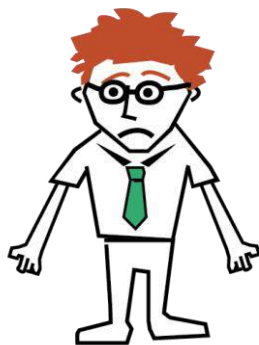


Lack of interface and integration management



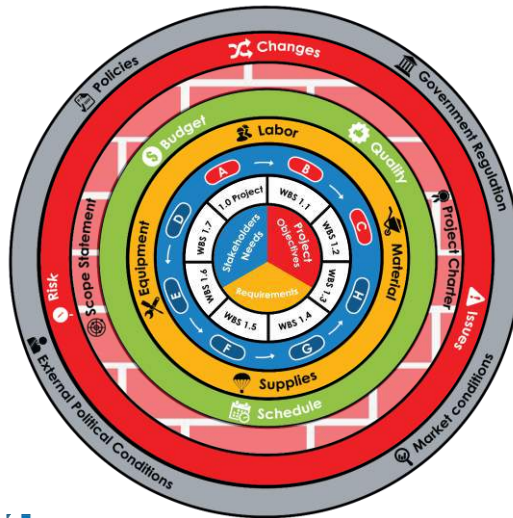
Lack of performance visibility

## Solution?

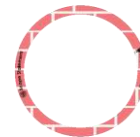




## Applied Project Management Chart



## Project Charter



- Outlines the **overall direction** for the project from the customer and sponsor's points of view.
- It should not contain details of “**how**” the project will be done. It should contain direction on “**what**” needs to be done and “**why**”.





## Why are projects initiated?

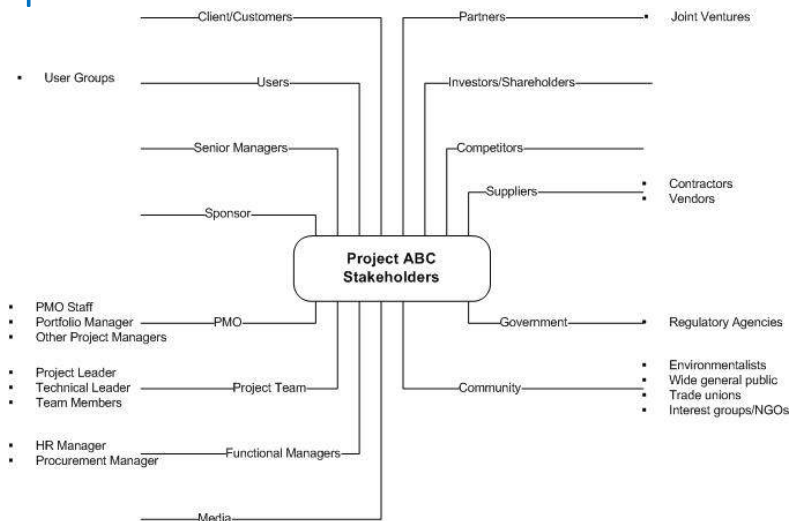


Projects are often authorized as a result of :

1. Market demand
2. Strategic opportunity/ business need
3. Customer request
4. Technological advance
5. Legal requirements
6. Social Need



## Enhancing Stakeholder Engagement - Interest Groups



Mario H. Trentim, *Managing stakeholders as Clients*, Project Management Institute, Inc., 2013.



## Stakeholder Mapping



- Mapping the stakeholders in a way to categorize them and visually represent them in subsequent groups.



## Requirement Elicitation



- Most clients don't know what they actually need.
- You need to find a way to elicit the right requirement from the right person



## Avoid Pop-ups



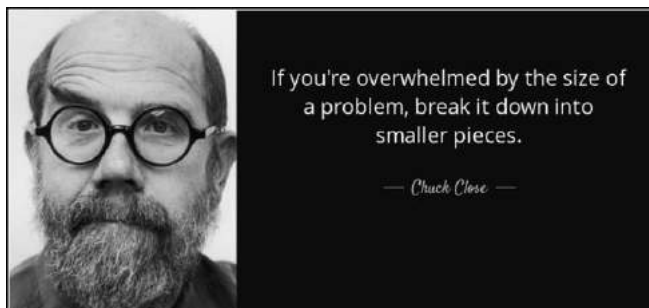
- Identify key stakeholders as soon as possible. Preferably, in the proposal development phase.
- Project Management Team / Project Manager / Project Management Department should be engaged in the business development phase
- Get stakeholders involved in the early phases of the project, especially those who are resisting.



## Work Breakdown Structure (WBS)



The process of subdividing the major project deliverables and project work into smaller, more manageable components to provide better control



## The 100% Rule



- WBS should include 100% of the work defined by the project scope and captures ALL internal and external deliverables, including project management.
- The sum of the work at the "child" level should equal 100% of the work represented by the "parent"
- It cannot include more than 100% of the work.



## Balancing Delivery and Expectations

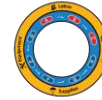


- Customer Satisfaction = What is Delivered – Expectations

Give	Take
No way	



## Develop a Realistic Schedule



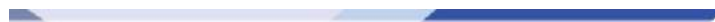
- Manage Long-lead items
- Define interdependencies in subcontractors' work.
- Insert buffers to protect your schedule from slippage
- Never assume 100% resource productivity



## Tips to Develop a Realistic Cost Estimate



- Assume resources will only be **productive for 80 percent** of their time
- Resources **working on multiple projects** take longer to complete tasks
- People tend to be **optimistic**
- Make use of other people's experiences and your own
- Include **management time** in any estimate
- Always build in contingency for **problem solving, meetings** and **risks**
- **Agree a tolerance** with your customer for additional work that arises during the project
- Communicate any **assumptions, exclusions** or **constraints** you have to your customer



## Tips to CUT Expenses



Categorize project expenses into the following categories:

- Must have:
  - ✓ Within the scope of work
  - ✓ Contribute directly to executing the core of the work
  - ✓ Have a major impact on customer satisfaction
- Nice to have
  - ✓ Comply indirectly with the scope of work
  - ✓ Contribute to delivering additional benefits or functionalities to the client
  - ✓ Increase customer satisfaction
- Won't have
  - ✓ Do not comply with the scope of work
  - ✓ Contribute to delivering unrequired benefits or functionalities to the client (Gold Plating)
  - ✓ Might increase customer satisfaction, with a possibility to backfire



## Issue / Issue Log



- An issue is a point or matter in question or in dispute, or not settled and is under discussion or over which there are opposing views or disagreements.

Risks don't matter



Issues do



## Managing Risks



1. Contract or an agreement is your first source of information
2. Use lessons learned and historical information for more accurate estimates
3. Starting with basic risk management processes is better than overwhelming complex systems



## Changes



Date	Change No.	Title of Change	Issue No.	Change Request Source	Status	Change Request Board Decision	Date of Resolution	Accepted By Client	Contract Reference No.





## Developing your Methodology



**One size does not fit all**



## Buffet



## Governance

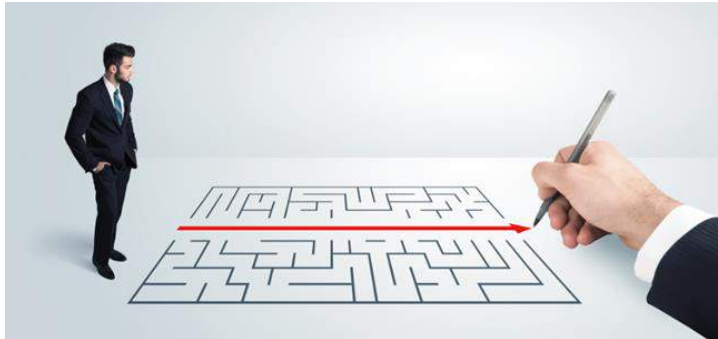


## Focus on the Low-hanging Fruits (Quick wins)



## Keep It Simple

- Simplicity
- Checklists
- Role based processes



## Review and optimize regularly

- Remove redundant processes, steps, and activates
- Imbed a lessons learned procedure into your processes.
- Allow people to modify processes based on the needs of each unique project.

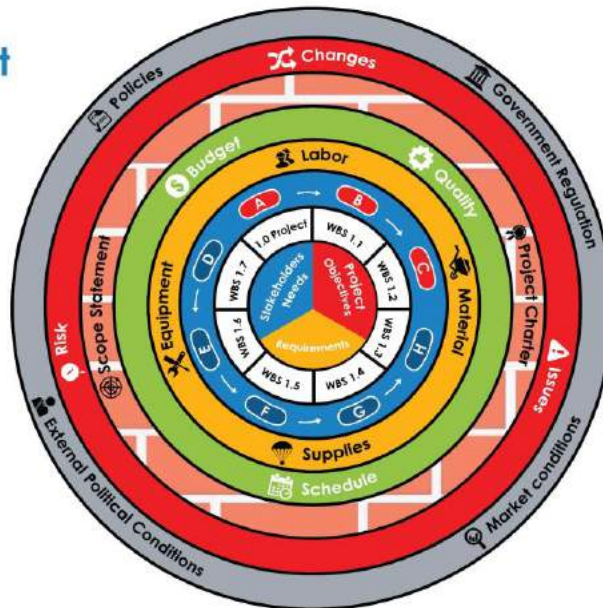


# Avoid Bottlenecks



## ADVISORS APPLIED PROJECT MANAGEMENT CHART

- Starting Point
- WBS
- Activities
- Resources
- Project Constraints
- Project Boundaries
- Red Zone
- Enterprise Environmental Factors



## Upcoming Courses and Events in 2017

Course / Seminar	Title	Date	Location	Instructor / Speaker
<b>Seminar</b>	<b>Reinventing the PMO / How to Establish a Successful PMO</b>	<b>October 12 2017</b>	<b>Abu Dhabi</b>	<b>Saadi Adra</b>
Course	Applied Project Management	October 17 - 19, 2017	Abu Dhabi	Oussama Ajouz
Course	Project Management Professional Exam Preparation Course	October 22 - 26, 2017	Dubai	Mohamad Sabbouh
Course	Reinventing the PMO / How to Establish a Successful PMO	October 31 - November 2, 2017	Abu Dhabi	Saadi Adra
<b>Seminar</b>	<b>PMBOK 6th Edition</b>	<b>November 8 2017</b>	<b>Dubai</b>	<b>Ziad El-Dana</b>
Course	Program Management Professional (PgMP®) Exam Preparation Course	November 14 - 16, 2017	Dubai	Darham
Course	Project Management Professional Exam Preparation Course	November 26 - 30, 2017	Abu Dhabi	Ziad El-Dana
Course	PMI Risk Management Professional (PMI-RMP)	December 3 - 5, 2017	Dubai	Ibrahim Kebbe
<b>Seminar</b>	<b>Leadership and Team Management for Career Women</b>	<b>December 6 2017</b>	<b>Dubai</b>	<b>Radhia Benalia</b>
Course	Leadership and Team Management for Career Women	December 19 - 21, 2017	Dubai	Radhia Benalia
Course	Project Management Professional Exam Preparation Course	December 24 - 28, 2017	Al-Ain	Ziad El-Dana
Course	Project Management Professional Exam Preparation Course	January 21 - 25, 2018	Dubai	Mohamad Sabbouh
Course	Business Analysis - A Project Perspective	January 30 - February 1, 2018	Dubai	Mohamad Sabbouh



## SPEAKER CONTACT DETAILS



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