

## Business Skills for Project Managers

### Issues

Project managers must make successful business decisions to attract needed support from upper management. Today's organizations are more likely to support projects that are aligned with corporate strategy and drive shareholder value. As a result, BTS has created *Business Skills for Project Managers*, an interactive learning solution that enables managers to understand the business implications of their project decisions.

Project managers need to think like CEOs. They must learn to treat their projects as business ventures to increase profitability and promote strategic growth.

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**Business Skills for Project Managers** addresses business issues related to project management such as:

- Aligning Projects with Organizational Strategy
- Analyzing the Market for Project Performance
- Understanding Financial Statements
- Evaluating the Impact of Change on Project Cash Flow
- Managing Beyond Traditional Project Close-out

### Solution

Based on *The Project Manager's MBA: How to Translate Project Decisions into Business Success*, co-authored by Dr. Dennis J. Cohen and Dr. Robert J. Graham, PMP, this engaging workshop enables participants to understand the fundamentals of finance, strategy and marketing. It teaches them how to apply these principles to project decisions. At the core of this solution is an interactive business simulation designed to teach project managers the fundamental business issues underlying project success.

*Business Skills for Project Managers* is a three-day learning program that combines group exercises and discussions, case studies, action planning tools, and computer simulation to ensure the immediate application of new skills on the job.

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*The Project Manager's MBA* targets:

- Experienced managers who already possess technical project management skills and wish to pursue the next step in their professional development
- Project managers who want to improve their understanding of business acumen



## Impact

Using *Business Skills for Project Managers*, participants will learn how to:

- Relate projects to the financial, strategic and marketing goals of their organization
- Manage projects as enterprises to support the organization's strategy and create shareholder value
- Transition projects to those who are responsible for the project outcome lifecycle



*Business Skills for Project Managers* incorporates a business focus into the Five Phases of Project Management. As a result, participants will gain a broader business perspective to improve their decision-making skills and win the support of their organization. *Business Skills for Project Managers* enables participants to become “Project Venture Managers” with the ability to lead projects successfully according to market performance, shareholder value and strategic growth.

### About BTS:

BTS partners with leading companies to accelerate change and improve business results. We are the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. BTS adds value for our Global Fortune 1000 clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. We have additional capability in Operational Excellence & Project Management and offer an innovative Engage for Change process. BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit [www.bts.com](http://www.bts.com).

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